



Minnesota Newspaper Association

*Convention*

January 26-27, 2012



## Welcome Area

The “Welcome Area” will be open in the Grand Ballroom Foyer from 7:00 a.m. to 6:30 p.m. on Thursday; and from 7:00 a.m. to 2:00 p.m. on Friday.

### REGISTRATION DESK HOURS

Wednesday, January 25 ..... 2:00 p.m.–6:00 p.m. (Grand Ballroom Foyer)  
Thursday, January 26 ..... 7:00 a.m.–7:00 p.m. (Grand Ballroom Foyer)  
Friday, January 27 ..... 7:00 a.m.–2:00 p.m. (Grand Ballroom Foyer)

### MNA WELCOME PARTY

Join us Wednesday evening, 6:00 to 8:00 p.m., in the Grand Ballroom East for a Convention Welcome Party and Editor & Publisher Community Leadership Program Reunion. Projects from the recent Editor & Publisher program will be on display and trade show vendors will be open. Cash bar available.

### ANNUAL TRADE SHOW—Sponsored by Best Buy

The Trade Show is located in the Grand Ballroom East. The Trade Show will be open from 8:00 a.m. to 6:30 p.m. on Thursday, January 26, and from 8:00 a.m. to 12:00 p.m. on Friday, January 27. Enjoy special breaks with Trade Show exhibitors at 9:00 a.m. on Thursday and Friday; as well as dessert with Trade Show exhibitors at 1:30 p.m. after the Thursday Luncheon. Exhibitors bring you the latest and best in newspaper-related services, technology and equipment. This year, play “Trade Show Scavenger Hunt” and you could win a Samsung Galaxy Tab 10.1.

### MEDIA LAB - Sponsored by BusinessWare Solutions

The Media Lab is located in the Grand Ballroom East and will be open during Trade Show hours. Stop in to check your email, check out the latest iPad and Android tablet apps, or get help setting up a Facebook or Twitter account. Digital files of winning entries from the 2010-2011 Better Newspaper Contest will also be available to view in the Media Lab.

### MEMBER SERVICES BOOTH

The Member Services Booth is located in the Grand Ballroom Foyer and will be open during Trade Show hours. Visit the booth for information on MNA member services, pick up MNA trinkets, and drop off your 2012 Ad Contest entry forms. Winning entries for the MNA Better Newspaper Contests will also be on display in this area.

## What Ribbon Colors Mean

Black..... MNA Board Member

Purple..... MNA Past President

Red..... Speaker

Gold..... Committee Member

Blue..... MNA Member

Brown..... MFPA Board Member

Emerald Green..... Journalism Student

Dark Green..... Journalism Educator

Maroon..... Trade Show Exhibitor

Orange..... Sponsor

Turquoise..... MNMI Donor

Light Blue..... Guest

Yellow..... MNA Staff

### MNMI SILENT AUCTION



MINNESOTA  
NEWSMEDIA  
INSTITUTE

The Minnesota News Media Institute Silent Auction is located in the Grand Ballroom East. The Silent Auction will be open during Trade Show hours. Dozens of fantastic items have been donated to the 2012 Silent Auction; all proceeds directly benefit MNA Members, funding training programs through the MNMI. Write your name and the amount of your bid on the bid sheet, then check back frequently to ensure a winning bid. Bidding will close at 12 noon on Friday, January 27. The highest bid wins.

8–9:00 a.m. **Tradeshow Time and Continental Breakfast, Silent Auction, Wall of Wine**– Grand Ballroom East

9:30 a.m.

**NEW MEDIA**  
Bloomington  
**Kirk Hodgdon**  
*The Future of Social Media and its Effect on Business*  
Digital marketing, social media and how to adapt and participate in new era.

**MANAGEMENT**  
Veranda 1-2  
**Anthony Casale**  
*Revamping the Newspaper Business Model*  
Specific strategies to revitalize the newspaper industry.

**NEWS**  
Edina  
**Panel Discussion**  
*When the Big (or Challenging) Story Comes to Your Town: Best Practices*, Rene Kaluza, Moderator  
When unexpected and important happenings occur, how does that change the approach to coverage?

**ADVERTISING**  
Veranda 5-8  
**Best Just Got Better**  
Tara Brandl, moderator  
Take away unique ideas to produce fresh revenue and improve sales strategies.

**PHOTOGRAPHY**  
Veranda 3-4  
**Mark Teskey**  
*Photo and Video Tricks and Tips Session*  
New tips and techniques for getting better images and video on location.

