

**National Newspaper Association Foundation  
139th Convention and Trade Show  
Minneapolis, MN  
DRAFT AGENDA – subject to change**

Day	Date	Start	End	Event Type	Event	#	Room
<b>TUES</b>	<b>10/7</b>	Noon		Office	Office/storage		Director's Row 4 (3 <sup>rd</sup> floor)
<b>WED</b>	<b>10/8</b>						
		6:00 AM	11:59 PM	OFFICE	Office/Storage		Director's Row 4 (3 <sup>rd</sup> floor)
		10:00 AM	4:30 PM	Workshop	Interlink User Group Workshop		Duluth?
		3:00 PM	4:00 PM	Meeting	Pre-Con		
		6:30 PM	9:30 PM	Dinner	Board & Staff Dinner	50	The Local
		9:30 PM	11:30 PM	Drinks	Meet and Greet at Bar	50	Hotel Bar
<b>THURS</b>	<b>10/9</b>						
		6:00 AM	11:59 PM	OFFICE	Office/Storage		Director's Row 4 (3 <sup>rd</sup> floor)
		8:00 AM	NOON	Exhibits	Setup		Marquette Ballroom
		8:00 AM	6:00 PM	Registration	Registration Desk Open		Marquette Foyer (2 <sup>nd</sup> Floor)
		9:00 AM	10:30 AM	Meeting	NNA BOD Meeting	15	Duluth
		11:00 AM	12:30 PM	Meeting	NNAF BOD MEETING	15	Duluth
		11:30 AM	12:30 PM	Sessions	Breakout Session: Can podcasting work for your newsroom?	30	Marquette Ballroom
		12:40 PM	1:10 PM	Sessions	Flash Sessions 1-5	50	Marquette Ballroom
		1:30 PM	3:30 PM	Exhibits	Ice Cream Social in Trade Show	50	Marquette Ballroom
		3:30 PM	4:30 PM	Session	Solutions Start Here	50	Marquette Ballroom
		4:30 PM	6:00 PM	Exhibits	Trade Show Reception	100	Marquette Ballroom
		6:30 PM		BUS?	To Mall of America	150	Hotel Lobby TBD
		7:00	9:00 PM	Dinner	Extravaganza at Fair on 4th	150	TBD
<b>FRI</b>	<b>10/10</b>						
		6:00 AM	11:59 PM	OFFICE	Office/Storage		Director's Row 4 (3 <sup>rd</sup> floor)
		7:30 AM	3:00 AM	Registration	Registration Desk Open		Marquette Foyer
		8:00 AM	3:05 PM	Exhibits	Trade Show Open		Marquette Ballroom
		8:00 AM	9:30 AM	Session	Opening Ceremony with keynote	120	Marquette Ballroom
		9:45 AM	10:45 AM	Session	Libel Workshop with Walterry	50	Marquette Ballroom
		11:00 AM	11:35 AM	Exhibits	Break in the Trade Show	75	Marquette Ballroom
		11:40 AM	12:10 PM	Session	Flash Session #6-10	80	Marquette Ballroom
		12:15 PM	1:45 PM	Break	Lunch with Exhibitors	120	Marquette Ballroom
		1:50 PM	2:55 PM	Session	Breakout Session: Make A Media Kit That Sells	80	Marquette Ballroom
		3:00 PM	3:30 PM	Exhibits	Refreshments in the Trade Show/ Exhibitor Draw Prizes (75)	80	Marquette Ballroom
		3:30 PM	4:30 PM	Break	Breakout Session: Generative AI in Print Journalism: Promise and Pitfalls	50	DULUTH
		4:30 PM	5:30 PM	Session	Great Idea Exchange	50	DULUTH
		6:30 PM	7:00 PM	BAR	Bar opens early	50	Marquette Ballroom
		7:00 PM	8:30 PM	Dinner	Closing Dinner/Annual Meeting/Contest	90	Marquette Ballroom



# Details of the 139<sup>th</sup> Annual Convention & Trade Show

*Check back for regular updates*

**Wednesday, Oct. 8**

## **SPECIAL PRE-CONVENTION WORKSHOP**

10:30 a.m.-4:30 p.m. **Interlink User Workshop** *Brad Hill, CEO, Interlink, Berrien Springs, Michigan*

An exclusive workshop for Interlink Circulation Users! Join us a day before NNAF's 139th Annual Convention. Featured topics: Mail Entry and Network Changes, Smart Sampling™, Electronic Address Correction Notices, Annual Statement of Ownership, eDoc & USPS PostalOne!, one-on-one sessions and best practices, plus introduction of a new online service for subscribers.

