

GET YOUR



SWAGGER BACK

132nd Annual NDNA Convention
May 3-5, 2018
Radisson Hotel • Bismarck, ND

Thursday, May 3:

- 3:00 p.m. **BOARD OF DIRECTORS MEETING**
(Executive Conference Room)
- 4:00 p.m. **Registration opens**
(Ballroom Foyer)
- 5:30 p.m. **MEET & GREET/GRAND HORS D'OUVRES**
(Ballroom)
- 6:30 p.m. **SCREENING OF "INSIDE STORIES" DOCUMENTARY**
(Ballroom)
- 7:45 p.m. **ENTERTAINMENT MEDORA STYLE**
(Ballroom)

Friday, May 4

- 7:30 a.m. **Registration opens**
(Ballroom Foyer)
- 8:00 a.m. **BREAKFAST: Welcome & Announcements**
(Ballroom)
- 8:30 a.m. **SILENT AUCTION OPENS**
(Ballroom Foyer)
- 9:00-10:30 a.m. **SESSION: "Get Your Swagger Back"**
Mike Blinder, The Blinder Group
(Renoir/Russel)
- 10:35-11:35 a.m. **CONCURRENT SESSIONS:**
- **"Consorting with the Frenemy:
Making Money with Social Media"**
Mike Blinder, The Blinder Group
(Renoir/Russel)
 - **"Writing For Readers"**
Steve Wagner, Forum Communications Co.
(Van Gogh/Remington)
- 11:45 a.m.-12:30 p.m. **BETTER NEWSPAPER CONTEST**
(Ballroom)
- Advertising Awards
- 12:30-1:15 p.m. **LUNCH**
(Ballroom)
- 1:30-2:30 p.m. **BETTER NEWSPAPER CONTEST**
(Ballroom)
- News/Editorial Awards
 - Photography Awards
 - Photo of the Year
- 2:45- 4 p.m. **VIDEO & PANEL DISCUSSION:**
"Real News is where it's at"
**Panelists: Jack Dura, Bismarck Tribune, Robert Mejia,
NDSU; Cecile Wehrman, The Journal**
(Ballroom)
- 4 p.m. **BREAK**
(Ballroom Foyer)

- 4:15-5:15 p.m. **CONCURRENT SESSIONS:**
- **"Engaging Readers Through Social Media"**
Teri Finneman, SDSU Professor
(Renoir/Russel)
 - **"Protecting Public Notices"**
Steve Andrist, NDNA Executive Director
(Van Gogh/Remington)
- 5:45 p.m. **ANNUAL GROUP PHOTO**
(meet in Ballroom Foyer)
- 5:45 p.m. **PAST PRESIDENTS' SOCIAL**
(Ballroom Foyer)
- 6:15 p.m. **SILENT AUCTION CLOSES**
(Ballroom Foyer)
- 6:30 p.m. **SPECIAL AWARDS BANQUET**
(Ballroom)
- Introduction new NDNA President
 - Silent Auction winners/Live Auction
 - Special Awards
 - NIE Newspaper of the Year
 - High School Reporter of the Year
 - Rookie Reporter of the Year
 - High School Reporter of the Year
 - Public Notice Journalism Award
 - Community Service Award
 - First Amendment Award
 - General Excellence Awards
 - Sweepstakes Awards
- 9:00 p.m. **HOSPITALITY LOUNGE & "50/50" RAFFLE**
(Hotel Lounge on 1st Floor)

Saturday, May 5

- 8:00 a.m. **Registration Desk Opens**
(Ballroom Foyer)
- 8:00-9:00 a.m. **BREAKFAST & ANNOUNCEMENTS**
(Ballroom)
- 8:45-9:30 a.m. **NDNA & FOUNDATION ANNUAL MEETINGS**
(Ballroom)
- 9:30-10:30 a.m. **SESSION: "All Things Legal"**
Jack McDonald, NDNA Legal Counsel
(Renoir/Russel)
- 10:45 a.m.-Noon **DEBATE: U.S. House Candidate Forum**
- 12:00 p.m. **Convention Concludes**

Time to get social

The fun starts Thursday evening with drinks and Grand Hors D'ouvres at 5:30. If you haven't seen it, you'll want to take a break at 6:30 to view "Inside Stories," the documentary based on the oral histories of eight notable North Dakota newspaper people. Then come back for "Entertainment Medora Style," featuring iconic Medora entertainer Bill Sorensen and other Burning Hills performers.