Break 10:15–10:30 a.m.

11:30 a.m. **Morning sessions end**

12 noon **Lunch and Awards** – MNA First Vice President Kevin Anderson will preside. Grand Ballroom West and Center.  
Greeting from National Newspaper Association President Reed Anfinson.

**Featured Speaker – Rudy Maxa:** From the Washington Post to French Polynesia

1:30 p.m. **Dessert with Trade Show Vendors (sponsored by Grand Casino Mille Lacs), Silent Auction, Wall of Wine-Grand Ballroom East**

2:15 p.m.

**NEW MEDIA**  
Veranda 1-2  
**John Hatcher & Mary Currin Percival**  
*Ethics: Online Comments*  
Results of a survey of MNA members on how they feel about use of online comments.

**MANAGEMENT**  
Edina  
**Julie Bergman**  
*Small Newspapers Management Discussion*  
Discuss, learn and share ideas to help you survive and thrive.

**NEWS**  
Bloomington  
**Tom Stinson and Tom Gillaspay**  
*Minnesota and the New Normal*  
Perspectives on the new normal's effects on Minnesota.

**ADVERTISING**  
Veranda 5-8  
**Scott Schmeltzer**  
*Why Mimes Make Terrible Sales People...*  
An upbeat approach to selling in 2012 and beyond.

**ROUND TABLES**  
**Murphy News Service, 2:15**  
Keith Moyer & Chris Ison, Veranda 3-4  
**MinnPost Political Coverage & more, 2:15**  
Joel Kramer, Atrium 8  
**Social Media Basics, 3:00**  
Sarah Bauer, Veranda 3-4  
**Preserving Minnesota's News: Past, Present and Future, 3:00**  
MN Historical Society, Atrium 8

3:45 p.m. **Afternoon sessions end**

4:00–6:00 p.m. **University of Minnesota SJMC Reception**– Atrium 1

5:30 p.m. **Banquet Reception** – Grand Ballroom East

6:30 p.m. **MNA College and Professional Better Newspaper Contest Banquet** – MNA President Matt McMillan will preside – Grand Ballroom West and Center, 7:00 p.m. Dessert-only guests; 7:15 p.m. BNC Awards.

7:30-9:00 a.m. **Policy Breakfast**– Presented by the Minnesota News Media Institute & League of Women Voters Minnesota Education Fund Grand Ballroom West. Breakfast served from 7:30 to 8:00 a.m.; program from 8:00 to 9:00 a.m.

9:00-9:30 a.m. **Trade Show Break**

9:30 a.m.

**ADVERTISING**

Edina

**Steve Kloyda**

*The Art of Prospecting*

A powerful learning experience for anyone wanting to transform their sales and dramatically grow their business.

**NEWS**

Veranda 3-4

**Gayle Golden**

*Writing Stories for Online: Skill set and mind-set*

Steps a reporter can take to enhance a typical news story via the paper’s website.

**DESIGN**

Bloomington

**Russell Viers**

*What every paper needs to know about PDFs*

Fast editing, better reproduction, fewer problems.

**MANAGEMENT**

Veranda 1-2

**Bill Albrecht**

*Creating the Culture*

Cover the basics to make sure you have a solid foundation for the future. Review elements for sales team performance.

**NEW MEDIA**

Veranda 5-8

**Mark Anfinson**

*Legal Pitfalls in a Digital World*

Bring questions and come prepared for a lively discussion about best practices for the digital world and how to avoid unnecessary legal trouble.

Break 10:15–10:30 a.m.

11:45 a.m.

**Morning sessions end**

12 noon

**Lunch and Awards** – Recognition of Half Century Club. MNA Second Vice President Rollin Bergman will preside. Grand Ballroom West & Center

**Featured Speaker – David Carr:** “Baby It’s Cold Outside”—You survived newspaper’s nuclear winter. So now what?

2:00 p.m.

**ADVERTISING**

Edina

**Steve Kloyda**

*The Art of Organization & Time Management*

Practice the discipline of preparing and planning in advance and watch what happens.

**NEWS**

Veranda 5-8

**Mark Anfinson**

*Legal update.* Updates on the most recent legal happenings from open meetings, public notice, news gathering and advertising.

**DESIGN**

Bloomington

**Russell Viers**

*Tricks for Faster Photo Processing with Bridge and Photoshop*

Sort, adjust, upload and get back to shooting.

3:45 p.m.

**Afternoon sessions end**

3:00 p.m.

**MFPA Annual Meeting**–Veranda 1-2

3:30 p.m.

