



**Kansas Press  
Association**

*Real* NEWS IS OUR  
**BUSINESS**

**KPA Annual Convention  
April 7-8, 2017  
Capitol Plaza Hotel, Topeka**

featured speaker:  
**Mark Hamrick**



Washington Bureau Chief of Bankrate.com  
Past President of the National Press Club

**sponsored in part by the following:**



## **Friday, April 7**

**9 a.m. - 9 p.m.**

**Registration and Contest Display**

**9 - 11 a.m.**

**KNF Trustee Meeting**

**11:30 a.m.**

**Past Presidents Luncheon (invitation only)**

**Noon**

**Lunch and Learn**

Join your newspaper colleagues for this lunch that will encourage open discussion of topics that matter to you. Bring your appetite and your questions. Pre-registration is required.

**2017 Convention Sponsorship Luncheon (invitation only)**

### **GENERAL SESSIONS**

**1-2:15 p.m.**

**Designing Great Ads: The Top 10 Things You Need to Know with Ed Henninger**

This is a presentation in high demand. For years, publishers, ad directors and designers have been asking Ed Henninger to create an advertising design presentation. He's finally done it...and it's a session that will bring new ideas, new thinking and new excitement to the newspapers in your group.

**2:15 - 4 p.m.**

**Speed Topics**

**You never knew you could learn so much in 20 minutes! Pick your top three.**

1. KPA and Event Planning: How we can help you plan your event!
2. How to Use KanFocus to Cover Your Local Legislators Without Leaving Town!
3. Importance of Small Town Editorial Writing with Rod Haxton, Scott County Record
4. Q&A with KPA Hotline Attorney Max Kautsch
5. Cameras, Cameras Everywhere!

**4-5 p.m.**

**Daily and Non-Daily Roundtables**

Join your fellow publishers for a roundtable session on issues important to you.

**6 - 7 p.m.**

**President's VIP Reception**

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

**7 p.m.**

**President's Banquet (reservations required - \$55/per person)**

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 Holton Recorder**

Join Sarah Kessinger for a reception celebrating her year as KPA president and the 150th Anniversary of the Holton Recorder.

## **Saturday, April 8**

**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 new officers and members to the KPA Board of Directors.

**GENERAL SESSIONS**

**8 - 9:30 a.m.**

**“Investigative Reporting on a Shoe String” with Denise Malan, Training Director, Investigative Reporters and Editors**

Every newsroom is learning how to “do more with less.” That doesn’t mean that meaty enterprise stories are out of reach. In this session, we’ll discuss how to build watchdog work into your daily routine and produce meatier stories, even in breaking news situations. You’ll come away with specific story ideas across a variety of beats, as well as a list of free tools any newsroom can use right away. We’ll also give some real-world tips on time management, organization and focusing on enterprise.

**9:45 - 10:30 a.m.**

**“The Changing Landscape of Agriculture”**

Join us as we examine the issues affecting Kansas agriculture. Expert panelists will provide insight on farm and commodity prices, today’s challenging regulatory environment and how they affect our communities. Sponsored by Kansas Farm Bureau.

**10:30 - 11:30 a.m.**

**“Morley Piper, a Hero in Our Midst”**

Join us as Piper, a New England newspaperman, will tell his experiences about landing on D-Day, 72 years ago

**AOE AWARDS LUNCHEON**

**11:45 a.m. - 1 p.m.**

Join us for a celebratory luncheon that honors individuals and newspapers on their accomplishments in 2016.

**BREAKOUTS**

**1:15 - 2:15 p.m.**

**“Data and Documents You Cannot Live Without” with Denise Malan, IRE**

Join us as we move beyond anecdotes and he-said, she-said journalism with data and documents. Advice on developing a documents state of mind, navigating public records, understanding records retention schedules, exploring key records on a variety of beats and becoming familiar with key national data sets to produce high-impact local stories.

