

## ACTIVITIES, TOURS and ATTRACTIONS

### Saratoga Auto Museum —

See the significant cars, trucks, and vehicles that not only represent the automotive heritage of New York State but the entire world of motorized transportation. The Museum offers a variety of interactive displays and classic cars that simply impress. [www.saratogaautomuseum.org](http://www.saratogaautomuseum.org)

### The Canfield Casino —

This historic building in the heart of downtown houses the Saratoga Springs History Museum. Learn about the long history of this intriguing city, from its

beginnings as a rural village to its prominence as an internationally-known spa and resort. Changing exhibitions, permanent installations, and period rooms highlight Saratoga's fascinating people, great hotels, and mineral springs. [www.saratogahistory.org](http://www.saratogahistory.org)

### National Museum of Racing and Hall of Fame —

This exciting museum traces the history of thoroughbred from the earliest recorded racing events to the modernized sport of kings. From paintings and photographs to

exquisite sculpture, the sport is captured in all its glory. You can even learn the language of betting — if you don't already know it. [www.racingmuseum.org](http://www.racingmuseum.org)

Visit <http://www.discoversaratoga.org> for a full list of explorers' options.



### Driving Directions to the Gideon Putnam Resort —

#### From West (Buffalo)

Take I-90 east (New York State Thruway). Exit at Amsterdam Exit 27, pay toll. Take right to Route 67 to Ballston Spa. Take Route 50 north. Take right into park at 2nd light after sign, "Saratoga Performing Arts Center." Follow signs to hotel.

#### From South (New York City)

Take I-87 north (New York State Thruway). Exit 24 to I-87 (Northway). Exit 13N (Route 9). At 4th light turn left into the park. Bear left after 8/10 mile — hotel is ahead on right.

#### From North

Take I-87 south (Northway). Exit 14 and make a right on Route 9P (Union Avenue). At the end of Union Avenue make a left onto West Circular Street. Bear right at first stop sign. Turn left onto Broadway at 1st light. At 3rd light turn right into the park. Bear left after 8/10 mile — hotel is ahead on right.

#### From Albany Airport

Starting from the main parking/car rental area, continue through the toll booths to first traffic light. Turn left onto Albany-Shaker Road following signage to I-87 North (the Adirondack Northway). Turn left to take ramp onto I-87 North. Follow I-87 N to Exit 13N. Continue onto Route 9 North.

#### From East (Boston)

Take I-90 west (Mass. Turnpike) continue until Albany, use Troy/Albany Exits (24). Take I-87 (Northway). Take Exit 13N (Route 9). At 4th light turn left into the park. Bear left after 8/10 mile — hotel ahead on right.

## AWARDS BY MEAL

Check this list to see when your favorite awards will be presented!

#### Friday Lunch:

Coverage of Local Government  
Coverage of Education  
Coverage of Business, Financial, & Economic News  
Coverage of The Arts  
Coverage of The Environment  
Coverage of Health, Health Care & Science  
Coverage of Religion  
Coverage of Crime/ Police/ Courts  
Coverage of Election/ Politics  
Best Obituaries  
Headline Writing  
Best Newspaper Image Promotion  
Circulation Promotion Award

#### Saturday Breakfast:

Sports Coverage  
In-Depth Reporting  
Spot News Coverage  
News Story  
Editorial Cartoon  
Feature Photo(s)  
Art Photo  
Picture Story  
Special Sections  
Best Use of Multi Media  
Best Citizen Involvement  
Best Online Revenue Producer  
Historical or Anniversary Editions or Progress Editions  
Best Advertising Campaign - Large Space  
Best Advertising Campaign - Small Space  
Best Large Space Ad  
Best Small Space Ad  
Classified Advertising  
Bloopers of The Year

#### Saturday Lunch:

Better High School Newspaper  
Contest Awards  
Better College Newspaper  
Contest Awards  
Editorials  
Feature Story  
Best Column  
Best News or Feature Series  
Sports Feature  
Best Obituaries  
Sports Action Photo(s)  
Sports Feature Photo(s)  
Spot News Photo(s)  
Graphic Illustration  
Best Real Estate/Home Section  
Best Use of Color  
Best Special Section Cover  
Special Holiday Edition  
Best Special Section - Advertising  
Best Multi - Advertiser Pages  
Best Color Ad Created by the Newspaper  
Best House Ad/ Ad Campaign

#### Saturday Dinner:

Best Newspaper Web Site  
Best Front Page  
Best Editorial Page  
Photographic Excellence  
Overall Design Excellence  
Advertising Excellence  
Past Presidents' Award for General Excellence  
"Rookie" Reporter of the Year  
Writer of the Year  
Sports Writer of the Year  
Photographer of the Year  
Community Leadership  
John J. Evans Award for Advertising Excellence  
Stuart C. Dorman Award

# Newspapers Matter Technology Matters

Is technology shaping our future, or are we utilizing technology to shape our future?



