



newspapers: power of the press

2016 Kansas Press Association Convention
April 22-23, 2016
DoubleTree in Overland Park

sponsored in part by the following:



Thursday, April 21

6 P.M. KPA BOARD OF DIRECTORS MEETING

Friday, April 22

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)

GENERAL SESSIONS NEW! "THE PHOTO SERIES" WITH RUSSELL VIERS

9 - 11 A.M. - "TAKING THE BEST PHOTOS WITH WHATEVER YOU'VE GOT!"

Join one of our most popular speakers for a unique opportunity to "learn while doing." Russell Viers will teach you how to take better photos with whatever device you've got! Camera or phone, this class will teach you the basics to the advanced skills needed to make the most out of the device you use most often.

11 A.M. - 1 P.M. - LUNCH AND PHOTO OPPORTUNITIES

For this session, you will put the skills you learned in the morning into practice. While lunch is on your own, you will have the opportunity to take photos of nearby events or just everyday life. Take lots of photos as you will be using them in the afternoon session.

1:15 - 2:45 P.M. - "DOWNLOADING AND PROCESSING YOUR PHOTOS"

Now that you have your photos, bring them with you to this session (along with your laptop) and learn the best way to download and process your photos to get the best results!

3 - 4:15 P.M. "WHAT ARE WE SUPPOSED TO DO?" WITH OLAF FRANSEN

We've all been there. Sometimes it feels like we are there every day: To publish, or not to publish? Do we run the story even though our largest advertiser is going to be angry, and may pull his business? Do we run the story even though it is a minor infraction - but involves a public official? Do we run the story even though it involves a member of our own staff? Maybe we run it because it involves a member of our own staff. Making the tough calls. And keeping our head above ethical waters. An open and challenging discussion.

4:15 - 5:15 P.M. DAILY AND NON-DAILY ROUNDTABLES (SESSION 1)

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

Join Susan Lynn for a reception celebrating her year as KPA president.

Saturday, April 23

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.

GENERAL SESSIONS

8 - 9:30 A.M.

"NEWS DESIGN 101: ALL BASICS. NO BULL" WITH ED HENNINGER

Ed knows that design is more than just fonts, colors and photos. It's a better way to plan a newspaper. In this session, you will learn how to produce community newspapers that will satisfy more readers and advertisers – and increase your efficiency. Design drudgery will become a thing of the past and you'll have more time to work on those special packages you've always wanted to create.

9:30 - 9:45 A.M.

BREAK

9:45 - 11 A.M.

"THE PULITZER PROJECT IN KANSAS: WILLIAM ALLEN WHITE AND FREEDOM OF SPEECH"

In 1922, William Allen White published "To an Anxious Friend," an impassioned defense of the freedom of speech during trying times. For this he won the Pulitzer Prize, the first Kansan to do so. To celebrate 100 years of the Pulitzer Prizes and commemorate White's call to protect free expression, the Kansas Humanities Council is hosting a series of lectures, panel discussions and writing workshops that explore the importance of free speech in today's society. Using the humanities to bridge journalism, law, history, public administration, information science and art, KHC's statewide project will explore the many facets of this inalienable right. Join Julie Mulvihill, KHC executive director, and Leslie Von Holten, KHC director of programs, as they present the first program on this topic and tell how your newspaper and community can participate in this important project.

AOE AWARDS LUNCHEON

11 A.M. - 12:30 P.M.

Join us for a celebratory luncheon that honors individuals and newspapers on their accomplishments in 2015.

BREAKOUTS

12:45 - 2 P.M. (SESSION 1) AND 2:15 - 3:30 P.M. (SESSION 2)

"25 DESIGN THINGS THEY SAY YOU CAN'T DO BUT YOU REALLY CAN, AND THREE YOU REALLY CAN'T" WITH ED HENNINGER

Ed takes design myths and helps your publishers and editors understand how...and why...they can make them work. On deadline. With their staff. At their newspapers. Teasers below the nameplate? Not a problem! Pullouts in the middle of text? Sure! No jumps? You can make it work. But even Ed has his limits, and he has identified the three design things even he says you can never, ever do. Well...mostly.

"PERFECTING THE ART OF STORYTELLING" WITH STEVE HAYNES

Join Steve Haynes as he helps you tell the story the best way you can. Getting back to the basics, Haynes will identify the hallmarks of a good story and let you practice what you have learned.

"MEDIA LAW: WHAT ARE MY RIGHTS?" WITH MAX KAUTSCH, KPA MEDIA LAW CONSULTANT

Join our new Media Law Consultant Max Kautsch as he discusses media law, the issues he deals with the most and what to do about them. Kautsch will also touch on issues affecting our industry such as the new IRS overtime law. Bring your questions!

"SPECIAL SECTIONS AND SPECIAL PROJECTS: REAL MONEYMAKERS?" WITH JOEY YOUNG AND TRAVIS MOUNTS

Have you ever wondered if your community newspaper could make money by creating your own special sections or by creating a book based on your community? Do you have an idea that you think others will find interesting? This session will explore all the ideas and more! This session will give examples of how Kansas newspapers have created additional revenue streams with small staffs and tight budgets.

"NEWSPAPERS ARE GAME CHANGERS" WITH KANSAS LEADERSHIP CENTER (SESSION 1 ONLY)

We all know that newspapers are the cornerstones of their communities; but what about their role in moving Kansas forward? What about your role in fundamental change in your communities? Join the Kansas Leadership Center for a session on how to support fundamental change in your communities for the common good. And, learn how a partnership between the KLC and KPA help you develop your leadership skills for your community and your newspaper.

"WAIT! DON'T GO!" CIRCULATION ROUNDTABLE (SESSION 2 ONLY)

Join us as we discuss circulation ideas that will help you maintain, and even grow, your readership. Presented and moderated by a member who has demonstrated expertise in circulation ideas and issues.

3:30 - 4:30 P.M.

DAILY AND NONDAILY ROUNDTABLES

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

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 attendee.	Registration Fees please check one	The Photo Series with Russell Viers	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 - \$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	
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* - Please note prices do not include the Friday night President's Banquet.

TOTAL AMOUNT

President's Banquet Menu

Kansas City Strip Steak

Steak sauced with Mushroom Demi Glacé served with Boursin Cheese Whipped Potatoes, garden salad and dessert.

Check here for vegetarian option

Number of vegetarian meals needed _____

Awards of Excellence Luncheon Menu

Chicken Alfredo

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, April 8 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, April 11. 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 22 for KPA convention attendees at the Doubletree by Hilton - Overland Park. For reservations, call 913-451-6100 and mention the Kansas Press Association Room Block or book online at http://doubletree.hilton.com/en/dt/groups/personalized/M/MCIMSDT-KP4-20160421/index.jhtml?WT.mc_id=POG. The room rate is \$99/ plus tax per night.

Registrations are requested no later than Friday, April 8.

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