**Thursday, Oct. 9**

11:30 a.m.-12:30 p.m. **Breakout Session: Can podcasting work for your newsroom?** *Kris Kerzman, Forum Communications Company, Fargo, North Dakota*

Podcasts are all the rage for sports talk and national political commentary, but can they help your newsroom deliver local and regional news? In this seminar, we'll go over some of the pros and cons of podcasting for a small newsroom and look at some low-risk strategies to get a podcast off the ground.

12:40-1:10 p.m. **FLASH SESSIONS** Block #1

Flash sessions are quick bites on a topic. Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in: *Admin, Advertising, Circulation, Digital, and Editorial.*

### 3:30-4:30 p.m. **Solutions Start Here**

An exchange that provides three (3)-minute time slots for newspaper partners & exhibitors to share examples of their products and/or services being used to increase circulation and/or revenue.

### 4:30-6 p.m. **Trade Show Reception**

Welcome! We're a casual bunch; mingle, grab some appetizers and drinks, chat with newspaper partners around the Trade Show, and say *hello* to as many people as you can – the Foundation rewards friendliness with the Mr./Ms. X incentive of \$139!



### 6:30 p.m. **Transportation to Extravaganza**

### 7–9 p.m. **EXTRAVAGANZA at the Mall of America**

Since opening in 1992, the Mall of America has become a global leader in retail, entertainment, and attractions. More about the mall here: <https://mallofamerica.com/>

## Friday, Oct. 10

### 8:30-9:30 a.m. **Opening Ceremony** *Minnesota Governor Tim Walz (invited)*

### 9:45-10:45 a.m. **Libel Workshop with Walterry Lieta Walker, Ballard Spahr of Minneapolis**

### 11:40 a.m.- 12:10 p.m. **FLASH SESSIONS** Block #2

Flash sessions are quick bites on a topic. Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in: *Admin, Advertising, Circulation, Digital, and Editorial*.

### 1:50-2:55 p.m. **Breakout Session: How to Sell Digital Advertising in 2025** *Kenny Katzgrau, Broadstreet, Red Bank, New Jersey*

Ever get ghosted during the ad sales process? Or hear ... "We don't have the budget." ... and ... We market on social media!" What if you could eliminate ghosting, charge the rates that you deserve, and be the best in your market ... even better than Facebook and Google on their BEST day? That would make you an elite ad salesperson. The good news is that anybody can be one, and should be one. No sales experience necessary. In the 2025 version of Broadstreet's most celebrated webinar in our history — in true Broadstreet fashion, had been refreshed with best practices and made better than ever. Hosted by Publisher of redbankgreen and Broadstreet CEO Kenny Katzgrau. It'll be smart, entertaining, and the lessons will change your perspective on sales forever.

### 3:30-4:30 p.m. **Breakout Session: Generative AI in Print Journalism: Promise and Pitfalls** *NNA Foundation Director Austin Lewter, instructor of journalism and broadcast, Tarleton State University of Stephenville, Texas*

We will explore the growing role of generative AI in print journalism — from content creation and workflow automation to ethical dilemmas and editorial risks. You will gain insight into how AI is reshaping newsroom practices, the challenges it presents to accuracy and accountability and strategies for responsible integration. This will be ideal for editors, reporters and any media professionals navigating the future of news.

4:30-5:30 p.m. **Great Idea Exchange** *Robert M. Williams Jr., director of creative resources, NNA, Blackshear, Georgia*

Results that pay off your event registration, members have said in past years. Led by longtime publisher and NNA Past President Robert M. Williams Jr. of Blackshear, Georgia, members will share their top advertising, circulation and good-will ideas that have succeeded for them — some projects are new and many are evergreen.