NYPA **convention** 2012  
and **trade show**

Register One,  
Get One  
**FREE\***

\*Must be an active participant of NYPS' Advertising Network. Offer valid up to maximum of three free. Contact NYPA for full details!

MARCH 30 & 31, 2012



THE GIDEON PUTNAM RESORT — SARATOGA SPRINGS, NY



# NYPA convention and trade show 2012



# NYPA convention and trade show 2012



## Newspapers Matter

Reporters on the street matter, getting it right matters, economic models matter, production work flow matters, serendipity matters.

Serendipity matters because online, people seek out what they want to know. Newspaper readers will learn about a new cement plant or theater company because they're pulled in by a great lede or an amazing photo.

Production work flow matters because production cycles get shorter every day as people seek immediate information in bite-size pieces, delivered where they want it, when they want it, and how they want it. Delivery systems matter. New technology matters.

Economic models matter because free is not a business model — news organizations won't thrive "stacking digital dimes" or giving content away ("paywall" — can we please use a more positive word to describe digital subscriptions?).

Resources need to be invested wisely; financial benchmarks, profitability and return on investment matters.

Getting it right matters — reporters are pros who know how and where to access information. Most bloggers have other jobs, they can't spend all day cultivating sources, verifying information, challenging the company line. Newspapers have a lot of institutional memory and know a lot about a lot of things. Ethics matter.

Come to the NYPA spring convention and join the conversation as some of the newspaper industry's savviest visionaries present 64 workshops that will empower and enable your staff to create news products that matter.

Your salespeople will go home understanding what matters to their customers — they'll learn to spend less time talking, more time listening. Less time answering objections and closing, and more time focusing on being real, asking questions, cultivating value, providing solutions and building networks. They'll learn to create high impact ads — and that what works in print doesn't do the trick in the digital arena.

Your newsroom staff will learn what matters to your audience — that newspapers need be more vigilant — to pay closer attention to design, presentation, quality of content, organization of stories and pages — in print, online, on tablet or smart phone platforms.

Sometimes the noise is deafening — the screeching sounds of the skeptics counting newspapers out. Come help us make some noise that matters — the sounds of newspaper people sharing ideas, best practices, and success stories. Let's talk about business development, coaching and cultivating sales people, making money with mobile, and using social media. We'll talk about InDesign, investigative journalism, diversity, customer service, and writing skills. Listen to the speakers and talk to one another. Networking matters.

Join us March 30th and 31st in Saratoga Springs. Bring your staff. Training matters.

### HOTEL RESERVATION FORM

GIDEON PUTNAM RESORT — SARATOGA SPRINGS, NY  
Welcomes the New York Press Association  
Thursday, March 29 - Sunday, April 1, 2012

**ROOM CUT OFF DATE — FRIDAY, MARCH 9, 2012**  
**CHECK-IN — 4:00 PM • CHECK-OUT — 11:00 AM**

Thank you for selecting the Gideon Putnam Resort. In order to make your reservation process more efficient, please complete this reservation form and return it to the hotel either by mail or fax. We will return a confirmation to your attention. Please note that reservations must be received prior to the cut-off date listed below in order to receive the discounted group rate. **Otherwise, reservations will be taken only on a space and published rate available basis.**

Complimentary self-parking is available at the hotel, for conference attendees, based on availability.

**Single or double occupancy — \$140.00 + applicable taxes.**

**PLEASE PRINT OR TYPE: (CLEARLY)**

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Guest Name: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: (You'll receive your confirmation via this email) \_\_\_\_\_

Sharing Room with: (Please be sure that only the main guest submits this form) \_\_\_\_\_

*We will do our best to accommodate your requests, however, at times this may not be possible. We will always select the best room available.*

**OCCUPANCY:** (Request Only)     1 king bed     2 double beds

**DEPOSIT:** All reservations require a guarantee in the form of a credit card number or one (1) night's deposit. Reservations must be cancelled 72 hours in advance of arrival. Guests who depart early will still be charged for their confirmed dates. Guests have up to 72 hours PRIOR to arrival to change reservations accordingly. Rates are subject to applicable NYS Sales Tax (currently 13%) unless an individual tax-exempt certificate is received by the hotel with this form.