**MNA Annual Business Meeting** – MNA President Matt McMillan will preside– Veranda 3-4

5:30 p.m.

**MNA Past Presidents’ Reception and Dinner** – MNA Past President Matt McMillan will preside–Atrium 1

## Committee and Board Meeting Schedule

### Wednesday, January 25, 2012

- 10:00 a.m. MNMI Board of Directors – Vista 2202
- 11:00 a.m. MNA Board of Directors – Vista 2202
- 1:30 p.m. J.Ed. Committee – Bloomington
- 2:30 p.m. Member Services Committee – Bloomington
- 3:00 p.m. Legislative Committee – Edina  
AP Board Meeting – Vista 2204  
MNF Museum Board Meeting – Vista 2206
- 3:45 p.m. Advertising and New Media Committee – Vista 2203

### Friday, January 27, 2012

- 1:30 p.m. MFPA General Meeting – Veranda 1-2
- 3:00 p.m. MFPA Annual Meeting – Veranda 1-2
- 3:30 p.m. MNA Annual Meeting – Veranda 3-4

*Friday*

### 2012 Policy Breakfast

- 7:30 - 8:00 a.m. Breakfast Served
  - 8:00 - 9:00 a.m. Program
- Grand Ballroom West

The Minnesota News Media Institute and the League of Women Voters Minnesota Education Fund are partnering again in 2012 to host their 2nd Annual Policy Breakfast. Speaker of the House Kurt Zellers and Minority Leader Paul Thissen will participate in a hour-long discussion, moderated by Forum Communications' Capitol Reporter Don Davis, about public policy with a focus on leadership and statesmanship during this time of great division in politics.



## Minnesota News Media Institute Wall of Wine



Visit the Wall of Wine in the Grand Ballroom Foyer.

Convention attendees will pay \$10 to select a cork. The cork will have a number that corresponds to a bottle of wine on the wall. Participants will receive the bottle that matches the number on the cork (all labels will be hidden). Your "lucky cork" could yield an outstanding local or international wine.

All proceeds directly benefit the Minnesota News Media Institute (MNMI), the nonprofit arm of the MNA. MNMI is a partnership of the more than 347 member newspapers, working and making a difference for the future of Minnesota's news media by providing training to all newspaper and news media professionals.

## 2nd Annual Minnesota News Media Institute Tablet Raffle



The Minnesota News Media Institute (MNMI) is pleased to offer its Second Annual Tablet raffle. For just \$5 you can purchase a chance to win one of two tablet computers. All proceeds directly benefit the MNMI, the nonprofit arm of the MNA. MNMI is a partnership of more than 347 member newspapers, working and making a difference for the future of Minnesota's news media by providing training to all newspaper and news media professionals.

Raffle tickets can be purchased at the Registration Desk or from many of the MNA and MNMI Board Members and Staff.

**Tickets:** \$5/each

**Prizes:** 16 GB Verizon 3G Capable iPad2 - Sponsored by Verizon  
AT&T 4G LTE Samsung GalaxyTab 8.9 - Sponsored by AT&T

**Drawing Date:** During the Luncheon on Friday, January 27, 2012.

**Other Details:** Winner need not be present. Only one tablet can be won per ticket.

## Thursday Luncheon

12 noon to 1:30 p.m., Grand Ballroom West and Center

1:30 to 2:15 p.m., Dessert with Trade Show Vendors sponsored by Grand Casino Mille Lacs, Grand Ballroom East

### Rudy Maxa—From the Washington Post to French Polynesia



Rudy Maxa, also known as “the Savvy Traveler,” is one of America’s foremost consumer travel experts. He’s host and executive producer of 85 episodes on the world’s great destinations currently airing on public television nationwide under the titles “Smart Travels” and, most recently, “Rudy Maxa’s World.” His newest 20 episodes are broadcast in 121 countries and are dubbed or captioned in 22 languages by Travel Channel International.

Mr. Maxa, a former *Washington Post* investigative reporter and columnist, is an award-winning contributing editor with National Geographic Traveler and also hosts a two-hour weekend travel show, “Rudy Maxa’s World,” America’s most widely syndicated radio travel show. It’s broadcast on 120+ news/talk stations and XM Radio Channel 165.

His reporting at the *Post* was nominated for a Pulitzer Prize, and his television shows have won numerous awards, including three regional Emmy awards. He’s written travel articles for the *Los Angeles Times*, *GQ*, *Forbes*, *Travel & Leisure*, *USA Today*, and dozens of other newspapers and magazines. A frequent guest on CNN, CNBC, MSNBC, he’s also appeared on “The View” and other national television shows. Mr. Maxa is a graduate of Ohio University and lives in St. Paul, MN.

