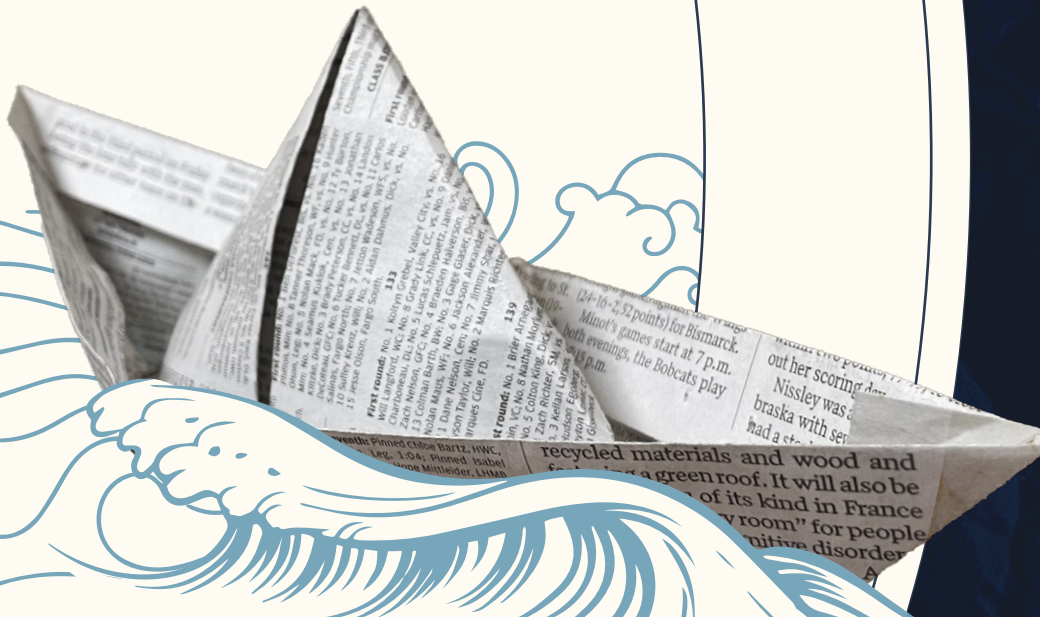




# 2024 NDNA CONVENTION

*Registration  
now open*

MAY 2-4  
[NDNA.COM/CONVENTION](https://ndna.com/convention)



# CONVENTION SCHEDULE

## THURSDAY, MAY 2

3:00 PM BOARD OF DIRECTORS MEETING  
EXECUTIVE CONFERENCE ROOM

4:00 PM REGISTRATION OPENS  
BALLROOM FOYER

5:30 PM SOCIAL  
BALLROOM

6-8 PM PIZZA + MOVIE  
*Sponsored by North Dakota News Cooperative.* Storm Lake Documentary Screening with pizza and popcorn. Q&A with Tom Cullen, *Storm Lake Times*

8-10 PM SOCIAL  
BILLIARDS ROOM

## FRIDAY, MAY 3

7:30 AM REGISTRATION DESK OPENS  
BALLROOM

8:00 AM BREAKFAST BUFFET & SESSION PREVIEWS  
BALLROOM

8:30 AM SILENT AUCTION OPENS  
BALLROOM

9-10 AM OPENING SESSION:  
Annual Meeting/Digital Bylaws change

10:10-11 AM  
CUTTY SARK

NAUTILUS

11:15 AM-12 PM  
BALLROOM

12:15-1:15 PM  
BALLROOM

1:30-2:30 PM  
BALLROOM

2:45-4 PM  
BALLROOM

NAUTILUS

4:30 PM  
CUTTY SARK

### CONCURRENT SESSIONS:

- » **Expand Your Reach**  
Learn how Coda Ventures' latest readership survey can be leveraged into local data to use for better sales; and how NDNA's digital offerings can expand your clients' reach.
- » **Everything is A Story**  
How to make a story out of anything.

**BETTER NEWSPAPER CONTEST**  
Advertising Awards

**LUNCH & LATEST NEWS**  
Non-Profit news outlets update

**BETTER NEWSPAPER CONTEST**  
» News/ Editorial Awards  
» Photography Awards  
» Photos of the Year

### CONCURRENT SESSIONS:

- » **Public Access: Oh, Yes I Can!**  
Hear from veteran journalists about run-ins with public agencies, how to get documents the public is entitled to, where to turn when you run into roadblocks; as well as navigating North Dakota's court system records.
- » **Tech Tools for Ads & Layout**  
Learn tips and tricks from a graphic design whiz and bring your latest tech solutions to share with others.