**“Kansans Can, the Brain Drain and School Funding” with Dr. Randy Watson, Kansas Commissioner of Education**

Join Dr. Watson as he explains the new education initiative, Kansans Can, and how local newspapers can help with the project designed to increase opportunities for Kansas students. Dr. Watson will also share any updates on the creation of a new school funding formula (pending legislative action).

**“Saving Public Notices: Giving Them Their Due” with Ed Henninger**

In this presentation, Ed offers ideas and approaches designed to give publishers the tools they need to bring added reader attention to public notices--in every issue. Ed recently received accolades from the Public Notices Resource Center for placing these ideas before publishers throughout the nation. These ideas are a breakthrough in our battle to retain public notices in newspapers. Your publishers will thank you for bringing this to them.

**“Let’s Talk Revenue” with Carol Grubbe, TownNews.com**

In this presentation, Carol will discuss revenue generating ideas using your digital platform. How can you monetize your website? How do you price digital ads? Carol can help. Or, if you do not have a website and you want to explore your options, she can help you as well.

**2:30 p.m. “The Roads from Coffeyville, Kansas to Washington, from radio and The AP to new media” with Mark Hamrick, Bankrate.com**

Mark joined the personal finance site Bankrate.com in January 2013 after leading business news for the Associated Press radio and television/online video operation in Washington for 2 decades. A native of Coffeyville, he began working as a teenager at radio station KGGF. A second-generation journalist, he attended the William Allen White School of Journalism at the University of Kansas. As senior economic analyst and Washington Bureau Chief for Bankrate.com, Mark translates developments in the economy, financial markets, politics and business. As part of that work, he provides comment and analysis hundreds of times a year for radio, television, print and online publications. He hosts regular 60 second personal finance features for CBS Radio and has been a contributing columnist for The New York Daily News. Mark served as president of the National Press Club in 2011 and as a member of the Board of Governors for a decade. As president, he hosted World Press Freedom Day, organized by the U.S. State Department and the United Nations Foundation, held that year for the first time in the U.S.

# REGISTRATION FORM

## CONTACT INFORMATION

Newspaper/Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Area Code/Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name of Attendee Print clearly for name badges and check box if first time	Registration Fees	Friday's Lunch and Learn	President's Banquet \$55 per person	\$25 if not registered for full or Sat. Sat. Breakfast free w/registration	\$25 if not registered for full or Sat. AOE Awards Luncheon free w/registration	Total Fees
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$135* <input type="checkbox"/> Friday only - \$75* <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 - \$120* <input type="checkbox"/> Friday only - \$70* <input type="checkbox"/> Saturday only - \$95	<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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\* - Please note prices do not include the Friday night President's Banquet.

## TOTAL AMOUNT

### Lunch and Learn Menu

Smoked turkey sandwich, potato chips, pasta salad and dessert.

Check here for veggie wrap option

Number of vegetarian wraps needed \_\_\_\_\_

### President's Banquet Menu

#### Filet of Sirloin

Tender 8 oz. filet of sirloin topped with mushroom demi-glace with salad, seasonal vegetables with dessert

Check here for vegetarian option

Number of vegetarian meals needed \_\_\_\_\_

### Awards of Excellence Luncheon Menu

#### Chicken Angeline

Served with seasonal vegetables and dessert.

Check here for vegetarian option

Number of vegetarian meals needed \_\_\_\_\_

## PAYMENT INFORMATION

Check enclosed (made payable to KPA)

Please invoice me at the address above or send e-invoice to the following email:  
\_\_\_\_\_

Please charge to Visa, MasterCard or American Express. To protect the security of your identity and card number, please call the office with your credit card information.

## 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 Friday, March 17 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. Monday, March 27. 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 Capitol Plaza Hotel. For reservations, call 785-431-7200 and mention the Kansas Press Association Room Block. The room rate is \$99/ plus tax per night.

**Registrations are requested no later than Friday, March 24.**

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