## Friday Luncheon

12 noon to 1:30 p.m., Grand Ballroom West and Center

### David Carr—Baby It’s Cold Outside



You Survived Newspaper’s Nuclear Winter. So Now What? A discussion of how newspapers can use their status as a trusted source of information in a cluttered information marketplace. David Carr writes the Media Equation column for the Monday Business section of the *New York Times* that focuses on media issues including print, digital, film, radio and television. From 1993 to 1995, Carr was editor of the *Twin Cities Reader*, a Minneapolis-based alternative weekly, and wrote a media column there as well. On August 5, 2008, Carr’s book, “The Night of the Gun,” came out on Simon and Schuster which was a *New York Times* best seller. In 2010, he was one of the subjects of “Page One,” a documentary about the *New York Times*. Carr grew up in Hopkins, Minnesota and graduated from the University of Minnesota. He interned at the *Monticello Times* and the *Washington County Bulletin*.

# MANAGEMENT

Thursday

## Revamping the Newspaper Business Model

Anthony Casale

9:30 a.m.

Veranda 1-2

While much has been written about the need, there has been little agreement how to rethink the traditional newspaper business model. This presentation based on interviews with more than 3,000 consumers and 1,000 media executives across the nation, proposes specific strategies (including print, online and mobile) to revitalize the newspaper industry as well as the potential for “pay for content” “online models.

**Tony Casale**, CEO of AOR, was on the planning and startup team of USA TODAY as well as its first national editor, and served as Director of Research for Gannett Co., Inc.



Casale is a two-time Pulitzer Prize nominee, and is a winner of the Robert F. Kennedy Foundation award for excellence in print journalism. His expertise is focusing on newspaper content, analyzing reader needs and turning research data into readership and retention building strategies and marketing programs.

In addition to conducting more than 1,000 newspaper studies, Casale has conducted major research studies for some of the world’s largest corporations including Siemens, IBM, Procter & Gamble, Agfa, General Electric and many others.

He is author of *Tracking Tomorrow’s Trends*, a best-selling book and audio-tape that examines the trends shaping the business world. His second book is *Where Have All the Flowers Gone, The Fall and Rise of the Woodstock Generation*.

He is also the author and narrator of a video on branding newspapers produced by Newstar Communications.

Thursday

## Small Newspapers Management Discussion

Julie Bergman

2:15 p.m.

Edina

Julie will lead an informal discussion on Challenges facing small newspapers. This topic was such a popular roundtable session the last couple of years that we have made it a main-line session. Discuss, learn and share ideas that will help you survive and thrive.



**Julie Bergman** has been a newspaper publisher for more than 25 years and owns Page 1 Publications, a group of four community newspapers in Northwestern Minnesota with her husband, Rollin. In addition, she is Senior Associate of the Midwest Region for W.B. Grimes & Company, a Media Mergers and Acquisitions firm based in Maryland.

## MANAGEMENT

*Friday*

9:30 a.m.

Veranda 1-2

### Creating the Culture

*Bill Albrecht*

Does your culture support your ability to implement the tactics and strategies for the future? This session will cover the basics to make sure you have a solid foundation for the future. Topics will include: a review of job descriptions, standards of performance, one on one outlines, ride along reviews, performance reviews, and goal setting. Samples will be provided as hand-outs. Discussion will be about the importance of each element in achieving sales team performance.



**Bill Albrecht** is President of the Media Network of Central Ohio and President and Publisher of *The Advocate* in Newark, OH. Albrecht joined Gannett in 1998, serving as advertising director of Gannett's *Argus Leader* in Sioux Falls, SD, until he was named president and publisher in St. Cloud. Prior to joining Gannett, he worked in sales and marketing for such media companies as Knight-Ridder, Inc., Woodward Communications and Lee Enterprises. Bill started his newspaper career at a twin weekly newspaper (5,000 circulation) in Harlan, IA selling advertising.

## PHOTOGRAPHY

*Thursday*

9:30 a.m.

Veranda 3-4

### Photo and Video Tips and Tricks

*Mark Teskey*

This presentation will reveal new tips and techniques for getting better images and video on location. Getting the most out of your existing equipment as well as recommendations on new equipment will be discussed during this two-hour improvement session. Live demonstrations will be performed to illustrate the techniques discussed. Video capture techniques will also be discussed given the increased demand for live video for online presentation.



