# Arizona Newspapers Association

## 77th Annual Meeting and Fall Convention

**September 23-24, 2016**

Wild Horse Pass Hotel and Casino • 5040 Wild Horse Pass Blvd. Chandler, AZ

---

**Newsroom Resources**
- Ethics & Credibility
- Digital
- Audience Engagement
- Web Tools

**Social Media Branding**
- Design
- Photography
- Multi-Media Packages
- Content

---

**Register Today**
Use the form inside this packet or ONLINE
Wild Horse Pass Resort & Casino
5040 Wild Horse Pass Blvd., Chandler, AZ 85226
(off I-10 in Chandler)

**ROOM RATE:** $119

*Room cut-off for group rate is August 30!*

Complimentary parking & High-Speed Internet

**RESERVATIONS:** (520) 796-4900 or 800-946-4452, ext. 4900. Mention group name - AZ Newspapers Association

---

**IN AND AROUND**

- 10.9 miles from Golfland Sunsplash
- 9.8 miles from Grady Gammage Memorial Auditorium
- 10.4 miles from Wells Fargo Arena
- 7.1 miles from Arizona Mills Mall
- 4.5 miles from Chandler Fashion Center
- 0.6 miles from Phoenix Premium Outlets
- 7 miles from South Mountain Park

---

**SCHEDULE OF SPECIAL EVENTS**

**FRIDAY - 11 a.m.- 1:50 p.m.**

*Freedom of Information Awards Luncheon*

We will be honoring leaders in journalism who have changed their communities through their commitment to the cause of freedom of information. (Sponsored by SPJ, APME and ANA)

With special guest speaker: Ken Paulson.

**FRIDAY - 4 p.m. – 5:30 p.m.**

*Excellence in Advertising Awards Dessert Reception*

ANA recognizes the best of Arizona newspaper’s ad design.

**SATURDAY - 11:45 a.m. – 1:50 p.m**

*77th Annual Meeting and Luncheon with Keynote*

Election of ANA board members. Special guest speaker: Kevin Slimp.

**SATURDAY - 5 p.m. – 7 p.m**

*Better Newspapers Contest Awards & Newspaper of the Year Reception*

ANA recognizes the best in Arizona newspapers with the BNC awards.
## ANA 2016 CONVENTION SCHEDULE OF EVENTS - September 23

<table>
<thead>
<tr>
<th>Time</th>
<th>ACACIA C</th>
<th>ACACIA D</th>
</tr>
</thead>
</table>
| 8:30 a.m. – 10 a.m. | RETAINING DIGITAL ADVERTISING CLIENTS  
Jim Hart | CUSTOMER SERVICE:  
A common sense approach  
Kevin Slimp |
| 10 a.m. – 11 a.m. | FOCUSING ON THE “THREE LEGS OF MEDIA”: Advertising, Editorial and Distribution  
Eric Buskirk,  
CEO and Founder, Verican | TIPS TO IMPROVE PRODUCTIVITY in ADOBE InDesign  
Kevin Slimp |

### Freedom of Information Awards Luncheon
Sponsored by SPJ, APME and ANA

**Keynote Speaker – KEN PAULSON**
Madison, Jefferson and “Louie, Louie”: An engaging, irreverent and interactive look at free speech in America

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 a.m. – 1:50 p.m.</td>
<td>Freedom of Information Awards Luncheon</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 2 p.m. – 3:45 p.m. | SITE & SOCIAL ANALYTICS FOR BEGINNERS  
You know you should be running the numbers or looking closer at those analytics reports, but how do you actually do it, and what do those numbers mean, anyway? We’ll discuss the reasons to pay attention to analytics; how to access the numbers on your site and social channels; and how to read and translate basic metrics. You’ll leave with a stronger grasp on your data and a small arsenal of free and free-ish tools with which to grow and engage your audience.  
Jessica Pucci, ASU |
|               | TIPS FOR IMPROVING ad and page design to increase sales and improve quality  
Kevin Slimp |

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 p.m. – 5:30 p.m.</td>
<td>Excellence in Advertising Awards Dessert Reception</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 p.m. – 8 p.m.</td>
<td>ANA Board of Directors Meeting</td>
</tr>
</tbody>
</table>

