

KPA ANNUAL CONVENTION, APRIL 17 - 18, 2015
COURTYARD BY MARRIOTT, JUNCTION CITY

YOUR COMMUNITY: NO ONE COVERS IT BETTER THAN YOU



SPONSORED IN PART BY THE FOLLOWING:



REGISTRATION FORM

CONTACT INFORMATION

Newspaper/Company _____ Contact Person _____
 Address _____ City _____ State _____ ZIP Code _____
 Area Code/Phone _____ Fax _____ E-mail _____

Name of Attendee <small>Print clearly for name badges and check box if first time attendee.</small>	Registration Fees <small>please check one</small>	President's Banquet <small>\$50 per person</small>	Sat. Breakfast <small>Free w/ registration</small>	AOP Awards Luncheon <small>Free w/ registration</small>	Total Fees	
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$130 <input type="checkbox"/> Friday only - \$70 <input type="checkbox"/> Saturday only - \$100	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$115 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$90	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$115 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$90	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
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PAYMENT INFORMATION

Check enclosed (made payable to KPA)
 Please invoice me at the address above or send e-invoice to the following email:

Charge to Visa, MasterCard or American Express

Credit Card # _____
 Expiration Date _____
 V-Code (three-digit code on back of card) _____
 Cardholder's Name _____

Corporate Card (billing address as listed above)
 Personal Card (please provide billing address below)
 Street Address _____
 City, State _____ Zip _____

TOTAL AMOUNT

President's Banquet Menu

Filet Madagascar
 6 oz. of Tender USDA Choice Beef Tenderloin
 Medallions sauced with Brandy & Green Peppercorn Demi Glacé
 served with garden salad and dessert.
 Check here for vegetarian option

Number of vegetarian meals needed _____

Awards of Excellence Luncheon Menu

Traditional Lasagna
 Lasagna served with basil marinara, caesar salad and dessert.
 Check here for vegetarian option

Number of vegetarian meals needed _____

Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid at left, may apply for some special activities and meals. Discounts for multiple registrations from the same newspaper apply, and are listed on the grid at left.

Late Registrations

Registrations received after Monday, April 6 will be accepted as space permits. Late and on-site registrations will be assessed a \$20 late fee.

Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Wednesday, April 8. Substitutions will not be allowed on registrations.

How to Register

Mail: 5423 SW 7th, Topeka, KS 66606
 Fax: (785) 271-7341
 E-mail: ebradbury@kspress.com

Overnight Accommodations

Sleeping rooms are being held until March 16 for KPA convention attendees at the Courtyard by Marriott in Junction City. For reservations, call (785) 210-1500 and mention the Kansas Press Association Room Block. The room rate is \$87/ plus tax per night.

Registrations are requested no later than Monday, April 6.

Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com

THURSDAY, APRIL 16

6 P.M. KPA BOARD OF DIRECTORS MEETING

FRIDAY, APRIL 17

9 A.M. - 9 P.M.
REGISTRATION AND CONTEST DISPLAY

9 A.M.
KNF TRUSTEE MEETING

11:30 A.M.
PAST PRESIDENT'S LUNCHEON

GENERAL SESSION

1 - 3 P.M.
"WHAT ARE WE SUPPOSED TO DO?" WITH OLAF FRANSDEN

Much has changed in the newspaper industry in the last 10 years, not the least of which are ethical considerations as we have adapted to the new reality of reporting the news in differing formats. Nevertheless, the foundations of fairness and truth-telling remain the bedrock of essential journalistic standards. Now that the Society of Professional Journalists has updated its Code of Ethics, and newspapers across Kansas keep facing new and challenging situations, what are we supposed to do?

Salina Journal editor & publisher M. Olaf Frandsen will take that journey through the minefield of ethical case studies in the hope that attendees will have a new set of eyes, and new way of looking at everyday situations, as they juggle responsibilities vs. reporting realities. Frandsen, before moving to Salina three years ago, was a full time newspaper publisher and regional vice president for Freedom Communications in Texas, and at the same time was an adjunct professor and distinguished lecturer for four years at the University of Texas Pan American, where he taught Media Law & Ethics at the university's School of Communications.

BREAKOUTS

3:15 - 4:10 P.M. AND 4:15 - 5:15 P.M.
"BRET MICHAELS: FROM POISON, TO ROCK OF LOVE, AND BEYOND! A CASE STUDY IN CHANGE" WITH JOHN BAETZ
What do Bret Michaels, the lead singer of the iconic 80s hairband Poison, and the newspaper industry have in common? Let newspaper and magazine publisher John Baetz tell you, in this in fun presentation that will examine the newspaper industry, how it has changed and ideas on where we go from here. This interactive presentation will brainstorm revenue generating ideas that will help your newspaper navigate the changing landscape. Please note - this breakout has two parts.

"HOW TO TELL THE STORY USING THE FUN VERBS" WITH STEVE HAYNES

So, you know you need to attract and hold readers. What can you do to hook them and keep them reading beyond the lead? Sharpen your storytelling skills and learn how to make better verb choices with this interactive session that will leave you asking for more!

