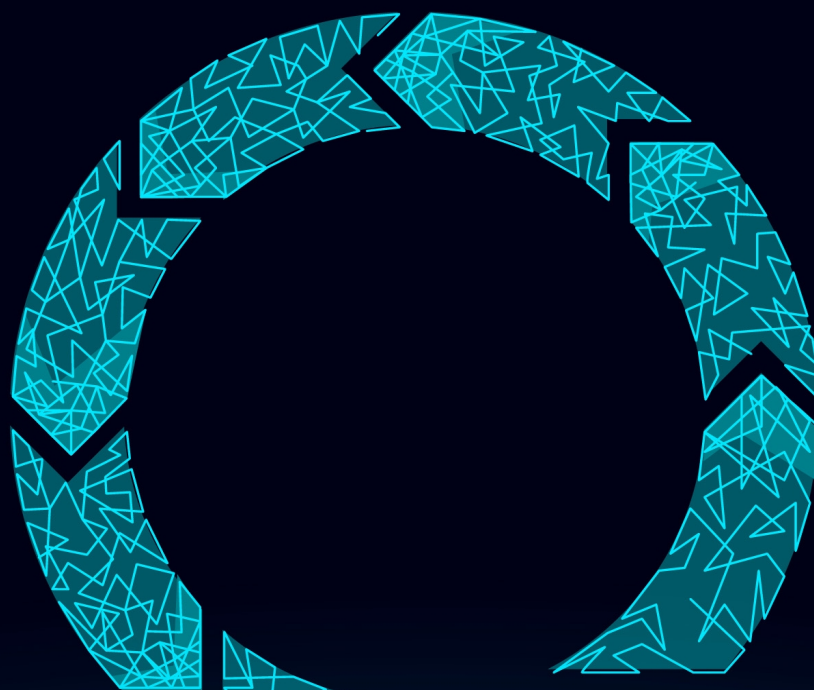


STAYING AGILE TO STAY AHEAD



2023
**SPRING
CONFERENCE**
& Trade Show

New York Press Association

NYFA

FRIDAY & SATURDAY | MARCH 31 & APRIL 1, 2023
HILTON ALBANY | DOWNTOWN ALBANY NY

TRADESHOW VENDORS

Anygraaf USA Inc.

Address: 10451 Mill Run Circle, Suite 400, Owings Mills, MD 21117

Contact: Bill Ryker

Contact email: bill.ryker@anygraaf.com

Website: www.anygraaf.com

Phone: 240-238-4481

Solving Problems, Meeting Challenges. Driving Business. Delivering Value. Publishers and other media professionals need solutions and strategies that are flexible while being ready for their markets, their company's culture, and their success.

Developing software, systems and best practices in Content Management and Planning, Digital Publishing, Advertising Sales Management, Access Management, Circulation and Subscriptions is our business. And we deliver. It starts with understanding our clients' short- and long-term goals. Some opportunities revise and revitalize workflow. Still others call for leveraging our clients' experienced workforce while introducing new solutions, systems and tools for meeting readers' and advertisers' needs. It's about delivering value while understanding each site's priorities and capabilities.

Approaching our third decade of operation as an independent software vendor servicing publishers worldwide makes us unique. Grateful too. Our product road map is continuously developed, revised and delivered with the benefit of dedicated colleagues who pursue the evolving challenges of the market. We are privileged to work directly with publishing professionals as they grow their success, helping them maintain their customers' expectations. It's accurate to say, we're not only in this together, but we're invested in our clients' success and guidance for future innovations.

ASK-CRM

2738 Honey Hill Rd, Knoxville, TN 37924

Contact: Robin Smith

Phone: 410.449.4777

Text: 301.800.2275

Email: robin@ask-crm.com

Website: www.ask-crm.com

ASK-CRM is an "affordable" Customer Relationship Management (CRM) tool developed and designed specifically for the media industry by seasoned media industry professionals. We integrate

and work with any and all order entry systems to provide your sales team current "selling information". Our clients use everything from SCS, Newzware and APT to QuickBooks and others. We can work with any of them. ASK-CRM is currently deployed to nearly 300 weekly, daily and monthly publications with distributions ranging from 2,000 to nearly 200,000. Accordingly, our client sales staff's range in size from a single account executive to more than 100. Regardless of your scenario, ASK-CRM truly is a "tool that streamlines media selling" for everyone. As they say...the proof is in the pudding and several of your NYPA friends are already clients: Times Review Media

Group, Richner Communications, Bee Group Newspapers, Genesee Valley PennySaver, Halston Media, Times Beacon Record, Southern Tier Shopper, Eagle Publishing, Spotlight News and more.

We can help your sales efforts too!

Please stop by our booth and let's talk more about your needs.

Bluefin Technology Partners, LLC

89 North Main Street, Andover, MA 01810

Contact: Steve Rosenfeld

Email: steve@getbluefin.com

Phone: 508-254-1927

Website: www.getbluefin.com

Bluefin Technology Partners is an established, experienced newspaper publishing solutions provider ... and we're different.

Since 2007, we've offered a great application set for newspaper online advertising search and display, and innovative self-service ad placement solutions for your classified advertising needs, all with "NO heavy lifting" on your part. It is a proven scalable web-hosted solution that empowers advertisers and engages readers by providing a great user experience. NYPA member clients include Times Review Media and The East Hampton Star.

At the 2023 NYPA Conference, we are introducing Bluefin Technology Partners' latest innovation - Bluefin Celebrations! With this new solution, we are excited to offer your advertisers and readers a powerful self-service tool that enables them to create engaging paid celebration ads for all occasions.

Whether celebrating a birthday, anniversary, wedding, or engagement, or even a celebration of life, Bluefin Celebrations is here to help make it unforgettable. Our easy-to-use platform allows you to choose from a wide range of templates, designs, and personalized options, giving complete creative control to make your ad as unique and special as the occasion you are celebrating.

With Bluefin Celebrations, you don't have to be a professional graphic designer to create stunning ads. Our solution is designed convenience in mind, and our self-service tools make it simple to create engaging content that will capture the hearts and minds of your readers. Plus, with the option to share your ad across print, digital, and social media platforms, they can reach a wide audience and make sure the message is heard loud and clear.

Stop by and see Bluefin Celebrations in action at the Bluefin Technology Partners booth.

Creative Circle

**945 Watermann Ave.,
East Providence, RI 02914**

Contact: Bill Ostendorf

Phone: 401-455-1555

Email: bill@creativecirclemedia.com

Creative Circle can help grow your print and web revenue and readership.

This is the year to get better and position yourself for future success! We can make upgrading your web site or print products easy on you so there is no reason to put off getting better!

THE EXHIBITORS

·Our dynamic web CMS would be a dramatic upgrade from what you have now: more flexible, dynamic and easier to learn and run. It can handle all your subscription, circulation and pay wall needs, your classifieds, e-editions and paid content like obituaries. It will generate more traffic and revenue.

·Premium Pages is a news and features service for your web site, and provides fresh content daily and exciting visuals, layouts, video and podcasts to help drive subscription sales and readership. Our 22 pages on topics like pets, food, money, home improvement, health, automotive and real estate can also drive ad sales and sponsorships. It works with any web site.

·Print is only dead if you let it happen to you.

If you are willing to rethink print and coverage, we can help you grow again. In print. We can provide training and guidance to rethink your content to engage more readers in new ways.

Want more? We have high school sports and election widgets to generate revenue. We've developed the first ad server that defeats ad blockers. We can come to your market and sell digital advertising and coach your sales reps. Visit our booth at the show. You'll be glad you did!

Design2Pro
1108 Kane Concourse, Suite 300
Bay Harbor Islands, FL 33154
Phone: 516-860-7440
Email: Howard@Design2Pro.com
Website: www.design2pro.com

Design2Pro is the premier off-site design and production solution for all your pre-press graphics needs -- editorial pagination and design, print and web ad production and all your marketing, promotional and collateral projects.