Mike Blinder

Mike Blinder started fresh out of college as a disc jockey, became a sales manager for a group of radio stations, and went on to manage television and radio groups until a major communications company asked him in 1998 to help launch their online division for their newspaper and TV holdings. From there Mike's career blossomed moving on to consult companies of all sizes, all over the world on multimedia sales strategies.



Today over 350 media companies are clients of Mike's company: The Blinder Group, a Florida based firm that assists in maximizing revenue for their clients.

Mike's book, "Survival Selling," reviews the fundamentals of B2B sales and has been acclaimed by managers and sales people of all industries.

Mike lives in Tampa Bay, Fla., with his wife and 14-year old daughter, working there on advisory boards for a number of digital start-ups and non-profit organizations.

Steve Wagner

As Forum Communications' director of content, Steve Wagner serves as the point person for content strategy and projects for the company's 30-plus newspapers. He oversees operations of Forum News Service, a regional wire provider to more than 100 newspapers, and guides newsroom collaboration between The Forum newspaper and WDAY TV. Wagner also conducts training related to content, reporting and newsroom advancement. Previously, he served as editor at the Grand Forks Herald and Bemidji (Minn.) Pioneer, and worked in writing and editing roles at The Forum, where he won numerous awards for news reporting.



Real news is where it's at

This session features a panel discussion following the presentation of NDNA's new video exploring the dangers of fake news and the importance of real news. **Panelists are:**

-- **Jack Dura, Bismarck Tribune Reporter.** After graduating from NDSU, Dura was hired as a reporter for the McKenzie County Farmer in Watford City, and now covers cops, courts and more for The Tribune.



-- **Robert Mejia, assistant professor of communications at NDSU.** Mejia started at NDSU in 2016 after teaching for four years at the College of Brockport in New York. He earned his PhD. from the Institute of Communications Research at the University of Illinois.



-- **Cecile Wehrman, president, Journal Publishing.** Wehrman's media career started in television news in 1985. In 1999 she became editor of The Journal in Crosby, and in 2012 she purchased Journal Publishing Inc.. She is publisher of The Journal and The Tioga Tribune.



Teri Finneman

Finneman started her journalism career as an intern at her home town Hazen Star, then eventually became multimedia correspondent for Forum Communications. After receiving her master's degree and Ph.D. from the Missouri School of Journalism, she went to work for South Dakota State University as an assistant professor of journalism. A former NDNA board member, she has produced eight oral histories of notable North Dakota newspaper people and a documentary based on them. She has accepted a position as journalism professor at the University of Kansas beginning next fall.



Jack McDonald

McDonald is a native of Bismarck, where he graduated from St. Mary's High School. He earned a journalism degree from the University of North Dakota, then worked as a reporter for United Press International before returning to UND to earn a law degree. In more than 40 years of work with NDNA he has become known as the state's leading expert on the subject of media law. He is past president of the State Bar Association of North Dakota, and in 2010 received the bar's coveted Distinguished Service Award.



Armstrong vs. Schneider

The first candidate debate of the 2018 campaign season will be held at the NDNA convention May 5. That's when Republican Kelly Armstrong of Dickinson and Democrat Mac Schneider of Fargo will answer to a panel of NDNA members during the final event of the convention.



Auction Action

The ever-popular silent auction is back for another year, featuring tickets for a UND hockey game in the Grand Forks Herald suite, books, apparel, collectibles and more. But don't just be a bidder, bring your own items to add to the auction block, with all the proceeds going to help NDNA Education Foundation programs like internships and seminars.



50-50 Challenge in the Hospitality Lounge

When Friday's events are over and it's time to relax in the hospitality lounge, join in the fundraising fun with a 50-50 challenge pitting NDNA President Harvey Brock against President Elect Paul Erdelt in a race to see who can sell the most tickets for the benefit of the NDNA Education Foundation.



