



Washington Newspaper Publishers Association

EST. 1887

132nd Annual Convention

Oct. 10-12, 2019 ❖ Olympia, WA



Convention Schedule

Thursday, Oct. 10

- 10 a.m. to 1 p.m. - WNPA Board meeting: [Puget Room](#)
- 1:30 to 3 p.m. - WNPA Foundation board meeting: [Puget Room](#)
- 4 to 6 p.m. - Opening Reception: [State Room](#)
- 6 p.m. - Dinner on your own

Friday, Oct. 11

- 8 to 9 a.m. Breakfast & Membership meeting
- 9 a.m. Keynote address
- 10:15 to 11:45 a.m. - Workshops
- Noon to 1:30 p.m. - Awards Luncheon; silent auction opens
- 2 to 5 p.m. - Workshops
- 5:30 to 6:30 p.m. - Reception
- 6:30 p.m. - Dinner; Silent auction closes
- 7:15 p.m. - Live auction
- 7:30 to 9 p.m. - Better Newspaper Contest Awards
- 9-10 p.m. - After party

Saturday, Oct. 12

- 8 a.m. Breakfast
- 9 a.m. Breakfast program
- 10:30 a.m. Adjourn

Friday Oct. 11

8 a.m. Breakfast -- NTVB Media presentation & annual business meeting

Michael Keever, NTVB Media

8:20 a.m. -- Satisfying today's reader -- Fir Ballroom

Your readers watch an average of five hours of television a night and have more than a 1,000 choices in prime-time alone. The need for guidance on what to watch has never been more important, yet many newspapers don't maximize this opportunity. Learn about a 3-prong strategy — from the publishers of TV Guide and TV Weekly magazines — on how you can better serve your readers in print, digitally and with robust TV publications from a company that has provided solutions for more than 400 newspaper partners over the past 35 years.

KEYNOTE

David Chavern
President & CEO
News Media Alliance



9 a.m. -- Wrestling with Facebook & Google -- Fir Ballroom

David Chavern is president and CEO of News Media Alliance, the news industry's largest trade organization. Chavern has been intensely focused on telling the powerful and optimistic story of the news industry. The alliance has recently been taking arguments to Congress that newspapers deserve compensation for their content that is distributed online.

Jacqui Banaszynski
Pulitzer Prize winning feature writer



10:15 a.m.-- Profiles: putting personality in the news -- Cedar/Hemlock Room

Our news reports are peppered with names and faces. But a quick bio seldom reveals the depth of a person's life or the traits that make them compelling. This lively session will explore ways to go beyond the resume to develop authentic, relevant characters in your community. This will include: brainstorming techniques to help find undiscovered profile potential, interview approaches that go deeper than the usual Q&A and structures built around focus, scene and detail.

Kevin Slimp
The News Guru



10:15 a.m. -- Improve your ad & page design -- Pine Room

Compare good ads with bad ads and discover ways to improve the look of your marketing messages. Kevin Slimp is an expert on every technical aspect of producing your newspaper. He was the founder of the Institute of Newspaper Technology in 1997 and today manages Newspaper Academy.com and Market Square Books.

Awards Luncheon

Noon to 1:45 p.m. -- Awards Luncheon -- Fir Ballroom

Join your fellow attendees in honoring the recipient of the Miles Turnbull Master Editor Publisher Award and Community Service awards. The WNPA Foundation Silent auction also opens during lunch. Auction sales support the WNPA Foundation's Olympia News Bureau and summer internships.

Friday Oct. 11

Kevin Slimp

2-3:30 p.m. -- How to get people to pick up your paper -- Pine Room

Sales people, designers, circulation directors and the newsroom employees work toward the common goal of getting people to pick up a newspaper and read. Take a holistic look at your organization with Kevin Slimp, and learn what it takes to break through and get people to part with a few quarters.

John Hughes, John Brewer, Michelle Nedved

**2-3:30 p.m. -- Using a strong editorial voice
Cedar/Hemlock Room**

Where do you draw the line? Are you a booster? Do you endorse candidates? How important is the editorial page in a small town? Listen to some folks with long experience in these matters. John Brewer is the former editor & publisher of the Peninsula Daily News, and John Hughes is the legendary editor of the Daily World in Aberdeen and currently the chief historian of the Legacy Washington project, part of the Secretary of State's office. Moderator for this panel is Michelle Nedved, publisher of the Newport Miner.



Kim Bradford

Washington State Public Disclosure Commission

3:30 to 5 p.m. -- Managing and mining election data -- Pine Room

Kim Bradford joined the Public Disclosure Commission in 2017 following a 22-year career as a reporter, editorial page editor and political editor at the Tri-City Herald and The Tacoma News Tribune. For nearly 50 years, the Public Disclosure Commission has been helping the public answer three basic questions: Who gave? Who got? How much? In this workshop, we'll explore the resources that are available to equip journalists with essential information about money in politics.



Scott Terrell
Photographer

3:30 to 5 p.m. -- Make your photos stand out! -- Cedar/Hemlock Room

Whether you are a pro or just someone with an iPhone, you can make your photos better. Learn the basics of lighting and composition, how to get the best shot out of an opportunity and why good photographs matter. Scott Terrell recently retired after 36 years as a photo editor and staff photographer mainly at the Skagit Valley Herald.



Friday bonus sessions

Kevin Slimp will meet one-on-one with you for 20 minutes or so on all phases of newspaper production and management. Kevin is a tech wiz and has a lot to share. To make an appointment email kevin@kevinslimp.com.

5:30 to 6:30 p.m. -- Reception

6:30 p.m. -- Silent Auction closes

6:30 p.m. -- Dinner

7:15 p.m. -- Live Auction

**7:30 p.m. -- Better Newspaper
Contest Awards**

9 to 10 p.m. -- After Party!



Saturday Oct. 12

8 a.m. Breakfast -- Fir Ballroom

Final announcements & door prizes!

Chris Reykdal

Washington State Superintendent of Public Instruction



9 a.m. -- Breakfast program

Schools are at the center of every Washington State community and a key factor in how we grow and prosper. Are state resources fairly distributed to all Washington School Districts? Is the state now funding 100 percent of a basic education? Who is going unserved? Get the straight scoop from our state Superintendent of Public Instruction.

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