### DEPOSIT METHOD OF PAYMENT:

Deposit Amount: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Name: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature of card holder: \_\_\_\_\_

### MAIL, FAX or EMAIL to DEANNA KIRK at:

*DO NOT SEND CURRENCY — Make Checks or Money Orders Payable to:*

**GIDEON PUTNAM RESORT**  
24 Gideon Putnam Rd., Saratoga Springs, NY 12866

Phone: 518-226-4752 Fax: 518-583-2832 Email: dkirk@dncinc.com

*All rooms feature a desk and chair, telephone with voicemail, TV with cable, personal coffee maker and complimentary coffee, iron and board, hair dryer, complimentary wi-fi internet access, and more.*



**DON'T DELAY... REGISTER TODAY**

# NYPA 2012 convention and trade show

## To register:

Please complete the information on the attached registration form. The completed form must be received at the NYPA office by March 9, 2012. After March 9, late registration fees will apply. Registrations can be paid with VISA, MasterCard, American Express or Discover. Please include your credit card information on the registration form. For additional registrations, please photocopy this form.

## For NYPA members:

The registration fee includes admission to all workshops, materials, breaks, Friday and Saturday breakfast and Saturday evening cocktail party. The registration fee does not include the price of meal tickets for the Friday awards luncheon, Friday dinner, Saturday awards luncheon or Saturday dinner.

## SUPER-SAVER!

**Buy One, Get One Free Registration Package for participants in NYPS' Classified Advertising Network!**

Newspapers participating in the Statewide Classified Advertising Network are eligible to take advantage of NYPS' Buy One, Get One Free convention package. Register one participant, get one free. Reserve one hotel room night, get one free. Newspapers are eligible for one free convention registration and one free hotel room night for each one they buy — maximum of three free registrants per company. All Meals are NOT included in the Free deal. All meals must be paid for. Questions — call Rich or Jill or Amy. Not a member? Sign up today and commit to one year in the network and you're eligible too! Call Amy today!

## For non-members:

In addition to the registration fee, there is a surcharge of \$200 per registrant. The registration fee and surcharge includes admission to all workshops, materials, breaks, Friday breakfast, Saturday breakfast and the Saturday evening cocktail party. Non-members may purchase meal tickets for Friday lunch, Friday dinner, Saturday lunch and Saturday dinner.

## If you are bringing a spouse or guest:

Spouses and guests are welcome to attend the convention. Complete the "Guest/Spouse" portion of the registration form. Spouses and guests must pay the spouse/guest fee. The fee includes breaks, Friday breakfast, Saturday breakfast and the Saturday evening cocktail party.

## Complete your registration form:

Complete your registration form and mail or fax with payment to NYPA.

## Meal tickets:

Registration fees do not include the cost of meal tickets. Meal tickets may be ordered on the registration form. A limited number of meal tickets may still be available at the NYPA registration desk during the convention.

## Hotel Reservations:

All convention attendees are responsible for making their own hotel reservations. Be sure to use the reservation forms included in this registration booklet. DO NOT FAX THE HOTEL RESERVATION FORM TO THE NYPA OFFICE. FAX IT DIRECTLY TO THE HOTEL RESERVATIONS OFFICE LISTED ON THE FORM. THE NUMBER IS PROVIDED ON YOUR RESERVATION FORM.

## Cancellation Policy:

All refund requests must be made by March 20, 2012. Refunds will not be issued for cancellations made after this date. Meal tickets cannot be cancelled during the convention. The hotel requires guaranteed counts for each meal prior to the convention and NYPA is financially responsible for those counts.

## Convention Meal Descriptions:

### Friday Breakfast: No Charge

Continental Breakfast including sliced fresh seasonal fruit, bagels, muffins, cinnamon rolls, butter and cream cheese. Fresh brewed coffees, tea, and orange juice.

### Friday Luncheon: \$15

Family-style deli platter with pre-made assortment of sandwiches and wraps, cold salads, homemade Saratoga chips, assortment of cookies and brownies, coffee, tea and soft drinks. Better Newspaper Contest awards will be presented.