We're the design hub choice for more than 300 different print and digital newspapers and magazines around the world.

Our team of 100+ full-time staff designers and artists can execute nearly anything you can imagine for your publication from attention getting infographics to a total redesign. We are your one-stop shop for all things print design and at prices that make your publications more profitable! You'll have all the benefits of an in-house art department with none of the hassles and liabilities of payroll, taxes, insurance and employee benefits along with employee turnover, unreliability, recruitment, training and supervision. You'll also be freed from high capital costs for equipment, software and constant upgrades.

Dropp, Inc.
Address: 142 Lafayette Street, Newark NJ 07105
Contact: Shawn Traynor
Phone: 973-933-3232
Email: straynor@dropp.cc
Website: www.dropp.cc

Dropp is the world's first cost-effective micropayment platform to offer publishers an economical pay per use pricing option. It offers a much-needed alternative monetization model to digital publishers where goods are sold almost exclusively on a flat subscription method.

Dropp enables a "Pay by Bank" payment service to a growing customer base that wants to only pay for what they

use. A wide range of services, like single media and article purchases, digital tipping, micro-donations, and micro-royalties can immediately be offered using Dropp.

Dropp also has patent pending technology which allows publishers to enable their readership to make money by referring purchased content to family and friends. This function enables the publisher's readership to grow virally, increasing revenue. Dropp also allows publishers to create offers to Dropp users directly.

Dropp circumvents the credit card network, offering a cost-effective solution to accept payments as low as 1 cent. Dropp's authorized credit push system and digital signature-based message API are designed to reduce fraud and offer consumers complete control and privacy. It enables payments in both FIAT and digital currency. Dropp is built on the Hedera Hashgraph, a distributed ledger technology for the web and emerging web3 market. Dropp is being extended to offer real-time payments (RTP) using FIAT.

Dropp's next platform release will have a web-based plugin designed specifically for press and media to easily offer seamless article access for consumers on a pay-per-use basis. Enabling pay-per-article access for consumers will add an alternative method for revenue, in addition to subscription and advertising models.

To learn more about Dropp, visit www.dropp.cc and download the app: www.dropp.cc/get-dropp-app/

iPublish Media Solutions
114 Turnpike Rd, Suite 203 | Westborough, MA 01581

James Allen Senior Sales Engineer
(508) 366-6383
Email: jallen@ipublishmedia.com
<https://ipublishmedia.com>

iPublish Media Solutions is the leading provider of self-serve advertising solutions to the newspaper industry. We host over 700 AdPortal websites across the US offering self-service and call-center order input for every newspaper vertical and process more than \$200Million in ad revenue annually. Obituaries is our leading category, Public Notices with our new affidavit module the most popular. With Real Estate and General Classifieds these make up most of our 700+ websites. Each offers multi-channel campaigns including print and digital display, as well as Facebook and Instagram for local advertisers.

Firmly rooted in relationships with and support for our customers, we have continued to grow and remain profitable for over 15 years. In fact, most leading newspaper media groups rely on iPublish Media Solutions for their self-serve e-commerce strategy and classified order input and continue to renew agreements at a 95% rate year over year. We continue to innovate based on customer requirements, enabling partners to increase revenue and decrease operational costs at a compelling ROI.

Legacy's media technology brands—iPublish Media Solutions, Memoriams, and Legacy.com—drive millions in self-service advertising and digital revenue for local news companies while building audience engagement. Our obituary content systems and order intake platforms are trusted by 8 out of every 10 publishers to serve thousands of daily clients and reach millions of consumers every month. Visit us at <https://ipublishmedia.com> or email us at sales@ipublishmedia.com

ipublishmedia.com to learn about new revenue-generating opportunities in your community.

Merrimac Plus Publishing Software

**100-1 Domino Drive
Concord, MA 01742**

**Carol Toomey
(978)371-2442
carolaction@aol.com
www.merrimacplus.com**

MerrimacPlus is newspaper administration software designed for small and medium sized newspapers. MP basically does a little of everything. The ad entry system tracks both display and classifieds as it seamlessly prices each ad according to a previously assigned rate card. Payments can be made as an ad is entered or later in a quick and easy set of keystrokes. The integrated credit card systems are BridgePay for in-house installs; and Authorize.net for Cloud-based installs. Almost everything in MP is intuitive so you don't have to go to school for a week to learn it. In fact, we have seen people pick it up within minutes of sitting in front of MP for the first time.

Do you mail? We subscribe to the post office updates so we can update your information without a worry. We even have a Newsstand system to track your drops and pick-ups if you do "demand distribution".

Tired of paying the Quickbooks \$500 annual fee? Our accounting module will replace any checkbook balance worries. Pay your bills with our commercial module. If you need CRM or payroll help, we have modules for that too.

With 5 security levels, you can make sure that the right people have access to the right modules.

Did I tell you that you can have one or up to 25 people accessing the MP at just one low annual price? If you have a problem, our support staff generally solves emergencies within hours if not minutes. There's always someone to answer the call.

When would you like a demo? Zoom demos are available twice a week. For more information, contact Sabrina Fobes, sfobes@merrsoft.com, 207-452-2476 or Carol Toomey, carolaction@aol.com, 978-371-2442

MSG Payment Systems

**10555 New York Avenue, Suite 101,
Urbandale, IA 50322**

**Contact: Michelle Hemping
Phone: 888-697-8831
Email: michelle@msgpay.com
Website: msgpay.com/nyps**

Many publishers collect payments through multiple software or online platforms for subscriptions, ads, and classifieds. We see that scenario often and know it can result in extra administrative work and unnecessary costs. No matter which systems you use, we can streamline your merchant account and make A/R more efficient.

We've provided merchant services for newspapers since the early 2000's and can help you:

- Save labor hours
- Simplify A/R
- Reduce unnecessary fees
- Minimize inefficiencies

Get the technology you need to accept payments now +

into the future. We work with you to ensure your systems are the right fit for your business and keep up with how consumers want to pay. Contact Michelle to discuss what improvements your business could use at michelle@msgpay.com or 888-697-8831 or visit msgpay.com/contact.

The Newspaper Manager

**1401 E Broward Blvd. #206
Fort Lauderdale, FL, 33301**

Contact: Tyler Jordison

Phone: 954-332-3202

Email: tjordison@mirabeltechnologies.com

Website: https://www.newspapermanager.com/

Mirabel Technologies is a privately owned, international tech company that provides all-in-one software solutions for businesses.

Serving 18,000+ publications and media companies worldwide, Mirabel's flagship product, The Newspaper Manager, connects a world-class CRM platform, a sales pipeline opportunities module, a production and project management system, an editorial module, a billing and accounts receivable system, and an audience development module into one unified platform. With the addition of DigitalStudio, The Magazine Manager, Flip & Share, Mirabel's Marketing Manager, Clean Your Lists, and ChargeBrite, our suite of SaaS products has expanded into new industries to help streamline all business operations in an ever-changing media environment.

Newzware

Worcester, PA and Wilmot, NH

Contact: Dana Bascom, Senior Sales Executive

Phone: 215-822-5519 ext. 126

Mobile: 603-493-2166

Website: www.newzware.com

Newzware is excited to participate at the NYPA Vendor Showcase and we do hope to meet each attendee. We would most like to hear about your current challenges that may or may not be solved by our software solutions.

Newzware, a division of ICANON offers SaaS (Cloud) and self-hosted solutions for: Circulation Management, Display Advertising, Classified Advertising, Pagination, Ad Layout, Ad Tracking, Editorial and Financial Software (General Ledger, Accounts Payable, Cash Management and Payroll). Please stop by our booth to learn more about how our cost-effective solutions will improve

OnPremise Networks

Andy McKenna, president

403 W 4th St N, Suite 501, Newton, IA 50208

Contact: 641-841-1066

Andy McKenna's phone number: 847-456-2996

andy@andymckenna.com

OnPremise Networks creates a digital signage news and information network for community newspapers, magazines, and radio stations to reach a broader audience, expand their ad offerings and create an entirely new revenue stream.

