



The program was planned by you and for you! Members identified interest in relevant updates on admin, advertising, circulation, editorial and digital issues.

See detailed program descriptions below.

Solutions Start Here (3-4:30 p.m., 9/30)

NNA Exhibitors return again to describe the projects they designed and implemented using products and/or services that increased circulation or revenue at a community newspaper. In short power presentations, you'll see the results, hear the details and then meet them in their booths.

Extravaganza at the Cummer Museum (6:30-10 p.m., 9/30)

Established in 1958, the Cummer Museum of Art & Gardens is the largest fine arts museum in Northeast Florida. Historic gardens, set against the backdrop of the St. Johns River, serve as a centerpiece of beauty for all to revel in.

Walterry Insurance Brokers' Libel Workshop: The libel perils of publishing a print and/or online newspaper (9:45-10:30 a.m., 10/1)

Revisit the safety measures that help prevent newspaper libel claims. Attendance will allow a 5% discount on The National Newspaper Association endorsed MediaGuard Errors and Omissions Liability Insurance policy for Publishers by Chubb. Q&A. Presented by Edward L. Birk, Marks Gray, Jacksonville, Florida.

Flash sessions

Flash sessions are in Conference Center B.

11-11:30 a.m. Flash Sessions #1-5:

Community Funded Journalism - Do You Have a Strategy? – Nancy Lane, Local Media Association, St Augustine, Florida

Journalism funded by philanthropy is surging. Larger newspapers such as The Seattle Times and the Fresno Bee now have up to 1/3 of their newsroom funded by national and community donors. Many smaller newspapers think this model won't work for them but that's simply not true. In this session LMA CEO Nancy Lane will share case studies from the lab for journalism funding from three small publishers who were able to increase the size of their newsroom through these efforts.

Getting Started with Branded Content – Sean Finch, Creative Circle, East Providence, Rhode Island

Branded content is a new term for what many of us call advertorial or paid content. But the new twist is not just a different name. It's more sophisticated and effective and you can and should charge more for it than you do for typical advertising. Getting started is the hard part but Sean will offer lots of help and tips to help you get going.

How to Increase Single Copy/ Rack Sales – John Elchert, publisher, Leelanau (Michigan) Enterprise

This session will encourage discussion about single copy sales strategies including Positioning, Location, pricing and promotion.

Build a Social Media Following – Katelyn Mary Skaggs, Leader, Festus, Missouri

Have social media, but a small amount of followers? No social media and need help getting started? Large following, but no engagement? Learn how to build a large group of followers who engage regularly with your content. Social media can be a powerful place to share information, in this session Katelyn Mary will show you tips and tricks to build up a following. She will also have a couple tips for selling advertising on Facebook and Instagram.

Go Beyond Meeting Coverage – Amy Johnson, publisher and editor, Springview (Nebraska) Herald

Meeting coverage is bread and butter coverage for community newspapers, but that doesn't mean you shouldn't spice up your bread and butter ... join in on this session to talk about revitalizing your coverage and keeping residents engaged.

11:30 a.m.-Noon Flash Sessions #6-10

It Takes a Village: Using freelancers and community resources to expand your news coverage and grow readership – Teri Saylor, freelance reporter

This interactive session will explore ways to expand your reporting workforce through the use of freelancers, community correspondents, student reporters and other local resources. The session will exchange ideas, discuss lessons learned from successes and mistakes and how to expand your coverage to benefit your readers, advertisers and community at large.

Paper Dollars: New Pages, Programs and Ideas to Create Increased Revenue – Peter Wagner, The N'West Iowa Review, Sheldon, Iowa

New pages, programs and ideas to create increased revenue. Local papers need to sell ideas and not just space. These easy-to-sell pages, programs and promotions will help any size papers close more sales while exciting and pleasing the advertising clients.

Sampling How To & FAQ – NNA Postal Chair Matt Paxton, publisher, The News-Gazette, Lexington, Virginia

A regular sampling program increases your distribution and your worth to advertisers. A program of total market sampling at key times of the year can also be a good advertising tool. Join this how-to session and get all your questions answered.

Best Practices for Growing Digital Audience Revenue – Rodney Blaukat, TownNews, East Moline, Illinois

At this special session, Phil Pracht will share expert tips and tricks to help you generate revenue from your audience. From identifying your meter strategy to presenting attractive offers that maximize conversions, he'll showed you easy ways you can make a big impact today.

Topics will include:

- Building a meter strategy to achieve your business goals.
- Increasing conversions with targeted offers.
- Creating effective promotional campaigns.
- Structuring your emails to boost open rates and engagement.
- Using popup reminders and promo boxes to grow email newsletter signups.
- Simple ideas for reducing friction on your signup forms.
- The revenue impact of ads in your newsletters.

. . . and much more!

Trailblazing Our Way Through Pandemic Coverage – NNAF Director Steven Haynes, The Oberlin (Kansas) Herald

How do you cover the pandemic?

Our coverage included weekly reports on infections, and later inoculations, in your county.

We wrote news story when something new came up, as when vaccinations started, state policy changed, etc. These usually appeared on page 1.

A major focus was on the editorial page, where we wrote many edits and columns about the pandemic situation and how it affected people. We said what we felt, which may not have pleased anyone much. We also ran opinion columns from left and right on the issue, a wide variety.