# Session Leaders, A-Z

## **Brad Hill**

Brad Hill is CEO at Interlink and one of NNA's representatives on USPS' Mailer's Technical Advisory Committee. Email: [brad@ilsw.com](mailto:brad@ilsw.com)

## **Kenny Katzgrau**

Kenny Katzgrau is the creator of Broadstreet. We're a small, fun and dedicated team of thinkers, dreamers, engineers and misfits that cares deeply about what we do. Here's what we do and why we do it. In 2012, I worked at Yahoo on an ad tech platform that, to this day, gives me an immense amount of insight into digital advertising strategy. Back home in Red Bank though, I was presented with the challenge of helping a local news publisher save an advertising relationship. That publisher was John Ward of Red Bank Green, and his advertiser was definitely going to cancel. The advertiser has decided that they only needed social media – no advertising. We've all heard that one. So alongside the publisher and John Crepezzi (a good buddy and engineer at Patch), we came up with a thing called "Editable Ads." They were like normal banner ads, but the content would pull in whatever was on the client's Facebook page and show that. Could definitely have a better name, but regardless, the advertiser was impressed. They stayed on. And they're still a paying advertiser for Red Bank Green to this day. That experience of making an effort to impress someone as part of the sales process never left me. I realized that there was so much more that a publisher, especially a local or B2B publisher, can do to impress advertisers, win their business, and keep them happy. That's how Broadstreet was born. We exist to help our publishers earn a significant share of the marketing budgets that will otherwise go to Google and Facebook.

## **Kris Kerzman**

Kris Kerzman is the digital editor/podcast network manager for The Forum of Fargo-Moorhead, North Dakota. As digital editor for InForum, Kris is focused on providing trustworthy information and compelling stories about the Fargo-Moorhead region through the InForum website and other online platforms. Kris has worked in social and digital media since the inception of the social internet, filling roles in marketing, public relations and non-profit journalism before coming to The Forum. He is drawn to quirky stories that speak to human creativity and perseverance. When he's not at work, Kris is a husband to a talented wife, a dad to two curious kids, a vinyl record collector, a middling music producer and a student of BBQ.

## **Austin Lewter**

If he's not at his newspaper in Whitesboro, Texas, Austin Lewter might be teaching in a Tarleton State University classroom about 140 miles away in Stephenville. He could be visiting a newspaper publisher out in the Texas Panhandle on behalf of the Texas Center for Community Journalism, or at a meeting of the National Newspaper Association Foundation's board, to which he was elected early 2025.

## **Matt Paxton**

Matt Paxton is NNA postal chair and a member of the Mailers Technical Advisory Committee for NNA, along with Brad Hill of Interlink and NNA's Lynne Lance. He is also the publisher of The News-Gazette in Lexington, Virginia.

**Lieta Walker**

Leita Walker is a litigator and trial lawyer in Ballard Spahr's Media and Entertainment Law Group. She has nearly 20 years of experience defending speech in libel litigation, helping news organizations obtain access to governmental and judicial records, and helping journalists and whistleblowers navigate high-profile and politically polarizing situations, including demonstrations and other events that sometimes turn violent. Leita's First Amendment practice includes defending libel, privacy, and right of publicity claims in trial and appellate courts across the country; prepublication vetting of book manuscripts, news articles, TV scripts, podcasts, documentaries, and entertainment content; and advising clients on subpoenas and privilege issues, copyright law, and state and federal freedom of information laws. In addition to media organizations, Leita represents consumer brands that engage in speech through social media and sponsored influencers, as well as whistleblowers, counseling them on not only the defamation, privacy, and security risks that arise in coming forward but also on how to navigate the inevitable media inquiries that follow-on high-profile accusations against public figures.

**Robert M. Williams Jr.**

Leading the Great Idea Exchange is Robert M. Williams Jr., longtime community newspaper publisher from Blackshear, Georgia. He was NNA president in 2013-14 and is now acting as NNA director of creative resources, moderating the Great Idea Exchange – revenue ideas shared among NNA members. He is available for consultation on how to create more revenue, help you deal with inevitable newspaper issues or be a sympathetic ear for NNA members looking for an experienced publisher to listen. Email him at [robert@nna.org](mailto:robert@nna.org) or call at (912) 281-5438 from 10 a.m -3 p.m. ET, Monday-Friday.