With the consumption of printed news on a serious decline, OnPremise Networks partners with local news outlets to broadcast their headlines and drive traffic for advertisers. Here's how it works: As experts in the Digital Signage space, we've identified venues with exceptional "dwell

THE EXHIBITORS

time” - meaning people are hanging out, waiting, or aren’t directly attached mentally to their activities. These include restaurants, coffee shops, gyms, and hair salons. Customers of these establishments are already in purchase, share, and communication mode so it’s a great time to get in front of them - great for your news and great for your advertisers. After the installation, we help educate your sales team on how to convert existing and new advertisers to invest in this channel. The paper will receive 100% of ad revenue generated by this new network each and every month building scalable and consistent recurring revenue. On the information side, the paper will be able to instantly update breaking news with just a few clicks.

Software Consulting Services, LLC
252 Brodhead Rd Suite 400, Bethlehem, Pa 18017
Contact: 610-746-7700

Kurt Jackson kurt@newspapersystems.com
Phil Curtolo phil@newspapersystems.com

For 40 years, SCS has been known for its innovative technology, for its longevity as a solutions provider and for providing the industry’s best service and support.

Owned by Kurt Jackson and with a U.S.-based development, sales and support staff, SCS has long been a trusted supplier of advertising, production, newsroom and digital asset management software for newspapers ranging from small weeklies to corporate groups.

SCS’s Community Advertising System (CAS) packages retail and classified order entry, accounts receivable, display ad dummieing, classified pagination and ad production management as an enterprise solution. In addition, each of these components can be purchased separately and can integrate into your current workflow.

On the editorial side, if you’re tired of paying exorbitant fees for legacy systems you should check out our Community Publishing System (CPS). CPS effortlessly handles content creation, curation and multi-channel distribution with edition planning and monitoring, is web-based, and integrates beautifully with Adobe InDesign.

Last but not least, we recently introduced the premiere tool for automating news pagination called Automated News Pagination (ANP). ANP and it uses AI to assemble editorial pages complete with ads, photos, captions, headlines, page furniture and more.

Trumbull Printing
205 Spring Hill Road, Trumbull, CT 06611
Contact: **Gustave C. Semon, Vice President**
Email: gsemon@trumbullprinting.com
Phone: (203) 261-2548
www.trumbullprinting.com

Trumbull Printing is a full service, state-of the art commercial printer with complete prepress, binding, mailing, inserting & shipping capabilities. Specializing in newspapers, publications, shoppers, catalogs, magazines, directories, coupon books, college course catalogs, business & financial periodicals, free standing inserts, advertising supplements. Conveniently located between Boston & New York, and minutes from all major highways. We offer a simple on-line quote request form.

Vision Data
Tom Dempsey
Contact: 518-434-2193
www.vdata.com / sales@vdata.com

Vision Data has been a leader in delivering integrated technology solutions for newspapers throughout every state in the United States. Vision Data Maintains a strong history with family-owned newspapers and media groups of all sizes. As a 100% family-owned business itself, Vision Data offers pricing flexibility and an ease to the buying and installation process publishers need. Our innovative circulation, advertising, sales and accounting software solutions have always been developed in house, which allows us to provide superior support and the best overall value to our customers.

National Press Institute for Audience Growth
11 Augusta Ct., Clifton Park NY 12066

Contact: **Mark Vinciguerra**
Contact: 518-859-6353
Email: markvinciguerra@npiag.com
Website: www.npiag.com

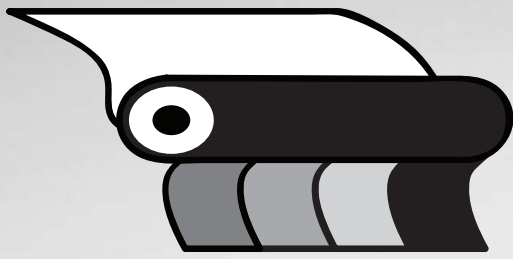
NPI-AG helps publishers grow and monetize their audience in a variety of ways. In the end, we believe “audience=revenue, its that simple!” We have programs which capture new readers, turn them into paying subscribers and more. Our expertise isn’t limited to circulation growth.

NPI-AG’s proprietors also own local publications—so we don’t just give advice, we test it, modify it and preach it. If we recommend it, we have already tested it!

NPI-AG has worked with publishers from 500 readers to 150K---and monetizes audiences via programs such as Facebook’s “Swipe Up” and Look alike tools, event creation, and innovative marketing programs that have helped publishers grow both in print, digitally and socially. We can help you dislodge EventBrite in your area by making your publication the leader in events and gain revenue from ticketing! If you’re not already producing newsletters, we can help in this vital part of the modern publishing ecosystem. We also can help reduce your expenses in a variety of ways—recently we helped an Upstate publisher achieve tens of thousands of dollars annually in savings from converting his single copy distribution system. Our signature product, Wallit subscription management software is a game-changer! Wallit is best in class technology that can help you capture/register and/or monetize digital readers—and launch a paywall within 48 hours with NO UPFRONT COSTS and a revenue share model.

Satisfied NPI-AG clients include NYPA members such as Brett Freeman of Hallston Media, Steve Blank of Blank Slate Media, Fred Stabbert III of the Sullivan County Democrat and more!

The outdated model of advertising revenue accounting for 90% (or more) of your revenue picture is changing fast. Let us lead you into the future of maximizing readership and revenue.



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www.vdata.com / sales@vdata.com

Friday, March 31, 2023

Julian Placino

Friday: 9 - 10:30 a.m.

Location: Governor AB

Ignite your personal brand



In today's highly competitive business environment, building a strong personal brand has become essential for business success. Whether you're generating sales, recruiting talent, inspiring your employees, or building winning partnerships, your ability to win trust is key to developing fruitful relationships. In this presentation, you'll learn how to harness the power of your reputation to establish connections, drive engagement, and become a market leader.

Learning Points:

- Secrets to building trust, gaining cooperation, and becoming likable
- Top 3 reasons you need to build your online personal brand for business
- Using LinkedIn to inspire confidence, build relationships, and become an authority
- Personal branding exercise

Julian Placino is the founder of Pathways Affiliated, a recruitment strategy consultancy and the creator of Recruitment Masterclass, the only video course that turns your employees into an army of talent ambassadors and recruiters. Julian is also the host of the leadership podcast, Pathways to Success on YouTube and iTunes."

eventually become an expert in data manipulation.

This session is designed for beginners to intermediate Excel users.

You will:

- Get started with Microsoft Excel
- Perform calculations
- Learn short cuts
- Modify a worksheet
- Format cells and worksheets
- Print workbooks
- Get an introduction to Pivot Tables

Melissa DeLollo is the controller at New York Press Association. She received her BS in Business Administration and Accounting from Western New England University. After starting with Price-waterhouseCoopers, she moved to private accounting. During her 25-year career with not-for-profit and for-profit companies she honed her Excel skills and considers herself a "Super User." She loves to share her knowledge and knows there is always something new to learn in Excel."



Tyson Bird

Friday: 10:45 a.m. to noon

Location: Kelsey's

Help: My traffic has fallen and I can't get up

Keeping up with ever-changing social media platforms can be a full-time job. In this session, we'll look at reports and trends from various social media platforms to better understand the type of content, posting frequency and engagement that will help news content be seen. We'll also look at examples of media organizations of all sizes to see great examples of social strategy.

Tyson Bird is the digital strategy manager for *Texas Highways*, the official travel magazine of Texas. In this role, he develops new products and engagement strategies for audiences to find travel content and learn more about Texas. He previously worked in a variety of digital and newsroom roles, including product strategy at GateHouse Media (now Gannett), interactives designer at *The Spokesman-Review* (WA) and page designer for CNHI.



Melissa DeLollo

Friday: 10:45 a.m. to noon

Location: State

What can Excel training do for you?