Sometimes we were called up short, and we responded. We got no rude or vile comments, however.

What did your paper do? How did you handle things?

1:30-2 p.m. Flash Sessions #11-15

Young Journalist Roundtable

All ages welcome. Young journalists, how can a publication pique your interest? What projects would you be interested in covering? Where are there gaps in training? Publications, how can you bring aboard and utilize this younger generation?

Grow Political Advertising – NNAF President Matt Adelman, publisher, Douglas (Wyoming) Budget

Growing your share of the political campaign advertising, especially in smaller markets, can seem like a Herculean task. It can be done. Learn how to focus your products, pitch and voice to fit their need to reach actual voters, not the “voices” in cyberspace that distract them.

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Packaging Social in Your Media Kit – Daniel Richardson, Magic Valley Publishing (MVP) Group Publisher, Camden, Tennessee

Driving Contributed Content to Thrive (obits, milestones, business announcements) – April Knutson, marketing strategist, Modulist, Fargo, North Dakota

Social media platforms project the idea they can replace the local paper by allowing you to share news with your closest connections. But what those platforms can't do is share the news with your entire community — the teachers, scout masters and church youth groups leaders who all shared in watching you grow.

If you are not publishing those birth and wedding announcements, or those birthday and retirement party announcements, or those heartfelt tributes about those loved ones who pass, how else will all of the people you've come across in your lifetime know?

Community news such as this binds a community together. Community news such as this actually does write the first draft of history in our communities. And where else can it appear for perpetuity, other than your local newspaper?

2-2:30 p.m. Flash Sessions #16-20

The New Competition for Breaking News – Randy Keck, publisher, The Community News, Aledo, Texas

In many communities, newspapers are finding themselves in a de-facto competition for disseminating news with the very entities they cover. Once the primary source of information in communities, newspapers are seeing school districts and small cities hiring public information officers who often leave the local paper out of the loop when disseminating information. This will be a round table discussion to examine strategies for dealing with this new reality.

Employment Advertising to Meet the Demand for Workers – Peggy Scott, Leader Publications, Festus, Missouri

Everywhere you go, you see ‘help wanted’ signs. Join this session to talk about how the community newspaper can assist community businesses fill this need.

Utilizing Your Website to Gain New Subscribers – Justin R. Lessman, publisher/ general manager, Jackson (Minnesota) County Pilot

Your newspaper’s website is a prime tool with which to gain new subscribers — both print and digital. Learn how to drive readers to your site and, once there, how to convert them into loyal subscribers. We will discuss the role social media play in this process, as well as how to optimize your subscription structure to maximize revenue.

Provide Digital Marketing Services to Your Ad Clients – Robert M. Williams Jr., NNA director of creative resources, Blackshear, Georgia

Being present on multiple platforms and the ability to offer an online presence to advertisers is the key to a lively ad department. Community newspaper ad professionals are now offering digital marketing services to their clients.

Video – Live & Recorded to Grow Audience Engagement – NNA Chair Brett Wesner, Wesner Publications, Cordell, Oklahoma

The key to growing your customer base is being present on multiple different platforms. Using just a standard iPhone, reporters for Wesner Publications in Cordell, Oklahoma, engage new audiences on social media with video interviews and b-roll.

Great Idea Exchange (3:10-4:10 p.m., 10/1)

Bring a great idea. Take a great idea. In either case, you’re likely to leave with more than one way to increase your circulation, your revenue and/or your community goodwill.

Bus trip to beach (6-10 p.m., 10/1)

On Friday night of convention, Oct. 1, 2021, we will have a small reception in the great room, then board buses to the Atlantic/Neptune Beach/Beaches Town Center (just steps from dipping your toes in the ocean!).

We recommend making reservations well in advance, as well as getting tickets to any event. The buses will leave at 6 p.m., arriving at the Beaches Town Center around 6:30 p.m. We will have two departures back to the hotel, subject to change, around 8:30 and 10 p.m.

What to do:

Beaches Town Center: Beaches Town Center is the heart of Neptune Beach and Atlantic Beach, where Atlantic Boulevard meets the ocean, 12 miles east from downtown Jacksonville. It's all right here: a wealth of choices to shop, dine, relax and simply enjoy the beautiful courtyards and bricked walkways, outdoor seating and the beautiful ocean breezes.

More info: <https://www.beachestowncenter.com/>

Where to eat or grab a drink:

- Ocean 60 North Beach Fish Camp
- Poe's Tavern Ragtime Tavern
- Azurea Restaurant Sliders Oyster Bar
- The Local M Shack
- Homespun Kitchen Flying Iguana
- Doro Pete's Bar
- Joseph's Pizza Mezza Restaurant & Bar
- Coop 303 Whit's Frozen Custard

Awards breakfast & business meeting (8-11 a.m., 10/2)

The annual NNA business meeting followed by a plated breakfast. First, we will honor the best of the best in community newspaper people with the Amos & McKinney Awards. We will then celebrate the winners of the Better Newspaper Editorial Contest and the Better Newspaper Advertising Contest.

Register at <https://nna.formstack.com/forms/nnaconvention2021>