

When the West was ONE

**REGISTER
NOW!**

May 30 - June 1, 2019 / Medora, ND
Theodore Roosevelt National Park




ND Newspaper Association / SD Newspaper Association Joint Convention



Bully Pulpit
GOLF COURSE



NORTH DAKOTA
COWBOY
HALL OF FAME



Medora Musical
and Pitchfork Fondue



Thursday, May 30 *(All times Mountain Daylight Time)*

- Late a.m. (TBA)** **Scenic Golf Outing**
Bully Pulpit Golf Course
- 3:00 p.m.** **NDNA and SDNA Board meetings**
Bill & Jane Marcil Life Skills Center
- 6:00 p.m.** **Registration desk opens**
ND Cowboy Hall of Fame Patio
- 6:30 p.m.** **Welcome Reception**
ND Cowboy Hall of Fame Patio
- 7:30 p.m.** **“Medora Style” entertainment**
ND Cowboy Hall of Fame Patio

Friday, May 31 *(All times Mountain Daylight Time)*

- 7:30 a.m.** **Registration desk opens**
Bill & Jane Marcil Life Skills Center
- 8:00 a.m.** **Breakfast - Welcome & Announcements**
Bill & Jane Marcil Life Skills Center
Welcome from NDNA President Paul Erdelt & SDNA President Debbie Hemmer
- 9:00 a.m.** **Silent Auction and Trade Show Open**
Bill & Jane Marcil Life Skills Center
- 9:30 a.m.** **Concurrent Sessions**
Bill & Jane Marcil Life Skills Center
- **Newspaper Technology – Vendor panel**
 - **Coverage of Race in the Dakotas**
 - **Tim Giago, Native Sun News Today, Rapid City, SD**
 - **Scott Davis, ND Commissioner of Indian Affairs**
 - **Jodi Rave Spotted Bear, Indigenous Media Freedom Alliance**
 - **Dave Flute, SD Secretary of Tribal Affairs**
 - **Moderator: Mike Jacobs, Grand Forks Herald (retired publisher/editor)**
- 10:45 a.m.** **Break**
Bill & Jane Marcil Life Skills Center
- 11:00 a.m.** **NDNA/SDNA Advertising Awards Presentations**
Bill & Jane Marcil Life Skills Center; separate rooms
- 12:00 p.m.** **Lunch**
Bill & Jane Marcil Life Skills Center
- 1:15 p.m.** **NDNA/SDNA News, Photo & Special Awards Presentations**
Bill & Jane Marcil Life Skills Center; separate rooms
- 2:30 p.m.** **Concurrent Sessions**
Bill & Jane Marcil Life Skills Center
- **Members or subscribers, and what’s the difference?**
Aaron Becher and Cecile Wehrman
 - **From Print to Podcasts – Teri Finneman**

- 3:45 p.m.** **NDNA and SDNA Annual Meetings**
Bill & Jane Marcil Life Skills Center; separate rooms
- 4:45 p.m.** **Silent Auction and Tradeshow close for the day**
Bill & Jane Marcil Life Skills Center
- 5:30 p.m.** **Pitchfork Fondue**
Tjaden Terrace
(Listen for Group Photo time announcement!)
- 7:30 p.m.** **Medora Musical**
Burning Hills Amphitheater
- 9:30 p.m. until Midnight** **Hospitality time with Bonfire**
Schafer Center Patio

Saturday, June 1 *(All times Mountain Daylight Time)*

- 7:45 a.m.** **Registration desk opens**
Bill & Jane Marcil Life Skills Center
- 8:00 a.m.** **Breakfast with Final Awards**
Bill & Jane Marcil Life Skills Center
- **Remarks, Jeremy Waltner, NNA director**
 - **NDNA/SDNA Special Awards**
 - **General Excellence**
 - **Sweepstakes**
 - **Best of the Dakotas**
- 9:30 a.m.** **Silent Auction and Tradeshow Close**
Bill & Jane Marcil Life Skills Center
- 10:00 a.m.** **Hot Topics**
Bill & Jane Marcil Life Skills Center
- **Dialing Up Digital Dollars**
Gary Adkisson, Bismarck Tribune
 - **Providing Public Journalism**
Bart Pfankuch, SD News Watch
 - **Covering a Milestone: Suffrage Turns 100**
Teri Finneman, University of Kansas
 - **Are Editorials Old School?**
Tim Waltner, Freeman, SD Courier
 - **What’s My Newspaper Worth?**
Julie Bergman, Grimes, McGovern & Associates
- 10:15 a.m.** **Silent Auction winners announced**
Please pickup items and pay at registration desk!
Bill & Jane Marcil Life Skills Center
- 11:30 a.m.** **Convention Concludes**

*** Please note:**

All times listed are Mountain Daylight Time.