From large companies around the world to small entrepreneurs, Microsoft® Excel® is used to gather and analyze data to. Excel can help you organize, calculate, analyze, revise, update and present data in ways that will help decision makers in your company. And it is faster and easier than traditional pen-and-paper methods. This session will provide you with a foundation which you can build upon to



Jeremy Caplan

Friday: 10:45 a.m. to noon

Location: Empire

50 crazy good tools for journalists

Discover useful sites and apps to save time and boost the impact and efficiency of your work. See what the tools do and how to use them in your work. Open to digital novices as well as pros curious about new resources, we'll look at Arc, Craft, Descript, Datawrapper, Google Journalist Studio and many other surprises. Walk away with a short, curated list of sites and resources you can use right away.

Jeremy Caplan helps journalists around the world develop impactful new projects. As Director of Teaching and Learning at CUNY's Newmark Graduate School of Journalism in NYC he's helping train a new generation of journalists. Jeremy also leads the school's new Entrepreneurial Journalism Creators Program, a 100-day online curriculum that has recently helped more than 100 journalists from 36 countries start up new niche ventures. As a reporter at *Time Magazine*, Jeremy wrote hundreds of stories on subjects ranging from digital innovation to the nuances of low-wage work. After studying public policy at the Woodrow Wilson School at Princeton University, he earned an MS in Journalism as a Knight-Bagehot Fellow at Columbia University and an MBA at Columbia Business School as a Wieggers Fellow. These days Jeremy writes Wonder Tools, a newsletter highlighting the most useful digital resources.



Terry Williams

Friday: 10:45 a.m. to noon

Location: Governor C

Audience and revenue growth ideas: Expanding readership and other income opportunities

The Keene Sentinel, a small daily in southwestern New Hampshire, has been diversifying its revenue base by focusing on reader revenue, events and promotions and philanthropic and subscriber support for its journalism. Revenue from digital subscriptions has grown dramatically, and with the pandemic slackening, the newspaper is increasing its live events in 2023. The paper has had some success, too, asking readers to fund new positions and continually communicates with subscribers and nonsubscribers about the importance of local news. Last year, the paper launched the Monadnock Region Health Reporting Lab, with a dedicated reporter covering health care access and other challenges for the region - all supported by donors and grants.

Terrence Williams, president and COO for the paper, will discuss the initiatives that have worked for the organization – and those that have not.

Terrence Williams is president and chief operating officer for Keene Publishing Corp., the publisher of *The Keene Sentinel*, located in southwestern New Hampshire.

Williams oversees the company's business and financial development, audience, marketing and events efforts. During his time at *The Sentinel*, the paper has launched *The Business Journal of Greater Keene*, *Brattleboro and Peterborough*; ELF, the paper's entertainment guide; and numerous niche publications tied to events, including Duty Calls, Choice Awards, Extraordinary Women, Trendsetters, The Ruth and James Ewing Arts Awards and, in partnership with the Hannah Grimes Center for Entrepreneurship, the Radically Rural summit. The paper also acquired *Monadnock Table*, a magazine focused on farm-to-table and local businesses. In addition, the paper started a health reporting lab last year that is funded through philanthropy, grants and individual donations.

Williams joined the *Sentinel* in 2013 following 19 years as publisher and president at Telegraph Publishing Co., based in Hudson, N.H., and publisher of *The (Nashua) Telegraph* and NH.com. He was also responsible for McLean Communications, publisher of *New Hampshire Business Review*, *New Hampshire Magazine*, *New Hampshire Home* and *Parenting New Hampshire*.

Callie Blecher, Jeff Kiley, Eliot Putnam, Christina Rea and Dave Worden

Friday: 10:45 a.m. to noon

Location: Governor D

NYPS Digital 101 – and more!

Join NYPS senior staff for a conversation about digital advertising – from what is a tag to the value of 3rd party tags, audience measurement and delivery, automating the processing of public notices, adding digital components to your sales tool kit – websites, social media – and more. Find out what NYPS is doing to support your efforts in the digital space and learn how you can utilize our new “backroom services” to create new revenue streams.



Steve Gall

Friday: 10:45 a.m. to noon

Location: Governor E

Tools for success

Steve will work with real-life examples to overcome recurring issues with the proper tools.

Perhaps you have the right products but find them difficult to fulfill. Or, you have the right fulfillment, but need more support or knowledge. You will see specific solutions for a variety of challenges he has faced and overcome with the right tool for the right job!

Steve is a Bachelor of Fine Arts – Graphic Arts graduate of the University of Wisconsin – Stevens Point. He the executive advertising director for the Albuquerque (NM) Publishing Company that owns the *ABQ Journal*, *Rio Rancho Observer*, *Valencia County News-Bulletin* and *Socorro El Defensor Chieftain* and their respective websites. He has spent time as Group Publisher, VP Advertising, sales trainer and national sales representative for several corporate and family owned groups



Kevin Slimp

Friday: 10:45 a.m. to noon

Location: Chambers

Advanced photo editing, tools and color correction in Photoshop

Join Kevin Slimp, who has been teaching newspaper professionals to work in Photoshop since 1993, as he shows attendees ways to improve color correction and print reproduction in Photoshop. You'll need two pens for this class.

These days, Kevin spends most of his time overseeing Market Square Publishing, which he founded in 2017, and consulting with newspaper publishers and staffs throughout North America. Many newspapers regularly get their online training at Newspaper Academy, which Kevin founded in 2012.



Mike Schuh

Friday: 10:45 a.m. to noon

Location: Capital

Making video stories memorable

A look at a variety of television news stories produced over a 39-year career and the reasons why they are structured to incorporate a particular set of

visual storytelling guidelines.

Thirty-seven front-line years of experience as a television news general assignment reporter prepared Mike Schuh for his current assignment: The owner & creative director of MS StoryWorks. Clients include: *The Washington Post*, CNN, PBS, The Discovery Channel, The Baltimore Symphony, iPodr, and Andersen Windows. His reporting in Louisville, Indianapolis, and Baltimore led to multiple Emmy Awards for stories that have brought him to Africa, Asia, Europe, the Middle East, and South America. MS Storyworks produces turn-key videos, pre-production, videography, production, video editing, writing, hosting, voice-tracking, podcast hosting, and segment writing for non-fiction network television shows.



Jacqui Banaszynski

Friday: 2:15 – 3:30 p.m.

Location: Kelsey's

Enterprising the news

Explore ways to identify, source and report deeper enterprise stories that come from must-do news, community and civic. This helps you go beyond reporting what happened, to how and why it happened, and what it means. Jacqui Banaszynski is career journalist who now edits Nieman Storyboard, a global website that explores the art and craft of stories, and coaches journalists around the world. She is an emerita professor at the Missouri School of Journalism and faculty fellow at the Poynter Institute. She has reported from all seven continents, and written about corruption and crime, beauty pageants and popes, AIDS and the Olympics, dogsled expeditions and refugee camps, labor strikes and political strife, traffic fatalities and family tragedies. While at the *St. Paul Pioneer Press*, her series “AIDS in the Heartland” won the 1988 Pulitzer Prize in feature writing. She was a finalist for the 1986 Pulitzer in international reporting for coverage of the Ethiopian famine and won the nation's top deadline sports reporting award for coverage of the 1988 Olympics. Banaszynski has edited numerous award-winning projects, ranging from narratives to investigative projects. In 2008, she was named to the Association of Sunday and Features Editors Features Hall of Fame.


Tom Sullivan & Rick Weber
Friday: 2:15 – 3:30 p.m.
Location: State
Libel Hotline: Spotting potential libel problems


Rick Weber and Tom Sullivan, attorneys specializing in media law, who support NYPA's libel hotline, will present some hypothetical situations based on some of last year's most interesting defamation cases, and answer your questions about this constantly changing field of law.

