

# The Donovan and Betty Witham Symposium on *Excellence* in Newspapers



**October 18 –19, 2018 • Bismarck Public Schools Career Academy**  
On the campus of Bismarck State College at 1221 College Drive, Bismarck, N.D.

## COURSE LINEUP

### Thursday Opening Session

- ◆ 10:00 a.m. - This is Kevin Slimp's most attended seminar. Don't miss out as the "News Guru" discusses research, focus groups, insights and more related to getting people to pick up your paper.

### Thursday General Session

- ◆ 1 - 2:30 p.m. - Bill Ostendorf says print isn't dead. In fact, newspapers would be crazy not to invest in print, the source of much of their digital content, subscriber commitments and advertising revenue. This session will get you thinking outside the box about the future potential of print.

### Thursday One-on-Ones

- ◆ 1 - 5:00 p.m. - Looking for tips on stories? Ad design? Page layout? Reader interaction? Slimp will spend 15 minutes with you or your staff talking about whatever issues are on your mind. Sign up for this session and you will be assigned a 15-minute "appointment" with Kevin. Bring samples.

### Thursday Concurrent Sessions

- ◆ 2:45 - 4:45 p.m. - Bill Ostendorf: Why Facebook and Google Are Not Our Friends. Should you have a Facebook page? Sure, he says. But give them news feeds? Nope. This session offers an alternative view of what everyone else is doing.
- ◆ 2:45 - 4:45 p.m. - Chuck Haga: Finding Enterprise in the Routine. As newsrooms shrink, more and more stories seem to result from meetings or events. How do we make meeting and event coverage more enterprising – and interesting? How do we find enterprise in an event-driven world?

### Friday Concurrent Sessions

- ◆ 9:00 - 11 a.m. - Bill Ostendorf: Better Branding in Our Cluttered Media Environment. We've got newspapers, niche publications, web sites, mobile apps and more. How do you create and maintain a brand and cross promote? This session will help you create, grow and keep your brands strong.
- ◆ 9:00 - 11 a.m. - Chuck Haga: An Old Fashioned Story Critique. Everyone has a story or two that they feel good about but still wish would have turned out better. Find one or two of your stories, send them to [crhaga@gmail.com](mailto:crhaga@gmail.com) by Oct. 12, then come for a discussion on how your stories -- and those of your fellow attendees, might have been improved.



### U.S. Senate Candidate Debate

7:00 p.m.  
Thursday, Oct. 18



In a race with national significance to the balance of power in the Senate, Sen. Heidi Heitkamp and Rep. Kevin Cramer go face-to-face in a debate sponsored by NDNA and co-sponsored by the American Cancer Society Cancer Action Network and Forum Communications.

Moderator: TBA, anchor, WDAY-TV

Panelists: Steve Wagner, director, Forum News Service  
Cecile Wehrman, Journal Publishing, Crosby and Tioga  
Owen Piehl, editor, Mandan High School Courier

*Debate is open to the public but will be closed if seating capacity is reached. Doors open at 6:30 p.m. and close at 6:50 p.m.*

## Registration is FREE!

*In appreciation for your continuing support of the NDNA Education Foundation, this symposium and meals are provided free of charge to NDNA Education Foundation members!  
(Students: no charge. Non-members: \$150.)*

*This event is named for Donovan and Betty Witham, founders of the West Fargo Pioneer, in appreciation for their generous support of NDNAEF.*

## KEVIN SLIMP



Nobody gets around the publishing world like Kevin Slimp. Back in the 90s, Kevin was best known as the guy who developed the PDF printing process. He originated the idea to help his ad agency get proofs to clients more quickly. Before long, it was the way almost all magazines and newspapers were printed. Known as the publishing industry's "tech guru," Kevin traveled internationally, speaking at industry conferences and training events. Over the past decade, his reputation has grown and he now visits more than 100 publishers each year to work with their staffs and speaks at dozens of conferences internationally. His syndicated column is read by publishers on four continents. Publishers Auxiliary called him "the most popular and respected speaker among community publishers today."