**Mark Teskey** is a full-time professional photographer and photography educator based in Edina, Minnesota. Mark's specialties include event, architectural, and landscape photography. Mark leverages the latest in technology to continue to deliver higher quality photo & video products while making the delivery process more efficient. In 2011, Mark Teskey Photography began offering videography services to their clients in addition to the photographic offerings to address the ever-growing market need for online video content.



## ROUND TABLES

Thursday

2:15 p.m.

Veranda 3-4

### Murphy News Service—Students Serving Newsrooms

Keith Moyer and Chris Ison

The Murphy News Service is a new initiative that allows students in University of Minnesota School of Journalism & Mass Communication intermediate reporting classes to pitch and write stories for MNA-Member newspapers. Learn more about the program and its advantages from faculty members Keith Moyer and Chris Ison, who edit and oversee the process, as well as a student participants and newspaper editors who are taking advantage of the news service.



**Keith Moyer** is a Senior Fellow within the University of Minnesota's School of Journalism and Mass Communication, where he helps media professionals-in-training better prepare for the constantly morphing, exciting and very challenging employment landscape that awaits them.



**Chris Ison** was the Assistant Managing Editor for Investigative Projects at the *Star Tribune* in Minneapolis from 2001-2004. He was a reporter on the *Star Tribune's* investigative team, and also covered federal agencies, casinos, and local government. He also covered state politics, local government, police, and courts for the *Duluth News Tribune* from 1983-1986. Ison and fellow reporter Lou Kilzer won a Pulitzer Prize for Investigative Reporting in 1990.

Thursday

2:15 p.m.

Atrium 8

### MinnPost Political Coverage

Joel Kramer

More than 40 MNA member papers have signed up to participate in a new MinnPost-MNA partnership, under which the papers can publish certain MinnPost stories online and in print, at no charge. Joel will talk about MinnPost's philosophy, its success to date and its plans, and encourage discussion about how the partnership can work better for MNA members.



**Joel Kramer** served as editor of the *Star Tribune* in the 1980s and publisher in the 1990s, and twice in his career edited Pulitzer Prize-winning investigative projects. He co-founded MinnPost in 2007 with his wife Laurie. Joel serves as CEO and editor of the nonprofit online news site, where many of the most talented journalists in the state report on and analyze Minnesota politics, policy, and more. MinnPost has more than 55,000 regular readers, 3,000 donors, and more than a hundred sponsors and advertisers.

## ROUND TABLES

*Thursday*

3:00 p.m.

Veranda 3-4

### **Social Media Basics**

Sarah Bauer, MNA Program Director

Are you curious about the very basics of social media? Do you have a Facebook or Twitter account, but aren't quite sure what to do with it? Do you have a "stupid" social media question you'd like to ask? This roundtable is just for you! MNA Program Director Sarah Bauer will introduce you to some "must use" social networking sites and talk about how your newspaper could benefit from expanding an online presence into these networks. Bauer will take questions, and facilitate discussion among attendees about best practices and how MNA Member newspapers are actually using social media to enhance their coverage and reach.



**Sarah Bauer** is Program Director for the Minnesota Newspaper Association, where she plans training and outreach programs for media professionals in Minnesota. She is the former executive director of the Minnesota News Council and past president of the Minnesota Pro Chapter of the Society of Professional Journalists, and speaks regularly about social media and journalism and media ethics.

*Thursday*

3:00 p.m.

Atrium 8

### **Preserving Minnesota's News: Past, Present & Future**

Minnesota Historical Society

In this roundtable presentation, staff from the Minnesota Historical Society will discuss the Minnesota Digital Newspaper Hub, the Society's system to ingest, preserve, and provide access to born-digital newspaper files and digitized historic newspapers.

#### **Presenters include:**

Sarah Quimby, Library Processing Manager, MHS

Noah Skogerboe, Project Associate, Newspaper Digitization, MHS

Jane Wong, Central Collections Services Manager, MHS

## NEWS

Thursday

### Minnesota and the New Normal

Tom Stinson and Tom Gillaspay

2:15 p.m.

Bloomington

The Great Recession is over and the slumping economy has taken a toll on all of us in both urban and rural areas. Times are getting better, but what many have yet to recognize is that we will not be returning to the economy we grew accustomed to in the late 1990's. Instead we are moving to a new normal, and those individuals, firms, organizations, and regions that best understand the implications of that move and the forces driving us toward the new normal will be best positioned for long term success.