Rick Weber is a member of Bond, Schoeneck & King PLLC, a Syracuse-based firm with offices throughout New York State. Rick's practice involves representation of businesses and individuals in

complex civil litigation and alternative dispute resolution proceedings. A member of the firm's Media and Communications Law Practice Group, Rick regularly provides counsel to publishers and editors regarding potential defamation liability. He is a graduate of SUNY-Buffalo and William & Mary Law School.

Thomas B. Sullivan represents media clients in defamation, invasion of privacy, access, intellectual property, and other content-related matters, and has represented a variety of clients in a wide range of civil and criminal matters. Thomas previously was with the highly regarded First Amendment boutique law firm Levine Sullivan Koch & Schulz, which merged with Ballard Spahr in October 2017.

William Lewis
Friday: 2:15 – 3:30 p.m.
Location: Governor C
Creative storytelling to reach younger audiences


Born between 1997 and 2012, Gen Z represents 25% of the world's population, have \$7 trillion or more in purchasing influence, and will comprise

27% of the workforce by 2025. They are a generation like no other: they are the most educated, most digitally savvy, most ethnically diverse and most likely to disrupt business. What is more, 60% of Gen Z get their news from social media where misinformation is most acute. They are struggling to find trusted news sources on the platforms they use most.

In this discussion, William Lewis, CEO and founder of The News Movement, and TNM reporter Jennimai Nguyen will discuss understanding Gen Z based on a recent survey conducted with the Oliver Wyman Forum, the changing nature of news and how to reach Gen Z authentically on the platforms they use.

William Lewis is founder, CEO and publisher of The News Movement - a social-first media business providing non-bias news to Gen Z. As the former CEO of Dow Jones and publisher of *The Wall Street Journal* from 2014 until 2020, William helped lead a period of major growth and digital transformation at the organization. William joined News Corp in 2010 in the UK as Group General Manager to oversee the digital transformation of the four masthead newsrooms. He was appointed chief creative officer at News Corp in 2013 responsible for innovation at the newly formed listed company. William was editor-in-chief of the Telegraph Media Group from 2005 to 2010. He joined the Telegraph in 2005 from *The Sunday Times* where he was the business editor. Prior to this role he was global news editor of the *Financial Times* where he worked 1994 - 2002 and was part of the award-winning team that led the expansion of the FT into the US market in 1997. Before joining the FT William was a business reporter for the *Mail on Sunday*. William completed an Advanced Management Program at Harvard, holds a degree in Politics and Economics from Bristol University, has a postgraduate Diploma in journalism from City University and three honorary degrees.


Matt Lindsay
Friday: 2:15 – 3:30 p.m.
Location: Empire
Trends that are shaping news publishers in 2023

Matt Lindsay of Mather Economics will discuss the trends affecting news publishers in 2023 and recommendations for succeeding in the new year. Publishers are facing increased production and delivery costs for print products, slowing digital subscription growth, legacy technology stack challenges, reduced advertising revenue from a slowing economy, and new competition for digital readers. News publishers can leverage their strengths to overcome these challenges, and Mather will discuss strategies and tactics that are working.

Matt Lindsay has over 25 years of experience in helping businesses increase operating margins and grow revenue through economic modeling and analytics. Over the past 20 years, he has developed pricing strategies and predictive analytics models for clients including the NBA, the Intercontinental Exchange, Gannett, The Home Depot, NRG Energy, Tribune, IHG, McClatchy, the Walton Foundation, UPS, Dow Jones, Chick-fil-A, Clorox, Scientific Games, and The Georgia Lottery.

Matt began his career with the corporate Economics Group of United Parcel Service measuring price elasticity and marginal network costs to improve profitability. Before founding Mather Economics, Matt worked with Arthur Andersen in the firm's Atlanta strategy practice. His extensive experience in applying predictive models to business processes has generated millions of dollars in incremental profits for his clients.

Matt holds a doctorate degree in economics from the University of Georgia, a Master of Arts degree in Economics from Clemson University, and a Bachelor of Business Administration degree in Economics from the University of Georgia.


Kelly Wirges
Friday: 2:15 – 3:30 p.m.
Location: Governor D
Developing a proactive CX (customer experience) strategy to increase retention & sales

Acquiring new customers is more complex than at any other time in history for media organizations, and retention is equally tricky. Join this session to explore your company's current CX Plan and how it impacts your bottom line. Learn to proactively develop repeatable CX processes focused on the goals and needs of your current and prospective clients. Topics include securing meetings, gathering critical information and vital questions to ask before the launch of each campaign, setting the stage to actively involve the customer in establishing and tracking outcomes, the essential elements of marketing and how to employ them to maximize results. The discussion will include techniques to ensure customers receive a return on their investments and a proven customer care method that will have your clients pleased with the results they receive and, most importantly, eager to advertise in the future.

For more than 28 years, Kelly has helped companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies.

**Steve Gall****Friday: 2:15 – 3:30 p.m.****Location: Governor E*****Simplifying digital***

If you are a manager or a rep looking to simplify digital training/ understanding for your or your clients, this is a session for you. We will share proven tactics, boiling digital down to understandable

buckets and nuggets will drive digital sales. These conversations will be applicable at all levels no matter how seasoned or new you or your team may be.

Steve is a Bachelor of Fine Arts – Graphic Arts graduate of the University of Wisconsin – Stevens Point. He the executive advertising director for the Albuquerque (NM) Publishing Company that owns the *ABQ Journal*, *Rio Rancho Observer*, *Valencia County News-Bulletin* and *Socorro El Defensor Chieftain* and their respective websites. He has spent time as Group Publisher, VP Advertising, sales trainer and national sales representative for several corporate and family owned groups

**Kevin Slimp****Friday: 2:15 – 3:30 p.m.****Location: Chambers*****Getting people to pick up your paper***

Kevin's most popular topic at newspaper and publisher conferences is "Getting People to Pick Up Your Paper." This session offers just what the name promises. You'll leave with pages of notes related to

focus groups, design, content, distribution and more.

These days, Kevin spends most of his time overseeing Market

Square Publishing, which he founded in 2017, and consulting with newspaper publishers and staffs throughout North America. Many newspapers regularly get their online training at Newspaper Academy, which Kevin founded in 2012.

**Mike Schuh****Friday: 2:15 – 3:30 p.m.****Location: Capital*****Storytelling with video***

How to produce a video-first story. Examples of successful stories will be shown, then deconstructed, to point out common storytelling elements, why they

are important, and how to capture them while in the field. We will talk about the structure of a video-first story and how it is different from a typical print story. Expect discussion about how to structure your time while you are on-scene to incorporate the expanded responsibilities associated with video, audio, script writing, and editing.

Thirty-seven front-line years of experience as a television news general assignment reporter prepared Mike Schuh for his current assignment: The owner & creative director of MS StoryWorks. Clients include: *The Washington Post*, CNN, PBS, The Discovery Channel, The Baltimore Symphony, iPodr, and Andersen Windows. His reporting in Louisville, Indianapolis, and Baltimore led to multiple Emmy Awards for stories that have brought him to Africa, Asia, Europe, the Middle East, and South America. MS Storyworks produces turn-key videos, pre-production, videography, production, video editing, writing, hosting, voice-tracking, podcast hosting, and segment writing for non-fiction network TV shows.

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with **Julian Placino**

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Ned Hirt and Peter Rizzo**Friday: 3:45 – 5:00 p.m.****Location: State****HR 101**

The role of human resource department has gone from the traditional 'hire and fire' to an in-depth position, focusing on many other aspects of the company.



Ever changing and evolving labor and employment law, payroll processes, employee relations, and the complexities of a work-life balance, and hybrid or remote work, create multiple challenges and legal liability.

The HR department works with organizational leadership to help manage risk and compliance. In this program, the presenter will review various NYS labor laws that are currently in place or will

be in 2023. Topics such as COVID leave, Paid Family Leave, NYS Sexual Harassment requirements, cannabis in the workplace, labor law postings, onboarding and separation will be discussed.