## BILL OSTENDORF



Bill Ostendorf is president and founder of Creative Circle Media Solutions. He has worked with more than 300 media companies as a trainer or management consultant and has led redesigns of more than 650 publications and more than 300 web sites. Bill founded Creative Circle in 1984 at the tender age of 28. After 16 years he left The Providence Journal to manage Creative Circle full time. Bill is an energetic and entertaining speaker whose newspaper career included stints at the Chicago Tribune, Paddock Publications in suburban Chicago, The Times-News in Twin Falls, Idaho, The Standard-Examiner in Ogden, Utah, The Plain Dealer in Cleveland and the Providence Journal. He taught copy editing at Utah State University and has guest lectured at dozens of other universities.

## CHUCK HAGA



Chuck Haga was born and raised in Valley City, where in high school he produced his own weekly newspaper, writing stories, selling ads, overseeing circulation and occasionally irritating authority. At UND, he served two terms as editor of the Dakota Student and worked as a stringer for The Forum. Haga worked as a reporter for the Grand Forks Herald from 1972 to 1976. He studied in Norway and taught journalism at UND before returning to the Herald in 1980, working as a reporter, city editor and columnist. In 1987, Haga joined the reporting staff at the Star Tribune in Minneapolis. After 20 years there, he took a buyout and returned to Grand Forks. He signed on for a third turn at the Herald, retiring in 2013. He also has taught at St. Cloud State and conducted writing workshops in the Dakotas, Minnesota, Wisconsin, Missouri, and at the American Press Institute.

### Please tell us which sessions and meals you will attend:

#### Thursday, October 18

- (Choose one)
- 10:00 a.m. - Kevin Slimp, "How to get people to pick up your paper"
  - Noon - LUNCH (No charge for NDNAEF members)
  - 1-2:30 p.m. - Bill Ostendorf, "Print isn't dead - and what you can do to keep it that way"
  - 1:00-5:00 p.m. - Kevin Slimp, "One-on-one Sessions" (Sign up to participate; schedule will be posted.)
  - 2:45-4:45 p.m. - Bill Ostendorf, "Why Facebook and Google Are Not Our Friends"
  - 2:45-4:45 p.m. - Chuck Haga, "Finding Enterprise in the Routine"
  - 5:15 p.m. - DINNER (No charge for NDNAEF members)
  - 7:00 p.m. - U.S. SENATE CANDIDATE DEBATE - Sen. Heidi Heitkamp and Rep. Kevin Cramer (Open to the public; however, limited space available)

#### Friday, October 19

- (Choose one)
- 9:00-11:00 a.m. - Bill Ostendorf, "Better Branding in Our Cluttered Media Environment"
  - 9:00-11:00 a.m. - Chuck Haga, "An Old Fashioned Story Critique" (email two stories to [chaga@gmail.com](mailto:chaga@gmail.com) by Oct. 12)

#### Thanks to our generous sponsors:



■ **PARKING:** The lower level at The Bismarck Public Schools Career Academy is reserved parking. Please park to the west at the Student Union or to the North at the Tech Center.

■ **DEBATE:** The debate is open to the public but will be closed if room capacity is reached. (No overflow seating.)

**YES, please register me! I don't want to miss this FREE educational conference!**

*(Please mark all sessions and meals you will be attending in the box above.)*

I am an NDNAEF member (or student)     I am a non-member *(I realize there is a \$150 fee)*

NAME: \_\_\_\_\_

POSITION TITLE: \_\_\_\_\_

BUSINESS NAME/ADDRESS: \_\_\_\_\_

EMAIL/PHONE: \_\_\_\_\_

**Registration Closes:**

**October 12, 2018**

Room blocks reserved under "NDNA" at the Hampton Inn & Suites (701-751-5656, doubles - \$109 + tax), until 10/1/18.

**Please register online or return this form to NDNA by October 12, 2018:**

Register online: [www.ndna.com/seminars](http://www.ndna.com/seminars) • Email: [sharip@ndna.com](mailto:sharip@ndna.com) • Fax: 800-223-8185

Mailing Address: 1435 Interstate Loop, Bismarck, ND 58503 • Questions? 701-223-6397