



## SDNA / NDNA NEWSPAPER CONVENTION

**October 14-16, 2021**  
**The Lodge at Deadwood**

100 Pine Crest Lane, Deadwood, SD  
877-393-5634

Rooms have been blocked at the hotel. Mention  
you are attending the newspaper convention.

**Registration will  
open soon at [sdna.com](http://sdna.com)**

COVID-19 safety protocols will be strongly encouraged  
for all convention attendees.

## Tentative Convention Agenda

*Subject to Change/Updates. Current as of 9-3-2021.*

### THURSDAY, OCT. 14

- 2:00 p.m. SDNA Board Meeting  
5:00–7:00 p.m. Opening Reception at  
Sanford Lab Homestake Visitor Center, Lead

### FRIDAY, OCT. 15

(All convention events & programs at The Lodge at Deadwood)

- 8:30 a.m. Registration and Silent Auction/Trade Show Open  
9:15 a.m. “The Printed Newspaper: Is there a Future?”  
– A panel discussion  
10:00 a.m. “Making the Leap: From Subscriptions to  
Memberships” – Jeremy Waltner/Freeman Courier  
11:00 a.m. “Building Revenue and Readership through  
Digital Projects” – Robert Slocum/Timber Lake Topic

Noon Lunch

1:30 p.m. General Session Quick Takes:

- “What I Learned from 4 Decades Teaching Journalism” – Lyle Olson / Retired SDSU Journalism Chair
- “When Fire Breaks Out” – Kristi Hine / The True Dakotan, Wessington Springs
- “Newspaper-less Was Not an Option. Our Community Stepped Up.” – Tim Aughenbaugh / Kingsbury Journal

3:00 p.m. Two Concurrent Sessions:

1. “How to sell digital advertising - selling total audience” – Thad Swiderski / eType Newspaper Services
2. “New Approaches to Finding Hidden Stories in Your Community” – Bart Pfankuch / South Dakota News Watch

4:00 p.m. SDNA Annual Meeting / NDNA Board Meeting

6:00 p.m. Reception

7:00 p.m. Presidents’ Banquet with Awards and Honors  
Silent Auction Ends

### SATURDAY, OCT. 16

8:30 a.m. – Breakfast with General Session Quick Takes:

- “NNA Update” – Matt Adelman / NNA Foundation President
- “Key Take-aways from COVID-19 Oral History Project” – Teri Finneman / U. of Kansas Journalism Professor
- Plus more TBA

10:00 a.m. Convention Adjourns