Ned Hirt is a human resource adviser and broker with OneDigital/Watertown, New York. He has more than 40 years' experience, specializing in labor and employment issues, conflict resolution, performance management, compliance and employment relations. Peter Rizzo is senior human resources business partner for OneDigital's Northeast HR Consulting practice. He currently works with clients in a wide range of industries, including banking, digital marketing, nonprofits, fitness, pharmaceuticals, insurance, and more. Pete's enthusiastic delivery and relatable content make HR training topics much more enjoyable than most audiences expect. His HR consulting style enables business leaders to make thoughtful decisions that streamline progress toward strategic goals while strengthening the employer-employee relationship.

**Jacqui Banaszynski****Friday: 3:45 – 5:00 p.m.****Location: Kelsey's****Editor-reporter relationships**

How to manage up and down to create more effective partnerships that lead to better work. Editors

will learn how to elevate the work of reporters they supervise; reporters will learn how to ask for and use feedback. Time allowing, we'll include a glimpse at a low-tech, high-value self-editing tool.

Jacqui Banaszynski is career journalist who now edits Nieman Storyboard, a global website that explores the art and craft of stories, and coaches journalists around the world. She is an emerita professor at the Missouri School of Journalism and faculty fellow at the Poynter Institute. She has reported from all seven continents, and written about corruption and crime, beauty pageants and popes, AIDS and the Olympics, dogsled expeditions and refugee camps, labor strikes and political strife, traffic fatalities and family tragedies. While at the *St. Paul Pioneer Press*, her series "AIDS in the Heartland" won the 1988 Pulitzer Prize in feature writing. She was a finalist for the 1986 Pulitzer in international reporting for coverage of the Ethiopian famine and won the nation's top deadline sports reporting award for coverage of the 1988 Olympics. Banaszynski has edited numerous award-winning projects, ranging from narratives to investigative projects. In 2008, she was named to the Association of Sunday and Features Editors Features Hall of Fame.

**David Cohn****Friday: 3:45 – 5:00 p.m.****Location: Governor C****Texting with the audience for engagement and revenue**

Participants will learn how to effectively build SMS/MMS campaigns to increase engagement with their readers, including strategies on how to reduce

subscriber churn, gain new subscribers and improve the quality of editorial content. David will share his insights on how to use texting to maximize engagement, get valuable first-party data and generate revenue.

During the last 15 years David Cohn has been at the forefront of innovation in journalism. He is the cofounder of Subtext, which lets news organizations and reporters leverage SMS/MMS to engage their audience and drive revenue.

**Joe Mathes****Friday: 3:45 - to 5 p.m.****Location: Governor E****How I built a \$1MM+ digital advertising business without sacrificing print**

Joe Mathes is no stranger to print advertising. He's been selling it for more than 40 years. So how does

a print veteran shift gears into the digital realm to build a digital advertising business that bills over a million dollars annually and doesn't sacrifice print dollars to do it? Join Joe for this session as he shares his recipe for success and shows you how anyone in the print publishing business can do the same.

Joe Mathes is a lifelong veteran of the newspaper industry. Joe and his brother Mike started Delta Publications in 1987, operating *The Tri-County News* and the *Tempo Newspapers*. Delta Online and USAreacars.com were founded in 2007 and 2011 respectively. In 2017, Delta Digital Strategies was launched as a full stack digital advertising agency that quickly grew to serve nearly 100 clients in five states. In September 2019 Joe Mathes partnered with Jim O'Rourke to form Wisconsin Media Group and purchased Delta Publications and Delta Digital Strategies. Wisconsin Media Group has since purchased the *Sheboygan Sun*, *Ripon Commonwealth* and *Express* and a cluster of small weeklies in Madison, Wisconsin.

**Gavin Menu****Friday: 3:45 – 5:00 p.m.****Location: Empire****Community Forum How-To**

As trusted members of their communities, newspapers are ideally suited to bringing people together for community forums on important topics. In this

session, Gavin Menu, publisher of The Express News Group, will detail how his successful series of forums has evolved over time to foster dialogue, explore complicated issues and underscore the papers' role in the communities they serve.

**Kelly Wirges****Friday: 3:45 – 5:00 p.m.****Location: Governor D****Maximizing results & ROI (Return on Investment)**

Most media account representatives sell a campaign, and then HOPE it produces results. Most

business owners expect a STAMPEDE of new buyers as soon as their advertising campaign launches. This scenario often does not end well, and the decision-maker is dissatisfied with

the results. This session focuses on establishing realistic annual, monthly and campaign goals, as well as assisting clients in their internal marketing efforts to maximize the ROI of their campaigns. Participants receive Excel worksheets that quickly calculate the formulas.

For more than 28 years, Kelly has helped companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies. Kelly's educational background includes an advertising, marketing and business degree from the University of Nebraska, as well as a graphic design degree from Platt College.



Kevin Slimp

Friday: 3:45 – 5:00 p.m.

Location: Chambers

Improving ad design to increase effectiveness and boost sales

It only makes sense that ads that are more effective with result in increased ad revenue. In this session, created with both ad designers and ad reps in mind, covers information that is crucial when working with advertisers and when designing ads. You will leave with loads of information about what makes an effective ad in 2023.

These days, Kevin spends most of his time overseeing Market Square Publishing, which he founded in 2017, and consulting with

newspaper publishers and staffs throughout North America. Many newspapers regularly get their online training at Newspaper Academy, which Kevin founded in 2012.



Tyson Bird

Friday: 3:45 – 5:00 p.m.

Location: Capital

Podcasting crash course

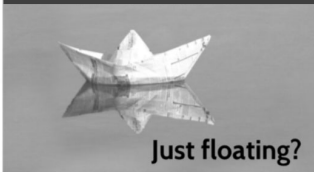
Everyone is talking about podcasting—but where do you begin? In this session, we'll look at a successful method for small staff, big reach podcasting. With a few tools and audio know-how, you can easily engage your audience with spoken word.

Tyson Bird is the digital strategy manager for Texas Highways, the official travel magazine of Texas. In this role, he develops new products and engagement strategies for audiences to find travel content and learn more about Texas. He previously worked in a variety of digital and newsroom roles, including product strategy at GateHouse Media (now Gannett), interactives designer at The Spokesman-Review (WA) and page designer for CNHI.

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Friday, March 31, 2023

NEWSROOM			PUBLISHING	
8 A.M. - 9 a.m. Opening Continental breakfast in Tradeshow Area sponsored by Software Consulting Services				
9 a.m. - 10:30 a.m.	Julian Placino - GOVERNOR C			
10:30 - 10:45 a.m. Coffee break				
10:45 a.m. - 12 p.m.	Help! My Traffic Has Fallen and I Can't Get Up <i>Tyson Bird</i> KELSEY'S	What Can Excel Training Do For You? <i>Melissa DeLollo</i> STATE	50 Crazy Good Tools For Journalists <i>Jeremy Caplan</i> EMPIRE	Audience and Revenue Growth Is <i>Terry Williams</i> GOVERNOR C
12:15 p.m. - 2:15 p.m. Lunch/Better Newspaper Contest Awards				
2:15 p.m. - 3:30 p.m.	Enterprising The News <i>Jacqui Banaszynski</i> KELSEY'S	Libel Hotline: Spotting Potential Libel Problems <i>Tom Sullivan & Rick Weber</i> STATE	Creative Storytelling To Reach Younger Audiences <i>William Lewis</i> GOVERNOR C	Trends Shaping News Publishers in 2023 <i>Matt Lindsay</i> EMPIRE
3:30 p.m. - 3:45 p.m. 'Chocolate Heaven' afternoon break				
3:45 p.m. - 5 p.m.	Editor-reporter Relationships <i>Jacqui Banaszynski</i> KELSEY'S	How to Host a Community Forum <i>Gavin Menu</i> EMPIRE	Texting For Engagement & Revenue <i>David Cohn</i> GOVERNOR C	HR 101 <i>Ned Hurt & Peter R</i> STATE
6 p.m. - 11 p.m. Fourth Estate Gala at Franklin Plaza, Troy - BUSES LEAVE THE HOTEL LOBBY AT 10:30 P.M.				

