

2017 Kentucky Press Association Winter Convention

Kentucky Press Association/Kentucky Intercollegiate Press Association/Kentucky News Photographers Association/Kentucky High School Journalism Association

January 19 • 20 • 21, 2017 • Marriott East, Louisville

THURSDAY, JANUARY 19

All times are Eastern time

All Kentucky High School Journalism sessions will be on the second floor of the Marriott East

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| 8 a.m. – 9 a.m. | Kentucky High School Journalism Association Registration |
| 8 a.m. – 12 Noon | Kentucky High School Journalism Association Convention and Trade Show |
| 8 a.m. | KPA Trade Show Setup
Pre-Function Area, Second Floor |
| 10 a.m. | KPA Trade Show and Convention Registration Opens |
| 10 a.m. | KPA/KPS Board of Directors Meeting |
| 11 a.m. | KPA Winter Convention Registration Desk and Trade Show Opens |
| 11:30 a.m. | KPA Business Meeting - All Members |
| Business matters include election of the 2017 KPA/Kentucky Press Service Vice President | |
| 12 Noon | KPA Board of Directors and KPA Past Presidents Luncheon |
| 1 p.m. | KPA Past Presidents Meeting |
| 2:30 p.m. | KPA Legal Defense Fund Committee meeting |

6 p.m. KPA Advertising Excellence in Kentucky Newspapers Awards Reception

7 p.m. KPA Advertising Excellence in Kentucky Newspapers Awards Banquet

Winners of the Advertising Excellence in Kentucky Newspapers 2016 competition are announced as well as newspapers receiving General Excellence.

FRIDAY, JANUARY 20

The Kentucky News Photographers Association will have Still Photo seminars available Friday.

The Kentucky Intercollegiate Press Association (college and university student publications) will be having sessions as well during the day. KPA members are invited to attend any of the KIPA sessions.

8 a.m. KPA/KIPA/KNPA Convention Registration, KPA Trade Show

Nikon and Canon representatives will be on-site to clean and check cameras

**9 a.m. Ed Henninger - 25 Design Things They Say You Can't Do...But You Really Can
...And Three You Really Can't**

"**Why would you** want to put teasers below the nameplate? Everyone knows they should go above the flag!"

"**You want to do what** with the pullouts? In the middle of text?"

"**No jumps?** Ever? You gotta be kidding!"

"**You can't move** the opinion page farther back than page five or six. It's in the postal regs!"

You can't do that!

You can't do that!

You can't do that!

Uhhh...yes you can.

Ed Henninger delights in debunking. And he can share that delight with your member publishers and editors.

In "**25 design things...**" Ed takes design myths and helps your publishers and editors understand how...and why...they can make them work. On deadline. With their staff. At their newspapers.

For the rest of the day, Ed Henninger will be doing one-on-one design sessions with individual newspapers. The Design Critiques individual sessions are by reservation with KPA only.

9 a.m. Jaci Smith - Coming to Terms: A journalist's Definition of Native Advertising

Jaci Smith is the digital planner for Gannett's Delawareonline.com [The News Journal]. Before joining Delawareonline 15 months ago, she was the managing editor of a small newspaper in Minnesota and a fellow with the Donald W. Reynolds Journalism Institute. She has been a newsroom warrior for 25 years in five different states from New Jersey to California with the bumps, bruises and awards to prove it. Jaci pursued a Reynolds Fellowship in 2015 where she studied trends in native trends and their applications for small-and-medium-sized media companies. In one of her blogs, she defined various terms from a journalist's perspective. She says "journalists should be taking the lead in defining native advertising and creating and implementing its ethical guidelines." Find out about Native Advertising and how it's time to come to terms with that.

9:30 a.m.

Mike Blinder - Stop Overthinking...And Just Sell Audience!
(Session will be 9:30 a.m. until 11:30 a.m.)

Mike Blinder has made it happen! He has worked in hundreds of markets at newspapers with varying history and cultures, worldwide, proving that newspaper's can sell multimedia solutions with their traditional/ legacy sales team.

However, the process of adding digital components to our existing legacy products has to be simplified. The value propositions that digital offerings brings to advertisers must be made clear and easy to understand.

Mike Blinder President/ Founder of the Blinder Group is an author and internationally recognized as an expert on media advertising. Mike will review real world case studies on how newspapers (of all sizes)are bundling digital products with their legacy offerings.

