

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 CONCURRENT SESSIONS:
CUTTY SARK
» **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.

NAUTILUS
» **Everything is A Story**
How to make a story out of anything.

11:15 AM-12 PM BETTER NEWSPAPER CONTEST
BALLROOM
Advertising Awards

12:15-1:15 PM LUNCH & LATEST NEWS
BALLROOM
Non-Profit news outlets update

1:30-2:30 PM BETTER NEWSPAPER CONTEST
BALLROOM
» News/ Editorial Awards
» Photography Awards
» Photos of the Year

2:45-4 PM
BALLROOM

NAUTILUS

4:30 PM
CUTTY SARK

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

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

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.



CULLEN

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.



GROGAN

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.



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.



NYGAARD

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.



BAUMGARTEN

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.

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

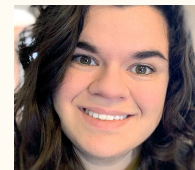
If you've ever felt like your first place win went swooshing by too fast during the Advertising and Editorial/Photo awards, never fear – the Better Newspaper Contest exhibit will display as many of the first place winners as we can pack onto 8 double sided panel displays. Harkening back to the days when 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 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.