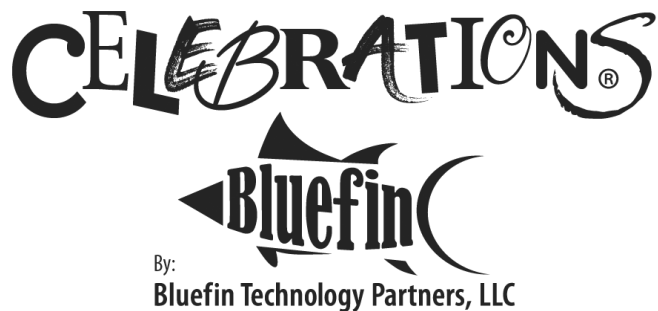
Saturday, April 1, 2023

	NEWSROOM			PUBLISHING
	7:30 to 9 a.m. Breakfast in the Hilton ballroom sponsored by ASK			
9 a.m. - 10:30 a.m.	Story Structures <i>Jacqui Banaszynski</i> GOVERNOR D	Social Media Audience Engagement Strategies <i>Adriana Lacy</i> STATE	The Virtuous Circle <i>Rob Curley</i> EMPIRE	Digital Subscription Growth or Philanthropic Funding? <i>Katie Ewert</i> GOVERNOR C
10:30 - 10:45 a.m. Coffee break sponsored by Software Consulting Services				
10:45 a.m. - 12 p.m.	Elevate Your Journalism by Collaborating <i>Jean Hodges</i> GOVERNOR D	Grants and Community Funding <i>Rob Curley</i> EMPIRE	Tik Tok For News <i>John Smock</i> STATE	Optimizing Recruitment <i>Julian Placino</i> GOVERNOR C
12:15 - 2 p.m. Lunch - Better Newspaper Contest Awards				
2:15 p.m. - 3:30 p.m.	From Once Upon A Time To The End <i>Jean Hodges</i> GOVERNOR D	Making A Difference <i>Ken Tingley</i> CAPITAL	The Resilient Journalist <i>Stefanie Friedhoff</i> EMPIRE	Focusing: Discerning the Trivial From the Vital <i>Martha Ortiz</i> GOVERNOR C
3:30 p.m.. - 3:45 p.m. - ‘The Bavarian’ afternoon break				
3:45 p.m. - 5 p.m.	Editors Roundtable <i>Moderated by Judy Patrick</i> STATE	Open Government Engagement Strategies <i>Michelle Allen, Axel Ebermann</i> GOVERNOR D		Publishers Roundtable <i>Moderated by Gavin Menu</i> EMPIRE
6 - 9 p.m. Closing banquet and final awards ceremony: Hilton ballroom				

	ADVERTISING		TECHNOLOGY	DESIGN/PHOTO
Marketing Services				
Ignite Your Personal Brand GOVERNOR AB				
ideas	NYPS Digital Session GOVERNOR D	Tools For Success <i>Steve Gall</i> GOVERNOR E	Advanced Photo Editing, Tools & Color Correction in Photoshop <i>Kevin Slimp</i> CHAMBERS	Making Video Stories Memorable <i>Mike Schuh</i> CAPITAL
ews 23	A Pro-active CX Strategy to Increase Retention <i>Kelly Wirges</i> GOVERNOR D	Simplifying Digital <i>Steve Gall</i> GOVERNOR E	Getting People to Pick Up Your Paper <i>Kevin Slimp</i> CHAMBERS	Storytelling With Video <i>Mike Schuh</i> CAPITAL
izzio	Maximizing Results & ROI <i>Kelly Wirges</i> GOVERNOR D	How I Built A \$1MM-a-year Digital Ad Business Without Sacrificing Print <i>Joe Mathes</i> GOVERNOR E	Improving Ad Design To Increase Effectiveness <i>Kevin Slimp</i> CHAMBERS	Podcasting Crash Course <i>Tyson Bird</i> CAPITAL
BY FROM 5:30 P.M. - 5:45 P.M.				

	ADVERTISING		TECHNOLOGY	DESIGN/PHOTO
Growth anding	Creating New Sales Opportunities <i>Diane Ciotta</i> KELSEY'S	It's Time To Let Digital Shine <i>Charity Huff</i> GOVERNOR E	Improving Design & Rede- sign of Your Newspapers <i>Kevin Slimp</i> CHAMBERS	Tips For Making The Best Out Of A Bad/boring Assignment <i>Joe Mahoney</i> CAPITAL
atment	Focus on Integrity-based Techniques <i>Diane Ciotta</i> KELSEY'S	Trends, Hot Topics, How Big Media and Advertising Companies Are Pivoting <i>Charity Huff</i> GOVERNOR E	Increasing Your Skills In Adobe InDesign, Part 1 <i>Kevin Slimp</i> CHAMBERS	Environmental Portraits <i>Joe Mahoney</i> CAPITAL
ing al	Know Your 'No' <i>Diane Ciotta</i> KELSEY'S	What Your Advertisers Are Buying <i>Charity Huff</i> GOVERNOR E	Increasing Your Skills In Adobe InDesign, Part 2 <i>Kevin Slimp</i> CHAMBERS	Gifs & Animation <i>John Smock</i> STATE
able	Innovative Ad Session <i>Jeff Kiley & Rhonda Glickman</i> KELSEY'S		Getting Your Money's Worth From Adobe Acrobat <i>Kevin Slimp</i> CHAMBERS	

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Saturday, April 1, 2023



Jacqui Banaszynski
Saturday: 9 – 10:30 a.m.
Location: Governor D
Story structures

Go-to blueprints of story formats that serve the entire range of stories, from quick bursts online to deeper enterprise, from news-of-record to complex issues, from fun shorts to personality profiles. Time allowing, we will brainstorm fresh approaches to standing features and special publications.

Jacqui Banaszynski is career journalist who now edits Nieman Storyboard, a global website that explores the art and craft of stories, and coaches journalists around the world. She is an emerita professor at the Missouri School of Journalism and faculty fellow at the Poynter Institute. She has reported from all seven continents, and written about corruption and crime, beauty pageants and popes, AIDS and the Olympics, dogsled expeditions and refugee camps, labor strikes and political strife, traffic fatalities and family tragedies. While at the *St. Paul Pioneer Press*, her series “AIDS in the Heartland” won the 1988 Pulitzer Prize in feature writing. She was a finalist for the 1986 Pulitzer in international reporting for coverage of the Ethiopian famine and won the nation’s top deadline sports reporting award for coverage of the 1988 Olympics. Banaszynski has edited numerous award-winning projects, ranging from narratives to investigative projects. In 2008, she was named to the Association of Sunday and Features Editors Features Hall of Fame.



Rob Curley
Saturday: 9 – 10:30 a.m.
Location: Empire
The Virtuous Circle

Spokesman-Review newspaper editor Rob Curley explains how Spokane’s oldest and largest news source embraced the concept of “the virtuous circle” — showing how a community grows in innumerable ways when it works together for a greater good. Add to the mix today’s highly politicized climate with the effects of a once-in-a-century pandemic, then the need to show we’re more alike than different has never been more important. This highly engaging, fast-moving presentation is filled with lots of laughs that turn into moments of inspiration and practical solutions to complex problems. With his homespun speaking style, Curley makes a powerful case that in today’s overly polarized world, simply being nice is often the overlooked difference between success and failure.

Dating back to the early days of the Internet, *Spokesman-Review* editor Rob Curley has long been considered one of the newspaper industry’s biggest innovators. Through his times at some of the biggest newspapers in the nation like *The Washington Post* and *Orange County Register* to working at small midwestern papers like the *Lawrence Journal-World* and *Topeka Capital-Journal*, it’s his love of community journalism that drives him.