Most hotels, the ND Cowboy Hall of Fame, and the Bill & Jane Marcil Life Skills Center are within walking distance from each other for most people. However, the Pitchfork Fondue and Musical will require your own transportation.

Cowboy Up!

The fun starts Thursday evening with drinks and hot appetizers at 6:30 on the patio at the North Dakota Cowboy Hall of Fame. Grab some refreshments, tour the cowboy exhibits, and be sure to be back to the patio in time for "Entertainment Medora Style," featuring performers who wow tourists all summer long.

Talking tech

A panel of vendors from the convention trade show take time out for a panel discussion about new world tech opportunities that can be employed to help newspapers expand their readership reach.

Coverage of Race in the Dakotas

The issue of race is all around us. Shootings in mosques in New Zealand. Police shootings of blacks. An attack on a synagogue in Pittsburgh. In the Dakotas, the primary minority group is native people. How do newspapers and other media do at covering native communities and issues? The question forms the basis of a panel discussion featuring Tim Giago, editor of Native Sun News Today in Rapid City; Scott Davis, N.D. Commissioner of Indian Affairs; Jodi Rave Spotted Bear, Founder/Director of Indigenous Media Freedom Alliance; and Dave Flute, SD Secretary of Tribal Affairs. The panel will be moderated by a seasoned journalist.

Members or subscribers?

Cecile Wehrman and Aaron Becher offer a program that looks at the legacy "subscriber" model of newspaper readership and the trending "member" model.

Wehrman is president of Journal Publishing Inc., which publishes newspapers in Crosby and Tioga, ND. She is a past president of NDNA and currently serves as second vice president of the NDNA board.

Becher is vice president for newspapers of Forum Communications Co., and formerly was advertising director and then general manager of The Forum of Fargo-Moorhead. He currently serves as president of the NDNA Education Foundation.

From Print to Podcasts

Journalist and educator Teri Finneman says newspapers can use podcasts to expand their reach, and she'll show you how.

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, and now teaches at the University of Kansas.

Get some one-on-one attention

Social Media: Teri Finneman will be taking appointments for one-on-one meetings to help newspaper staffers understand how to best use social media to enhance readership and drive traffic to print and electronic products. Schedule your appointment at finnemte@gmail.com.

Posting Public Notices: NewzGroup hosts the web sites where NDNA and SDNA members post their public notices. Make an appointment for some one-on-one time, or just stop by for a demonstration on easiest and best ways to get your notices on line. If you prefer an appointment, contact ibuchanon@newzgroup.com

Pitchfork Fondue

You're in the west, now. This "banquet" has no cloth napkins or China place settings. Start with the social, then dig in to the acclaimed Pitchfork Steak Fondue, where the chefs load steaks onto pitchforks and fondue them western style. Savor your steak as you overlook the picturesque Badlands from atop a bluff at the Tjaden Terrace.

As you chow down, you'll be serenaded with western melodies performed live by The Coal Diggers Band from the Medora Musical.

Greatest Show in the West

After dinner, stroll over to the Burning Hills Amphitheater where the Medora Musical is performed live and outside, under the Badlands sky. The patriotic variety show is dedicated to President Theodore Roosevelt's time in the Badlands and to the Spirit of the Old West.

You'll be treated to high-energy music by the Burning Hills Singers and The Coal Diggers. Plus you'll enjoy guest variety acts from around the world, topped off by an exciting "charge up San Juan Hill."

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 SDNA and NDNA education programs.

50-50 Social

When Friday's over and it's hospitality time at the Schafer Center Patio, join in the fundraising fun with a 50-50 challenge pitting SDNA President Debbie Hemmer and NDNA President Paul Erdelt in a race to see who can sell the most tickets for the benefit of the SDNA and NDNA foundations.

Hot Topics

After Saturday's special awards breakfast, join in a discussion of hot topics in the industry. Each presenter will do 10 minutes plus Q&A on each topic:

Dialing Up Digital Dollars -- Gary Adkisson, Bismarck Tribune Publisher.

Providing Public Journalism -- Bart Pfankuch, South Dakota News Watch.

Covering a Milestone: Suffrage Turns 100 -- Teri Finneman, University of Kansas.

Are Editorials Old School? -- Tim Waltner, Freeman, S.D. Courier.

What's My Newspaper Worth? -- Julie Bergman, Grimes, McGovern & Associates.

Golf Bully Pulpit

Join fellow newspaper folk for a scramble at Bully Pulpit Golf Course, which is ranked one of America's Top 100 Public Golf Courses. Bully Pulpit is chiseled right out of the North Dakota Badlands in a site unlike any in the world. A round here is one you won't soon forget.

You'll pay your own green/cart fees (\$86.10) and your registration for the scramble will include a free drink ticket and favorite scramble games like longest drive and closest to the pin.

