

curious?

Kansas Press Association Convention
March 19-20, 2020
Meridian Center, Newton, KS

THURSDAY, MARCH 19

10 a.m. - KPA 4-Person Golf Scramble

You do not need to be a golfer to enjoy this event! Join us as play one of the best golf courses in the state. Sand Creek Golf Course will host this fun event.

6 p.m. - The Future of Journalism in Kansas: Why You Should Care - a community event

The KPA and Newton Now will co-host this public event. A panel of journalists will discuss their thoughts on where our industry is headed and why it should matter to all Kansans.

7:30 p.m. - Cold Brews and Hot Issues - a member networking event sponsored by the Anderson County Review and the Eureka Herald

FRIDAY, MARCH 20

8 - 8:45 a.m. - Annual Meeting and e-notice presentation

Join us for the annual meeting and a presentation on e-notice, a new initiative to modernize the logistics of how we handle and print our public notices.

8:45 - 9:45 a.m. - Kansas Farm Bureau panel

Join us and our presenting sponsor and partner, Kansas Farm Bureau, as we discuss what is happening in farming and ranching in the state.

10 - 11 a.m. - What's Working and What's Not at Newspapers, with Kevin Slimp

Kevin spent much of the fall of 2019 researching what is working and what's not at newspapers across the nation. Conducting research for the North Dakota Newspaper Association and the Texas Center for Community Journalism, Kevin discovered unique revenue streams that were working while identifying the things that weren't. Join us as Kevin shares the results of his research involving over 700 newspapers and numerous in-person focus groups.

11 a.m. - Noon - Getting People to Pick Up Your Paper, with Kevin Slimp

Getting people to pick up your paper is the top priority of many newspapers right now. Sure, we need to sell advertising, but if people aren't picking up your paper, you won't have many advertisers. Why do readers pick up one paper over another? What would make someone subscribe to your paper - or what would turn them off from subscribing? Kevin Slimp speaks on this topic at newspaper conferences internationally.

Noon - 1:15 p.m. - AOE Awards Luncheon

Join us as we gather for lunch, followed by the Awards of Excellence presentation for our annual news and advertising contests.

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FRIDAY, MARCH 20

Breakouts

1:30 - 2:30 p.m.

Community Journalism Training (part one), with Doug Anstaett

Are you new to journalism? Do you have a staff member that could use a refresher course on the basics? Join Doug as he teaches participants about the basics of covering a community well. Writing basics, journalism ethics and meeting coverage will be included in this class. Please note - this is a two part class. While we encourage participants to attend both, it is not required.

How We Rebranded Our Newspaper Business to Potential Customers and How You Can Too with Jeff Cott, Derby Informer

Newspapers need to be thinking about how they can be more than just a newspaper to advertisers. Join Jeff as he walks attendees through the process in which he rebranded his newspaper into a company that provides more to clients than just print advertising.

Using Digital to Supplement Print Revenue, with Kevin Slimp

The successful newspaper uses print and digital in ways that compliment both. Join Kevin as he explores ways to supplement your print products with digital offerings.

2:45 - 3:45 p.m.

Community Journalism Training (part two), with Doug Anstaett

Writing basics, journalism ethics and meeting coverage will be included in this class. Please note - this is a two part class. While we encourage participants to attend both, it is not required.

Ask the Media Hotline Attorney, with Max Kautsch

Max runs the most utilized KPA member benefit, the KPA Legal Hotline, and does it well. He talks to members throughout the year about KOMA/KORA issues and other important topics affecting the newspaper industry as well as being an advocate for open government. Join Max as he answers your questions and discusses the questions most asked on the hotline during 2019.

Best Management Practices, with Ken Knepper

With unemployment at an all time low, it is becoming harder and harder to recruit and retain employees. Join Ken as he explores strategies that newspaper managers can use to recruit the best team members and keep them... for good.

Exploring Trends and Opportunities with Subscriptions, with John Montgomery

Join John as he explores print and digital subscription models and strategies, memberships, etc., and the shift within the industry to a higher reliance on subscription revenue.

3:45 p.m. - 4:45 p.m. - Roundtables

The final event of the day will be roundtable discussions on topics that are of interest to you and an update on the current session of the Kansas Legislature.

NOTE - The Kansas Press Association is hosting the 2020 Sunflower State Spelling Bee in Wichita on Saturday, March 21 in Wichita. We would love for you to stay to watch your local spellers compete or to volunteer. If you are interested in volunteering for the Sunflower State Spelling Bee, please contact Amber at ajackson@kspress.com.

To register for the 2020 Convention, please go to our convention registration page at <http://events.constantcontact.com/register/event?llr=ihg89orab&oeidk=a07egutfew2d8d67019>

You do not have to pay by credit card to register online.