---

**ANA 2016 Fall Convention — 3**
<table>
<thead>
<tr>
<th>Time</th>
<th>ACACIA C</th>
<th>ACACIA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. – 9:30 a.m.</td>
<td><strong>7 Tips for Smaller-sized News Teams</strong>&lt;br&gt;Seven ways smaller-sized news teams can inject value and rise above the “bottom half” of journalism&lt;br&gt;<em>Richard Haddad</em>, Western News&amp;Info</td>
<td><strong>Community Journalism in a Multiplatform World</strong>&lt;br&gt;Presentation will be geared to how community-weekly and daily newspapers can develop multiplatform strategies with limited resources.&lt;br&gt;<em>Andy Howell</em>, Assistant Managing Editor and <em>Adam Gaub</em>, County Editor for Casa Grande Valley Newspapers Inc.</td>
</tr>
<tr>
<td>9:45 a.m. – 11:30 a.m.</td>
<td><strong>IMAGES DRIVE THE STORY</strong>&lt;br&gt;Getting the best photographs (and video) to help drive the story. Work the subject, otherwise it’s just a snapshot. Action and reaction; getting the reader to know your subject; information and layering images; pay attention to background; time of day is so important for best light; light and shadows.&lt;br&gt;<em>Ross Franklin</em>, Photographer, Associated Press</td>
<td><strong>HARNESSING SOCIAL MEDIA</strong>&lt;br&gt;Social media has changed how media organizations report news and how the public consumes information. Learn to harness social media platforms such as Facebook, Twitter, Instagram, Snapchat and Periscope to assist in newsgathering and to drive traffic to your websites and newspapers.&lt;br&gt;<em>Josh Hoffner</em>, Southwest News Editor, Associated Press</td>
</tr>
<tr>
<td>11:45 a.m. – 1:50 p.m.</td>
<td><strong>ANNUAL MEETING - LUNCHEON</strong>&lt;br&gt;<strong>“WHAT’S GOING ON?”</strong> A look at the newspaper industry</td>
<td><strong>WHO, WHAT, WHEN, WHERE, WHY... AND HOW ABOUT WHAT NEXT?</strong>&lt;br&gt;“Solutions Journalism” is reporting about responses to social problems. How do we do that without engaging in Pollyanna puffery? Do all the regular journalism standards apply? (hint: yes). How do we find great solutions stories?&lt;br&gt;This session, a primer on Solutions Journalism, will answer those questions and explore the kinds of stories that are right for a solutions approach.&lt;br&gt;<em>Maureen West</em>, ASU</td>
</tr>
<tr>
<td>2 p.m. – 3:30 p.m.</td>
<td><strong>IMPROVE COLOR REPRODUCTION AND PHOTO EDITING: Improved Photoshop Techniques</strong>&lt;br&gt;<em>Kevin Slimp</em></td>
<td></td>
</tr>
<tr>
<td>3:45 p.m. – 4:45 p.m.</td>
<td><strong>BEST IDEAS EXCHANGE</strong>&lt;br&gt;Has your newspaper had success with new special sections, contests, increasing community involvement, or any new revenue streams? Come and share your ideas.</td>
<td><strong>BNC AWARDS &amp; NEWSPAPER OF THE YEAR RECEPTION</strong></td>
</tr>
<tr>
<td>5 p.m. – 7 p.m.</td>
<td></td>
<td><strong>BNC AWARDS &amp; NEWSPAPER OF THE YEAR RECEPTION</strong></td>
</tr>
</tbody>
</table>

*You could WIN a GoPro!*<br>Everyone presenting an idea will be entered into a drawing for a GoPro camera.<br>Sponsored by Townnews.com
Contact Person ____________________________________________
Newspaper or Company _______________________________________
Address ______________________________________ City, State, Zip
Phone Number ___________________________ Email ____________________

**FULL REGISTRATION ONLY $280!**

<table>
<thead>
<tr>
<th>NAME / TITLE</th>
<th>REGISTRATION FEE(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PAYMENT METHOD – FAX TO: (602) 261-7525**
- Check Enclosed (Made payable to Arizona Newspapers Foundation)
- Please invoice me at the address above
- Charge to Visa or MasterCard

Credit Card # ___________________________ Expiration ___________________________
Billing Address ____________________________
City, State, Zip ____________________________
Signature ____________________________

**TOTAL AMOUNT DUE $ __________**