State economist Tom Stinson and state demographer Tom Gillaspay will describe how recent economic events and long term demographic trends have combined to accelerate a move toward a new normal, and provide their perspectives on the new normal's effects on Minnesota.



**Tom Stinson** is a professor in the Department of Applied Economics of the University of Minnesota. Since 1987 he has also served as Minnesota's state economist, where his duties include preparing the state's revenue forecast. A native of Washington State, he received a bachelors degree in political science from Washington State University, and a Ph.D. in economics from the University of Minnesota.



**Tom Gillaspay** has served as the Minnesota State Demographer since 1979. The demographer is in the Minnesota Department of Administration. Prior to moving to Minnesota, Tom held the position of demographer at the Andrus Gerontology Center, University of Southern California. He received his Ph.D. in economics from the Pennsylvania State University, specializing in economic demography. He also holds a Masters Degree in agricultural economics.

Thursday

### When the Big (or Challenging) Story Comes to your Town: Best Practices

9:30 a.m.

Edina

Moderator: *Rene Kaluza, Enterprise Editor, St. Cloud Times*

When unexpected and important happenings occur, how does that change the approach to coverage? Big news stories can be challenging as to sourcing, deadline writing and dealing with competition. Often, the local newspaper becomes a source for the Associated Press, on-line and broadcast news operations.

This panel will appeal to both rookies and seasoned reporters and provide nuts-and-bolts hints as well as some "war stories" to stimulate discussion about the best ways to find, develop and keep sources in government and business. Keeping an eye on best ethical practices will be addressed, too.

#### Panelists:

Brent Schacherer, editor/general manager, *Litchfield Independent Review*

Julie Frazier, publisher, *Waseca County News*

Cliff Buchan, editor, *Forest Lake Times*

## NEWS

*Friday*

9:30 a.m.

Veranda 3-4

### Writing Stories for Online: Skill Set and Mind-set

*Gayle Golden*

This session will focus on steps the reporter can take to enhance a typical news story via the paper's website. What are the important qualities of a well-written web story? How can reporters push that story out on mobile platforms? How can reporters engage the audience with the story? Golden's presentation will distill the best practices, and suggest commonsense guidelines and perspectives to improve web stories, and be aimed at smaller news operations.



**Gayle Golden** is a lecturer at the University of Minnesota's School of Journalism and Mass Communication, where she teaches news writing, magazine writing, literary journalism and a yearly practicum course for students held at the *St. Paul Pioneer Press*. In her 12 years of teaching at the U, she has most recently played a lead role in ensuring its journalism curriculum keeps pace with digital technology. Golden is also an award-

winning freelance writer with 28 years of news and feature writing experience for local, regional and national publications. Previous positions include work as a contract freelancer for the *New York Times*, a national staff and science writer for *The Dallas Morning News* and a parenting columnist for *Dallas Family* magazine. Her awards include the American Association for the Advancement of Science's Westinghouse Award, the American Bar Association's Silver Gavel Award for excellence in reporting on legal issues and the Minnesota Magazine & Publishing Association's Silver Award for best magazine feature.

*Friday*

2:00 p.m.

Veranda 5-8

### Legal Update

*Mark Anfinson*

Always one of the most popular sessions at the convention. MNA Legal Counsel, **Mark Anfinson**, will bring you the latest in legal happenings in the area of open records, open meetings and news gathering. He will also give a Public Notice update. Bring your legal questions.

## NEW MEDIA

*Friday*

9:30 a.m.

Veranda 5-8

### Legal Pitfalls in a Digital World

*Mark Anfinson*

Bring your questions and concerns, and come prepared for a lively discussion with MNA Attorney Mark Anfinson. He will walk through suggested best practices for the digital world, and show you how to spot red flags and potential problems. Learn more about your newspaper's liability, and how to avoid unnecessary legal trouble.



**Mark Anfinson** is the long-time attorney for MNA, and a widely-acknowledged expert in media, communications, and First Amendment law. He not only represents MNA, but also directly represents many journalists and news organizations throughout the state on issues involving public access to government records and meetings, access to courts, libel, privacy, reporter's privilege, intellectual property, advertising, and Internet law.

# ADVERTISING

*Thursday*

## Best Just Got Better

Tara Brandl, *Marshall Independent*, moderator

9:30 a.m.

Veranda 5-8

The MNA convention has always been a great event for generating new revenue ideas, and 2012 will be no exception. This session is the ideal platform to introduce your ideas to newspaper colleagues and exchange thoughts on how to make them even better!