Topics that will be covered in these fast paced sessions, will include:

- * What digital products can be easily sold by legacy reps (And, which ones are problematic)
- * Pricing/ Packaging & Easiest Product Offerings to Sell, including
- * Bundling "Impressions With Inches" IE: Taking Digital Inventory on Every Sales Call
- * Why Social Stuff (like Facebook) Can Not be Ignored!

10:30 a.m.

Tim Smith/Tim Smith Consulting – Personality Styles

Understanding different selling and buying styles and how to adapt our selling style to match their buying their style

*Tim Smith Consulting is an employee and management training organization located in Allentown, Pennsylvania. The corporate mission statement is "to provide our customers with quality classroom instructor led business skills training. We are very results oriented in our approach and can show our customers specific benefits. Our approach has been proven over and over so that we can ensure the success of our customers in reaching their specific goals. At Tim Smith Consulting, our philosophy and our approach is simple: **practical proven techniques and customer satisfaction.**"*

Tim has been in the Training and Development field for over 30 years and has worked in the newspaper and print industry for over 12 years.

Tim started out in Circulation and was promoted to a supervisory role in the Production Department due to his work ethic and his results. He has also worked on the sales side of the business again being promoted to Sales Manager due to his results, especially in revenue, repeat business and his ability in new business development.

10:30 a.m.

Pricing Strategies for Your Circulation Strategies

Steve Learn has been at KPA Conventions previously and we're bringing him back at the request of those who have following his successful circulation/audience development strategies.

10:30 a.m.

Sexual Assaults: A background on the issue and a primer on how to cover the topic

You've read about, even written about perhaps the state's backlog of sexual assault kits, the implementation of the SAFE Act and you probably even have questions about how to cover and write about sexual assaults.

Eileen Recktenwald, executive director of the Kentucky Association of Sexual Assault Programs (KASAP); sexual assault survivor and policy advisor Michelle Kuiper; and Stephenie Steitzer Hoelscher, former Courier-Journal reporter and advisor to KASAP.

Eileen and Stephenie will provide an update on the effort to clear Kentucky's sexual assault kit backlog and on the implementation of the SAFE Act. They also will present a primer on covering sexual assault – with a survivor's perspective. Story ideas to be provided!

12 Noon – 1:45 p.m. KPA Luncheon, including Changing of the Guard as Loyd Ford, 2016 KPA President passes the gavel to 2017 KPA President Ryan Craig

Presentation of the 2016 KPA Most Valuable Member Award

Presentation of the 2016 Lewis Owens Community Service Award

Presentation of the 2016 National Newspaper Association President's Award

12 Noon KIPA Advisers Roundtable

2 p.m. Jaci Smith - Creating a Digital Culture in Your Newsroom

It may seem daunting, but thinking digital first in your newsroom is really about engagement. Making every piece of information you share with the public a conversation. Gannett digital planner Jaci Smith will talk about simple tricks and strategies to balance being digital against the need to focus attention and resources on your company's biggest moneymaker — the printed edition.

2 p.m. Tim Smith - Bundling Digital with Print and other Products

Bundling together your products, based on your customer's needs, using the eight steps presentation process

3 p.m. Steve Learn - Revenue Ideas for Your Circulation Department

3:30 p.m. Ashley Pack, KPA General Counsel – The Legal Side of Digital/Social Media, Privacy and your questions about Open Meetings/Open Records - Ashley Pack, Dinsmore & Shohl and KPA General Counsel

Always one of the most attended convention sessions, Ashley Pack, KPA General Counsel with Dinsmore & Shohl, talks about what's going on in the state and nationally in open government areas, privacy and other issues that affect your newspaper. Just as technology has changed the way newspapers report the news and record history, it's also brought with it new issues/concerns about legal issues. Ashley will also cover revised or new legal issues of social media. Ashley opens it up for a Q&A on Open Meetings/Open Record as time permits.

3:30 p.m. Tim Smith - Selling Print Advertising in a Digital World

Print being our bread and butter, specific questions and skills on how to sell print in a digital world

6 p.m. Excellence in Kentucky Newspapers - 2016 Awards Reception

7 p.m. Excellence in Kentucky Newspapers - 2016 Dinner and Awards Presentation

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KPA's Winter Convention ends Friday night, January 20. The Kentucky News Photographers Association convention will continue on Saturday, January 21.

**Mid-October 2017 -- Deadline for entering the Advertising Excellence
in Kentucky Newspapers competition, for all editions
published between October 1, 2016 and September 30, 2017**

**Mid-October 2017 -- Deadline for entering the Excellence
in Kentucky Newspapers News competition, for all editions
published between October 1, 2016 and September 30, 2017**