### Friday Cocktails, Dinner, Entertainment at the National Museum of Dance: \$75

The National Museum of Dance & Hall of Fame was established in 1986 and is the only museum in the nation dedicated entirely to dance. Located in the former Washington Bath House — a 1918 Arts and Crafts-style building, the museum houses a collection of photographs, videos, artifacts, costumes, biographies and archives comprising a contemporary and retrospective examination of influential contributions to dance. One of the museum's permanent exhibitions is the C.V. Whitney Hall of Fame. In 1987, the Museum recognized Fred Astaire, George Balanchine, Katherine Dunham, Martha Graham, Doris Humphrey, Lincoln Kirstein and Bill 'Bojangles' Robinson, among others, as founders and innovators of American professional dance. To date more than forty dancers, choreographers, teachers, designers, critics and patrons have been recognized for their influence on our dance heritage. Enjoy butler-passed hors d'oeuvres, carving stations, sliders and fries, pasta stations, desserts galore... plenty of fabulous food and fun!

### Saturday Breakfast: No Charge

Enjoy a traditional breakfast buffet with fresh pastries and breads, assorted yogurts, assortment of cold cereals, season fresh fruit, breakfast potatoes, fresh scrambled eggs, bacon and sausage links, pancakes and waffles with warm syrup, coffee and tea. Better Newspaper Contest awards will be presented.

### Saturday Luncheon: \$15

Grilled chicken Caesar salad, followed by carrot cake for dessert. Better Newspaper Contest awards will be presented.

### Saturday Dinner: \$55

Choice of: Herb roasted chicken with a balsamic reduction; OR, Roast top sirloin with Au Jus; OR, Wild Alaskan salmon with sauce Beurre Blanc. All served with a starter of a house salad with balsamic vinaigrette. For dessert, old-fashioned cheese cake. The most prestigious Better Newspaper Contest awards will be presented at this closing banquet.

**NOTE:** Vegetarian/children's meals or any special dietary needs should be arranged with Rich Hotaling at 518.464.6483 or rhotaling@nynewspapers.com.

This brochure includes the 2012 Spring Convention registration form, to be completed and faxed to NYPA. Also included is reservation form for the convention hotel. Take advantage of the reduced group rates by using these forms to register BEFORE MARCH 9, 2012.

FYI — We have room blocks at a few different hotels in Saratoga Springs, so if you prefer to book your accommodations at another location, please contact Rich at rhotaling@nynewspapers.com or 518.464.6483 for more details.

\*\*\*Please fax your convention registration form to NYPA, and your hotel registration form directly to the hotel.

The full two-day schedule includes sixty-four workshops...  
(an amazing value!)

## HIGHLIGHTS

### KEVIN SLIMP —

The man, the myth, the legend. Also known as @newsguru on Twitter. Trust us — he's forgotten more about PDF files than most people will ever know. This is not your dry, boring technology speaker — this is one funny, opinionated guy who happens to love good barbecue and newspaper technology, including InDesign, PDFs, Photoshop and more.

- Got production workflow issues? Kevin can help.
- Want better looking photos? Kevin can help.
- Want to know what the best new technology for newspapers is? Kevin knows.

He'll share his "dirty little secrets" about PDF files and he'll tell you what he has learned from successful newspapers.

He'll share his common sense approach to customer service and he'll tell you what every newspaper person should know about the future.

These sessions alone are worth a trip from anywhere. Bring him your questions and problems. He's got the solutions.

### LANDY CHASE —

### KELLY WIRGES —

### ED BARON —

### JIM ELSBERRY —

### BARBARA TRIMBLE —

### BETH WILLIAMS —

Sales trainers extraordinaire! Professionals with proven track records who will show you the path to sales success. Lessons that stand up to the tough challenges of everyday, real-world business. Simple, take-home-and-implement strategies that everyone in sales can use right now.

Learn "The Law of Compensation" — your income is determined by how many people you serve and how well you serve them.

- Why "winging it" doesn't work
- How to get the "first appointment"
- Prospecting that pays
- Accountability matters
- Listen up sales managers: leadership matters
- Sales manager as coach
- Social media marketing and new business development
- Developing outstanding ad reps
- Mastering competing media
- And a whole lot more...

### INTERACTIVE AD BUREAU PRESENTATIONS —

A team of digital pros will be on hand to tell you everything you need to know about launching and growing digital ad operations. Metrics, sizes, formats, placements, real estate and more. What works and what doesn't (what doesn't is thinking that the ads you run in print are the same ones you use online!).