All attendees are invited to register two NEW revenue-generating ideas per person. During the session, those who registered ideas will be allowed four minutes to present their concept and answer questions from the audience.

Each session attendee will receive a 100-Grand candy bar. Upon completion of the presentations, each person can "invest" their \$100,000 in the revenue-generating idea they feel is the best.

Winners will receive:

1st place - \$125	2nd place - \$75	3rd place - \$50
4th place - \$50	5th place - \$50	6th place - \$50

Once the six cash prizes have been awarded, we will take the best ideas AND MAKE THEM EVEN BETTER! Session attendees will break into small groups and discuss ways to make the winning ideas even more effective. Then, the top IMPROVED ideas will be presented to the group.

From this session you will not only walk away with unique ideas on how to produce fresh revenue for your newspaper, but will also learn about ways to improve your current sales strategies and create new sales opportunities.



This is **Tara Brandl's** 10th year at the *Marshall Independent* and her 8th as Advertising Manager. Tara is a graduate of Southwest Minnesota State University with degrees in Public Relations, Radio & Television and a minor in Marketing. Tara says her favorite part of the "Best Just Got Better" session is the many amazing projects that come from all over the state and prove just how talented our papers really are.

*Thursday*

## Why Mimes make Terrible Sales People . . . and a Thousand Other Ideas to Make a Bucket Load of Money

Scott Schmeltzer

2:15 p.m.

Veranda 5-8

Scott Schmeltzer will teach an upbeat approach to selling in 2012 and if the Mayans are wrong, even beyond. Learn from past practices up to today's Facebook revolution how to take care of the customer and turn them into a life long trusted friend. You will leave this fun, fast paced event with ideas that will make you smile and motivate you to get started selling right away. Arrive early as this session fills up fast!



**Scott Schmeltzer** is President and Publisher of the *Albert Lea Tribune*. He has been in Albert Lea, MN for eight years, and previously worked for Murphy McGinnis Newspapers based in Duluth, MN. Originally from Marquette, MI, Scott went to college in Duluth at The College of St. Scholastica and then Northern Michigan University in Marquette.

Scott started out in newspapers as a salesperson at the *Mesabi Daily News* in Virginia, MN and eventually worked with the national/regional team at Murphy McGinnis from where he then became Advertising Director in Hibbing until moving to Albert Lea.

## ADVERTISING

*Friday*

9:30 a.m.

Edina

### **The Art of Prospecting**

*Steve Kloyda*

Skeptics say that prospecting is dead. It's not. And it never will be. True, the old way of selling is dead and gone forever, but prospecting continues to be the foundation of all successful businesses and salespeople. Prospecting is defined as "in search of" or "to labor for." What are we all searching for? We should be prospecting for (or searching for) new customers, or new business from our existing customers. It's that simple. Today prospecting is the art of putting new potential clients or new business from existing customers into our sales pipeline.



For more than 30 years, **Steve Kloyda** has been creating unique selling experiences that transform the lives of salespeople, prospects and customers.

As Founder of The Prospecting Expert, Steve helps his clients attract more prospects, retain more clients, and drive more sales. Steve began his sales career as a stockbroker in 1980. Without prior sales or business experience, he quickly developed unique telephone prospecting skills and disciplines that produced phenomenal results.

Steve realized that sales people could benefit greatly from the proven success of his sales and prospecting methodology. Steve's fresh approach to learning was gaining momentum and producing outstanding results.

Combining his creativity, knowledge, and hands-on experience from the last 30 years, Steve has created a unique selling methodology which attracts more prospects, retains more clients and drives more sales!

Steve has integrated today's technologies into his comprehensive sales and prospecting system, enabling his clients to better formulate and communicate their unique message while embracing modern technology to more effectively connect with and engage their target audiences.

Steve's motivation, insights and down-to-earth strategies provide a powerful learning experience for anyone wanting to transform their sales and dramatically grow their business.

*Friday*

2:00 p.m.

Edina

### **The Art of Organization & Time Management**

*Steve Kloyda*

There are 86,400 seconds in each day. How are you investing those seconds? Does the thought of trying to "organize it all" leave you overwhelmed and exhausted? Have you been told you should get organized but you don't know where to start? Are you lost in piles of stuff? You're not alone! It's a well-known fact that the most successful salespeople are also extremely organized. What's not as well-known is how to get – and stay – organized for maximum results.

## NEW MEDIA

Thursday

### The Future of Social Media and Its Effect on Business

Kirk Hodgdon

9:30 a.m.