**SOCIAL/WINNERS DISPLAY**

5:30 PM  
MEET IN BALLROOM

6:15 PM  
BALLROOM

6:30 PM  
BALLROOM

8:30 PM  
ARCADE

## SATURDAY, MAY 4

8:00 AM REGISTRATION DESK OPENS  
BALLROOM FOYER

9:00 AM BREAKFAST BUFFET & ANNOUNCEMENTS  
BALLROOM

10:30 AM EVENT TBD

ANNUAL GROUP PHOTO

SILENT AUCTION CLOSES

### SPECIAL AWARDS BANQUET

- » Keynote Speaker: Tom Cullen, one family's road to a Pulitzer
- » Introduction of new NDNA President
- » 50 Year Club Recipients
- » Silent Auction winners / Live Auction
- » Better Newspaper Contest
- SPECIAL AWARDS:
  - » Rookie Reporter of the Year
  - » Public Notice Journalism Award
  - » Community Service Award
  - » First Amendment Award
  - » General Excellence Awards
  - » Sweepstakes Awards

HOSPITALITY LOUNGE & "50/50 RAFFLE"



# program notes

## PIZZA & A MOVIE

The screening of "Storm Lake – A Newspaper. A Family. A Community," is sponsored by the North Dakota News Cooperative (NDNC). The program will feature ND Living Editor Cally Peterson – newly appointed to the NDNC board – who will introduce Tom Cullen, second generation reporter for the newspaper his father and uncle own in Storm Lake, Iowa. Tom will also give our keynote address during the Friday banquet.

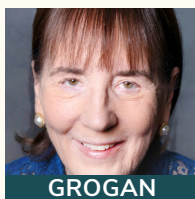


Following the screening (yes, there will be popcorn!) Peterson will guide a Q & A with Tom about the many challenges this Pulitzer winning publication faced in 2020 – from COVID to a chaotic Iowa caucus.

## EXPAND YOUR REACH

Marianne Grogan will walk us through the results of NDNA's 2024 Readership Survey. Marianne is President and Co-Founder of Coda Ventures, delivering high quality, innovative audience and strategic research to newspapers. Grab a timeslot after her talk to learn how the NDNA results can be tailored for your market, at a fraction of the cost of paying for your own research.

You'll also meet Kendra Taylor, NDNA sales director, who brings a wealth of knowledge about analysis and placement of digital advertising gleaned from work at two other marketing agencies – all aimed at helping you move clients toward a broader audience! Find out how your newspaper can tap into new NDNA digital offerings, or schedule a Hometown visit to launch digital advertising on your own newspaper website.



GROGAN



TAYLOR

## EVERYTHING IS A STORY

If you've ever struggled for story ideas, three reporting veterans have their own tricks for turning the mundane into the magical. Together, Cole Short (Hillsboro Banner) Allison Olimb (Walsh County Press) and Luann Dart (GSPublishing) could use a trailer to haul home all of their awards from state contests over the years. They'll share examples of some unique ways they have turned the kernel of a story idea into reporting gold.



DART

## LUNCHEON SPEAKERS:

Representatives from the ND Monitor and the North Dakota News Cooperative will share some of what they've got brewing for use by North Dakota newspapers as nonprofits expand the reporting landscape for all.

## PUBLIC ACCESS: 'OH, YES I CAN!'

Anyone who has ever been shut down when seeking public records will appreciate the know how of veteran journalists Amy Baumgarten (Investigative reporter for the Fargo Form) and Brad Nygaard (Public Safety reporter for the Bismarck Tribune). They will give you the confidence to say, "Oh, yes I can!" whenever you hear the word "No" to a public records request.

Baumgarten will talk about some of the high profile stories she's covered since her career began at the Dickinson Press in 2011, along with some of the challenges to accessing records she has encountered.

Nygaard worked nearly 40 years as a television photojournalist and field producer before returning to his home state to apply sleuthing tips learned in bigger markets. He'll focus on how to mine the state's court system website for the documents you need, along with other public sources that can help your crime stories sing.



NYGAARD



BAUMGARTEN

## TECH TOOLS FOR ADS & LAYOUT

NDNA Graphic Designer Kenzie Kelly will share tips and tricks for ad design that will also apply to layout. Kelly brings with her five years of experience in design from other agencies and is well versed in the Adobe suite of software. In addition, she'll take time to ask the audience to share their favorite ad design or tech tip – from effects and shortcuts to free or low cost software they have found to make layout easier.