You'll learn to design digital ad that get results; how to price your digital products; what those metrics mean, and who your best prospects are.

These guys are good!

### RICHARD STEIN —

### Designing ads that sell (and look great, too!)

Bring your laptop with your favorite layout software for a hands-on workshop on ad design. Don't worry if you don't have a computer, if attendance is great enough, we'll pair you with another designer.

Learn the 10 biggest mistakes made by ad designers and how to avoid them.

Whether you're a sales person who needs to do her own design or communicate your needs to a designer, or a designer who needs to write her own copy or communicate design principles to your sales staff, this one's for you.

### AND THERE'S MORE —

### VIDEO BOOT CAMP

### DIGITAL STORYTELLING

### FINANCIAL BENCHMARKS

(and what they have to do with profitability and growth)

### INVESTIGATIVE REPORTING

### ETHICAL DILEMMAS IN THE NEWSROOM

### COPY EDITING

### FOIL AND OPEN GOVERNMENT

### LIBEL

### MEDIA LAW IN THE DIGITAL AGE

### WRITING (it still matters)

### DESIGN (it matters even more now)



### KEYNOTE SPEAKER — Friday lunch:

### ALEX JONES —

### "Why Newspapers Matter"

Former host of PBS' "Media Matters," Alex Jones is the Director of the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard.

He covered the press for The New York Times from 1983-92 and was awarded the Pulitzer Prize in 1987. In 1991, he co-authored (with Susan E. Tift) The Patriarch: The Rise and Fall of the Bingham Dynasty. In 1992, he left the Times to work on The Trust: The Private and Powerful Family Behind the New York Times (also co-authored with Tift), which was a finalist for the National Book Critics Circle award. He has been a Nieman Fellow at Harvard, a host of National Public Radio's On the Media, and host and Executive Editor of PBS's Media Matters

He will offer a probing look at the epochal changes sweeping the media, changes which are eroding the core news that has been the essential food supply of our democracy.

At a time of dazzling technological innovation, Jones says that what stands to be lost is the fact-based reporting that serves as a watchdog over government, holds the powerful accountable, and gives citizens what they need.

In a tumultuous new media era, with cutthroat competition and panic over profits, the commitment of the traditional news media to serious news is fading. Indeed, as digital technology shatters the old economic model, the news media is making a painful passage that is taking a toll on journalistic values and standards.

Journalistic objectivity and ethics are under assault, as is the bastion of the First Amendment.

In his remarks, Alex Jones will present a call to arms to fight to keep our core journalistic principles intact. He'll make an impassioned call to action to preserve the best of traditional newspaper journalism. You won't want to miss this compelling reminder of why newspapers matter.

# Friday, March 30, 2012

**NEWSROOM**      **PUBLISHERS**      **ONLINE**      **ADVERTISING**      **TECHNOLOGY**      **PHOTOGRAPHY**

## 8:00am - 9:00am Opening Continental Breakfast in Tradeshow Area

9:00am - 10:30am	Open Government Laws / FOIL <i>Robert Freeman</i>	Free (or almost Free) Tools to Help Online Storytelling <i>Jen Reeves</i>	Leadership — Ignite the Change <i>Beth Williams &amp; Margaret Morgan Maat</i>	Designing Digital ads that GET RESULTS <i>IAB</i>	Leadership in Tough Times <i>Jim Elsberry</i>	Winging it” Doesn’t Produce Sales — Persuasive Communication <i>Kelly Wirges</i>	InDesign Tips & Tricks Part I <i>Kevin Slimp</i>	Digital Storytelling — How layers of digital video, audio, still and graphics, build a story <i>Tim Sorel</i>
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## 10:30am - 10:45am Coffee Break

10:45am - 12:00pm	Investigative Journalism 101 — What you need to know to get started <i>Joe Bergantino</i>	Why You Should Jump Into New Technology (like Google+) <i>Jen Reeves</i>	What’s a Leader to Do? Leadership Competencies in the Age of Change <i>Beth Williams &amp; Margaret Morgan Maat</i>	Mobile 101: Getting Started in Engaging Audience and Advertisers <i>Greg Swanson</i>	Accountability in Action <i>Kelly Wirges</i>	Anatomy of a Sales Call <i>Jim Elsberry</i>	InDesign Tips & Tricks Part II <i>Kevin Slimp</i>	Video Shooting strategy for effective news stories <i>Tim Sorel</i>
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## 12:15pm - 2:00pm Lunch/Better Newspaper Contest Awards — ALEX JONES — “Why Newspapers Matter”