Bloomington

This session will focus on digital marketing, social media, and how to adapt and participate in this new era of electronic communication.

It's no secret that the world of newspapers has been profoundly impacted by new mediums, and that it will never be the same again. We can either lament the loss of "good journalism"; or we can find new ways to research, investigate, entertain, and educate.

This presentation will give you an appreciation for the size and scale of the changes that are impacting the industry, review the basics on your new tools of the trade (read: Facebook & Twitter), and finally take a peek into the future at some new innovations and trends.

Is this your best break out session option? Maybe. I can promise an interesting story that includes Lip Balm, Abe Lincoln, LeBron James, and a 50 year old Grandpa. How can you miss that?



**Kirk Hodgdon** is an owner/partner of Bolin Marketing, a 60 year old agency and growth catalyst firm in Minneapolis. A marketing person by trade, Kirk's been a key force behind several new product innovations including Oscar Mayer Lunchables, Breathe Right Nasal Strips, Carmex Skin Care Products, and Sleep Number Beds in Radisson Hotels. Now a digital disciple, you can find him on LinkedIn or @growthcatalysts

Thursday

### Online Comments and the Role of the Community Newspaper

Moderated by John Hatcher & Mary Currin-Percival, UMD

2:15 p.m.

Veranda 1-2

This session will review the results of a survey of MNA members that asked them both how they feel about the use of online comments and what steps they take to moderate comments. More than 100 journalists participated in this survey. The initial findings suggest that while many journalists say online comments have become an important and vital part of their connection to the community, a large percentage of the journalists surveyed say their news organizations do not have comments on their websites -- either by choice or because of limited resources.



**John A. Hatcher** (Ph.D. & M.A., Syracuse University; B.A., Humboldt State University) is an Assistant Professor of Journalism at the University of Minnesota Duluth and has taught journalism at the collegiate level since 2001. He has written about the sociology of news and community journalism for academic and professional publications and has published numerous articles on community journalism in peer-reviewed journals.



**Mary Currin-Percival** completed her Ph.D. in Political Science at the University of California, Riverside in 2006. Her research and teaching interests focus primarily on public opinion, polling methodology, and voting behavior. She has taught courses in American Government and Politics, Voting, Campaigning, and Elections, Public Opinion and Polling Methods, and Senior Seminars on Campaign Advertising and Public Opinion and Elections.

## DESIGN

*Friday*

9:30 a.m.

Bloomington

### What Every Paper Needs to Know about PDFs

*Russell Viers*

Fast Editing, Better Reproduction, Fewer Problems

PDFs can be a very powerful tool for people in the newspaper business. They can also cause huge problems, as newspaper veteran and Adobe Certified Instructor Russell Viers knows all too well. After years of watching colleagues and clients struggle, Russell was inspired to create this course, which takes a practical, nuts-and-bolts look at working with PDFs in a production environment. You'll learn how to look at a PDF and understand what's going on, diagnose potential problems, and fix those problems. Along the way you'll get valuable tips for preflighting, converting colors, editing PDFs in Photoshop and Illustrator, and much more.



**Russell Viers** is a Transition Expert in the publishing world. Since 1997 he has helped newspapers and magazines adapt to changes in the industry. From film to pixels, paste-up to pagination, print to electronic media, Russell is always on the leading edge of the technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind.

As a publishing industry analyst, Russell understands and interprets current trends, and relays this knowledge worldwide as a speaker, through his blog and in magazines.

Russell is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He is a highly sought-after technical speaker/trainer worldwide, due to his extensive knowledge and entertaining style. His methods for modern PDF creation, editing and output have streamlined production for many in the industry. He helps publishers automate workflows, save time and cut overhead. In 2010, Russell created Atomic News Tools; software that allows small publishers to take content from InDesign to the web in seconds.

*Friday*

2:00 p.m.

Bloomington

### Tricks for Faster Photo Processing with Bridge and Photoshop

*Russell Viers*

Sort, Adjust, Upload, and Get Back to Shooting

Taking pictures is easy; you just click the shutter and before you know it you have 10, 100, 1000 shots. Managing all those images is a different story. In this workshop, Adobe Certified Instructor Russell Viers shares his techniques for sorting through those massive piles of photos. You'll see how to breeze through images using Bridge and full-screen preview, how to quickly mark the ones you like and open them all for synchronized image adjustment, how to go from Bridge to InDesign and Photoshop for page layout and image optimization, and more. When you're done learning how to process your digital photos faster, you may very well save hours a week...or more. And that's time you can be out doing the fun part – taking more photos!