"TAKING RISKS- HOW TO GROW YOUR PRINT BUSINESS" WITH 22ND CENTURY MEDIA

How do you make money digitally? Should your paper be doing events and expos? Should you add a new product? Find out the answers to these questions and take home some new ideas on ways to grow your revenue dollars through this session.

3:30 - 4:30 P.M.

ONE-ON-ONE POSTAL SESSIONS WITH HELEN SOSNIECKI (CALL KPA OFFICE TO SIGNUP)

Helen will be available for 15-minute one-on-one meetings to discuss specific postal issues. Bring copies of recent 3541s to the one-on-one sessions.

6 - 7 P.M.

PRESIDENT'S VIP RECEPTION (additional fee)

Join us for drinks and networking before the annual President's Banquet.

7 P.M.

PRESIDENT'S BANQUET (additional fee)

Enjoy a sit-down dinner as we recognize this year's recipients of the KPA special awards. We'll also induct new members into the Kansas Newspaper Hall of Fame.

9 - 11 P.M.

PRESIDENT'S HOSPITALITY RECEPTION - SPONSORED BY THE ANDERSON COUNTY REVIEW

Join KPA President Dan Thalmann for a reception celebrating his year as KPA president.

SATURDAY, APRIL 18

7 A.M. - 4 P.M.

REGISTRATION AND CONTEST DISPLAY

SILENT AUCTION BENEFITTING THE KANSAS NEWSPAPER FOUNDATION

Bid on fun items donated by sponsors and Kansas newspapers. All proceeds will benefit KNF and part of your donation may be tax deductible.

7:30 - 8 A.M.

BREAKFAST AND ANNUAL MEETING

Join us as we address KPA business and elect representatives to the KPA Board of Directors.

GENERAL SESSIONS

8 - 9:15 A.M.

HOW DO YOU MAKE LOCAL NEWS/CONTENT WORK - WHAT IS THE BEST WAY TO GATHER AND DELIVER COMMUNITY NEWS WITH THE TEAM FROM 22ND CENTURY MEDIA

Local news is a phrase tossed around by nearly every publication in the industry, but what does it mean? It's obvious readers want and advertisers respect local content, but just using the phrase doesn't get the job done. Chat about the right way to develop and write local news with the management team of 22nd Century Media, which has grown from one to 15 community newspapers and websites in 10 years.

9:15 - 9:30 A.M.

BREAK

9:30 - 10:45 A.M.

"A LICENSE TO PRINT MONEY" WITH ED HENNINGER

Join Ed as he shows you how to use breakthrough content and design concepts to generate increased revenue at even the smallest newspapers. He can help you add \$5,000 to \$10,000 minimum to your bottom line...every year!

10:45 - 11 A.M.

BREAK

AOE AWARDS LUNCHEON

11 A.M. - 12:45 P.M.

Join us for a celebratory luncheon that honors you and your newspaper's accomplishments in 2014.

BREAKOUTS

1 - 2 P.M. AND 2:15 - 3:15 P.M.

"WHEN WRITE IS WRONG" WITH ED HENNINGER

Join Ed as he shows how to apply sound writing, planning and editing techniques to create more compelling packages for your readers. Learn that writing is just a part of the process. An important part...but a part nonetheless. Come away with a renewed sense of direction and purpose.

"BASIC PHOTOGRAPHY AND TECHNOLOGY: THE GREAT EQUALIZER" WITH FRED SOLIS

Join Fred as he examines the basic features of most cameras and explains how technology can be the great equalizer. Fred will explain basic camera settings and the work that goes into getting good results.

"POSTAL ISSUES UPDATE" WITH HELEN SOSNIECKI

Helen Sosniecki, newspaper publisher and postal expert with Interlink, knows the issues and will help you find ways to save money on your postal costs. She understands all sides of the issue and has been on the front lines of the postal "war" for years. In addition to her Saturday session, Helen will be available for 15-minute one-on-one meetings to discuss specific postal issues on Friday, April 17, from 3:30 - 4:30 p.m. and Saturday, April 18, from 3:30 - 4:30 p.m. (Bring copies of recent 3541s to the one-on-one sessions.) Please call the KPA office to sign up.

"STRUCTURING YOUR MEDIA COMPANY - INDEPENDENT VS. CONSOLIDATED EFFORTS" WITH THE 22ND CENTURY MEDIA TEAM

There are many products a media company can offer to readers and advertisers. Between newspaper, magazine, digital marketing, events and more, multiple departments are needed. During this session we will discuss the advantages and disadvantages of having departments that serve a single product, such as an individual newspaper, versus those that will serve the overall organization.

3:15 - 4:15 P.M.

DAILY AND NONDAILY ROUNDTABLES

Take a few minutes to network with your fellow newspaper people at this annual favorite.

3:30 - 4:30 P.M.

ONE-ON-ONE SESSIONS WITH HELEN SOSNIECKI (CALL KPA OFFICE TO SIGNUP)