2:15pm - 3:30pm	Libel: Say it Safely <i>Katharine Larsen &amp; Richard Weber</i>	Reporter’s Roundtable Moderated by <i>Scott Brinton or Lincoln Anderson</i>	Super Tab Sections and Co-op \$\$ <i>Barbara Trimble</i>	Digital Ad Operations 101 <i>IAB</i>	Leading through Change <i>Kelly Wirges</i>	How to Go From Successful Print Sales to Successful Online Sales <i>Zach Ahrens</i>	What Every Newspaper Person Should Know About the Future <i>Kevin Slimp</i>	Online Video Bootcamp Part I <i>Seth Gitner</i>
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## 3:30pm - 3:45pm Afternoon Break — “Ice Cream Stand”

3:45pm - 5:00pm	Editor’s Roundtable Moderated by John O’Connell	Raise Your Voice and Inspire Change <i>Andrew Swayze</i>	Publishers’ Roundtable Moderated by <i>Jeanne Straus &amp; Roger Coleman</i>	What do these web metrics Mean <i>Howard Goldberg</i>	Engage: Getting that 1st Appointment <i>IAB</i>	Prospecting that Pays <i>Kelly Wirges</i>	A Common Sense Approach to Customer Service <i>Kevin Slimp</i>	Online Video Bootcamp Part II <i>Seth Gitner</i>
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# Saturday, March 31, 2012

**NEWSROOM**      **PUBLISHERS**      **ONLINE**      **ADVERTISING**      **TECHNOLOGY**      **PHOTOGRAPHY**

## 7:30am - 9:00am Better Newspaper Contest Awards Breakfast

9:00am - 10:30am	Exploring Diversity: race, ethnic and community reporting	Designing for Copy Editors <i>Rob Davis</i>	Financial Benchmarks: The Key to Profitability <i>Mark E. Nusbaum</i>	How to Take Your Social Media Reporting to the Next Level <i>Henry Lopez</i>	Navigating the Sales Team <i>Ed Barron</i>	Advanced Negotiation and Closing Skills <i>Landy Chase</i>	The Dirty Little Secret About PDF Files <i>Kevin Slimp</i>	Photo Assigning and Editing <i>David Handshuh</i>
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## 10:30am - 10:45am Coffee Break

10:45am - 12:00pm	Resolving Ethical Dilemmas in the Newsroom <i>Gary Gilson</i>	How to Learn and Teach a Stylebook <i>Jim Franklin</i>	Enhancing the readability of your pages with Universal Themes <i>Earl Brechlin</i>	Making Money with Mobile <i>Greg Swanson</i>	Tribal Speak: Coach Me to Reach My Full Potential <i>Ed Barron</i>	How to Sell Advertising Value Effectively <i>Landy Chase</i>	What I’ve learned from Successful Newspapers <i>Kevin Slimp</i>	Image Brain storming <i>David Handshuh</i>
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## 12:15pm - 2:00pm Lunch/Better Newspaper Contest Awards

2:15pm - 3:30pm	How to Make Your Copy as Lively as the Games You Cover <i>Gary Gilson</i>	Writing for Digital Platforms <i>Stuart Warner</i>	Designing Ads that Sell (and Look Great Too!) <i>Richard Stein</i>	Listening & Communicating Using Social Media Tools <i>Jeff Cutler</i>	The Selling Revolution –Social Media Marketing and the New Rules of Business Development <i>Landy Chase</i>	Tribal Speak: Sell Me the Way I Want To Buy <i>Ed Barron</i>	New Technology for Newspapers <i>Kevin Slimp</i>	Photography for Beginners <i>Rob Heller</i>
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## 3:30pm - 3:45pm Afternoon Break — “Sweet Tooth”

3:45pm - 5:00pm	Where to Go and What to Know on the Web <i>Jeff Cutler</i>	Making Room for the Short Narrative <i>Stuart Warner</i>	Media Law Resource Center: Media Law in the Digital Age	Online Publishing needs the dynamic flexibility of print <i>Keith Jordan</i>	How to Find, Hire and Develop Outstanding Ad Reps <i>Landy Chase</i>	Mastering Competitive Media <i>Ed Barron</i>	Getting Better Results from Color & B&W Photos in Photoshop <i>Kevin Slimp</i>	Telling Great Stories with Sound and Pictures <i>Rob Heller</i>
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