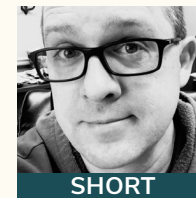
KELLY

## BETTER NEWSPAPER CONTEST EXHIBIT

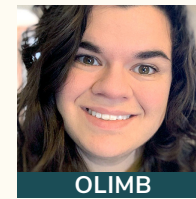
If you've ever felt like your first place win went swooshing by too fast during the Advertising and Editorial/Photo awards, never fear – the Better Newspaper Contest exhibit will display as many of the first place winners as we can pack onto 8 double sided panel displays. Harkening back to the days when contest tearsheet books were available for perusal for each category, the exhibit is intended to better recognize the best work in the state while providing inspiration to us all!

## 50-50 CHALLENGE IN THE ARCADE

When Friday's events are over and it's time to relax in the arcade, join in the fundraising fun with a 50-50 challenge pitting NDNA President Cole Short against President Elect Allison Olimb in race to see who can sell the most tickets for the NDNA Education Foundation.



SHORT



OLIMB

## SATURDAY BREAKFAST

Following a leisurely breakfast, starting at 9 a.m., we have time time open to see what develops. Can we get candidates to come and Meet the Press? Will there be postal issues discuss? It's an open question we hope to provide more details about before convention time.

# REGISTRATION

## 2024 NDNA CONVENTION

MAY 2-4 | BAYMONT INN, MANDAN, ND

Newspaper/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Today's Date: \_\_\_\_\_

Complete your online registration or fill in the form below and return to NDNA, 501 E Main Ave #75, Bismarck, ND 58503 or fax to 800-223-8185.

Please be sure to mark an "X" in the sessions you will be attending even if they are marked included.

## REGISTRATION FEES AND INFORMATION

Convention registration fees include admittance to all sessions, extra events & meals. Any extra fees are noted below.

NDNA Members and Associate Members pay the same fees.

### Registration Fees are as follows:

First member: \$75\*  
 Each additional staff/spouse: \$50\*  
 Students: Free  
 Non-member: \$100\*

*\*Meals are additional to registration fee. See below for meal costs.*

### FULL EVENT CONVENTION REGISTRATION AND MEALS PRICE: \$158

A check payable to NDNA or billing information must be received with the registration form in order to be registered. VISA and MasterCard are accepted.

Please complete the columns below for **each attendee** to help us get an accurate count for all meals and sessions.

## OTHER INFORMATION

Casual business attire is typical.

Please indicate if this is the first time attending a convention for each person in first column below.

### ALL TIMES ARE CENTRAL TIME.

For special dietary needs or other accommodations, please notify NDNA on the registration form.

## LODGING

A block of rooms has been reserved at the Baymont Inn, 2611 Old Red Trail, Mandan, ND 58554, (701) 663-7401.

The room rate is \$119 + tax. Please book your room by April 17, 2024.

Please request the "Newspaper association convention" room block rate to receive this special room block pricing.

## FOR MORE INFORMATION

North Dakota Newspaper Assoc.  
 501 E Main Ave #75  
 Bismarck, ND 58503  
 701-223-6397, fax: 800-223-8185  
 Email: marketing@ndna.com  
 Website: ndna.com/convention

### Payment Options:

Check Enclosed

*Make check payable to ND Newspaper Association*

Bill Me

Charge to Visa or MasterCard

Name on card: \_\_\_\_\_

Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_

**REGISTER ONLINE!**  
**NDNA.COM/CONVENTION**

1ST TIMER	NAME OF ATTENDEE <i>please print clearly</i>	CONVENTION REGISTRATION	THURSDAY Pizza + Movie sponsored by NDNC	FRIDAY Breakfast Buffet + Session Preview	FRIDAY NDNA Annual Meeting & Bylaws Vote	FRIDAY Expand Your Reach with Data & Digital	FRIDAY Everything is A Story	FRIDAY Lunch + Latest News	FRIDAY Public Access: Oh, Yes I Can!	FRIDAY Tech Tools for Ads & Layout	FRIDAY Dinner + Special Awards Banquet + Keynote Speaker	SATURDAY Breakfast with NDNA Final Remarks	SATURDAY Candidate Event	TOTAL FEES
	ADDITIONAL COST (UNLESS MARKED INCLUDED)	(\$75 or \$50)	included	\$17		choose one		\$19	choose one		\$30	\$17	TBD	
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SPECIAL NEEDS – please specify any special dietary needs or other accommodations.

**TOTAL AMOUNT DUE:**