After building some of the most award-winning news sites on the Internet, he has been featured on the cover of national magazines and even an Apple commercial. *Creativity Magazine* named him one of the 50 Most Creative People in the World, and he’s one of the only newspaper editors in the world to give “Tech Talks” to Google’s programmers on the web giant’s main campus in Silicon Valley.

In 2019, *Editor & Publisher* magazine named *The Spokesman-Review* as one of the “10 Newspapers That Do It Right” in the United States, focusing on the newspaper’s ground-breaking community events series.



Kati Erwert
Saturday: 9 – 10:30 a.m.
Location: Governor C
Digital subscription growth and community-funded journalism – a how-to

With declines in advertising, newspapers have not only reinvented themselves in a digital space but have also needed to find new revenue streams. *The Seattle Times*, a local, independent newspaper serving the Pacific Northwest has seen success in digital subscription revenue growth and community-funded journalism. Join senior vice president Kati Erwert for practical advice and best practices to grow digital subscription revenue and engage your community in philanthropic funding. Senior vice president product, marketing and public service, *The Seattle Times*

Kati Erwert is the senior vice president of product, marketing and public service at *The Seattle Times*. Erwert leads of team of marketing professionals with a range of experience from digital and consumer marketing, research and design. The product team focuses on digital distribution, product development and engagement that drives business outcomes. She also oversees the organizations fundraising efforts, partnering with the newsroom to expand coverage areas through community-funding. And is an integral member of the team focused on audience revenue and digital subscription growth.

Erwert joined *The Times* in 2007 after working in commercial radio for several years. She’s held various marketing roles, expanding her responsibilities to include product in 2018 and fundraising in 2020. She lives in Shoreline with her young daughters and husband.



Diane Ciotta
Saturday: 9 – 10:30 a.m.
Location: Kelsey’s
Creating new sales opportunities

A focus on accountability action steps including increased confidence to initiate new business contacts, opening sales conversation to turn activity into productivity and eliminating trigger words to avoid unnecessary objections

For more than 33 years, Diane has been effectively motivating advertising sales professionals around the country to focus on their customers’ needs vs. their own through dynamic skills enhancement seminars. She concentrates on increasing her participant’s confidence and uses Jersey sarcasm combined with Italian passion to emphasize her proven successful concepts and techniques for driving incremental revenue while improving account retention. Diane started in outside advertising sales then managed teams of telemarketers as well as territory reps. She published a children’s educational newspaper in her hometown and is the author of a book focused on common-sense based success in sales entitled *Shut-Up & Sell!* Diane was born, raised and still proudly resides in in central Jersey.

**Adriana Lacy****Saturday 9 – 10:30 a.m.****Location: State***Social media audience engagement strategies*

Social media is changing and challenging the way news publishers engage with their audiences. In this session, attendees will learn the best methods for attracting and retaining new audiences on social media platforms, understand how to staff these roles and learn more about various tools to expand audience engagement.

Based in Boston, Mass., Adriana Lacy is a journalist focused on audience engagement, social media platforms, and technology. She is the digital and audience engagement editor at the Nieman Foundation and a freelance journalist, advising newsrooms on best practices for reporters and editors online, off-platform strategy, and incorporating technology and product knowledge into newsrooms.

She has worked as a senior associate for audience and growth at Axios, as audience engagement editor at the *Los Angeles Times* as well as an audience news assistant at the *New York Times*, focusing on search engine optimization and social media metrics. Lacy obtained her M.S. in Digital Audience Strategy from Arizona State University.

**Charity Huff****Saturday: 9 – 10:30 a.m.****Location: Governor E***It's Time to Let Digital Shine*

Seven out of every \$10 spend in local advertising will be spend in digital this year. Charity Huff, CEO of digital ad agency January Spring, will provide proven, go-to-market strategies that include the right combination of your own print and digital paired with “the rest of the internet”. Leave this session revved up to take these offerings back to your team. New revenue is within reach.

Charity Huff is CEO of January Spring, a digital marketing & advertising agency that works exclusively with Niche publishers. Charity has designed and delivered multi-media sales programs, working alongside 5,000+ sales professionals from the media and tech industries over her 20+ year career.

She and her team have built a proven model to enhance your offering to include off-site digital using a combination of geo-fencing, device targeting, household targeting, paid social, and search marketing.

**Kevin Slimp****Saturday: 9 – 10:30 a.m.****Location: Chambers***Tips for improving the design – and redesign of your newspaper*

Kevin Slimp does a lot of newspaper redesigns – and he will share much of the information he uses when redesigning papers in this session. Whether you're planning to redesign or paper, or simply want to update the look of your publication, this session is for you.

Most of us know Kevin Slimp from his time as director of The University of Tennessee Newspaper Institute and his work in the 1990s developing technology still used by newspapers. These days, Kevin spends most of his time overseeing Market Square Publishing, which he founded in 2017, and consulting with

newspaper publishers and staffs throughout North America. Many newspapers regularly get their online training at Newspaper Academy, which Kevin founded in 2012.

**Joe Mahoney****Saturday: 9 – 10:30 a.m.****Location: Capital***Tips for making the best out of a bad/boring assignment*

Composition; basic concepts and more advanced techniques. Then, “Making Lemonade out of Lemons” – slightly above average photos captured on well-below average assignments. For reporters and others who find themselves shooting photos and video.

Joe Mahoney is a freelance photojournalist based in Denver. Most recently he was the National Visuals Editor for iPondr.com, a digital news site. Prior to that, Mahoney spent six years as the director of multimedia at KRMA-TV, a PBS affiliate in Denver where he shot and produced short documentaries on public policy among other responsibilities.

He was a staff photographer, then the director of multimedia at the *Rocky Mountain News* from 1998 until the paper closed in 2009. He spent the first nine years of his career at the Associated Press.

Mahoney was part of the photo teams at the *News* that won Pulitzer Prizes for Breaking News Photography in 2000 and again in 2003. In 2009, he was an associate producer and photographer on the documentary “Final Edition” that followed the closing of the 149-year-old *Rocky Mountain News*. The piece won the Heartland Emmy for Topical Documentary.

He has coached at the National Press Photographers Association's NewsVideo Workshop since 2010 and at the NPPA's Multimedia Immersion from 2009 to 2013. He is currently an adjunct faculty at Metro State University of Denver teaching photojournalism, multimedia journalism and social documentary.

**Jean Hodges****Saturday: 10:45 – noon****Location: Governor D***Elevate your journalism by collaborating*

Traditionally, news organizations competed to get the scoop. But collaborations among news organizations have become far more common in recent years. As budgets continue to tighten, newsrooms are looking for ways to do more than just react to news as it happens. This session will examine the benefits and even a few pitfalls of news collaborations. You'll see examples of success stories to spur you to look for different ways to collaborate with other newsrooms and organizations to tell the most important stories to your readers.

Jean Hodges is an independent media and communications consultant. She previously worked as senior director of news culture and communications at Gannett, owner of USA TODAY and hundreds of local newspapers. Jean has a lifelong dedication to training, ethics and transforming newsrooms into inclusive, welcoming workplaces. She is passionate about news as a vehicle for sharing accurate information and storytelling in all its forms to unite people around common values. She is also a Report for America mentor and has led internship programs focused on diversity to offer training and mentorship to aspiring professionals. She got her start covering criminal justice in New Mexico, and she has worked in California, England, and Texas before moving home to the Chicago suburbs.



John Smock

Saturday: 10:45 – noon

Location: State

TikTok for news

In the last two years TikTok has upended the social media universe. It boasts more than 1.5 billion users and, according to the Reuters Digital News Report for 2022, it is the only social media platform currently showing growth for news consumption (4 percent). How might news orgs large and small wade into the water? What are some top tier news orgs doing to crack the TikTok nut? This workshop will look at examples and present best practices. Material will be relevant to other social media platforms such as Instagram (Reels) and Mastodon. NOTE: there is talk that Congress may ban TikTok in the US, at least for government use. We will discuss this too.

John Smock is the director of photojournalism at the Craig Newmark Graduate School of Journalism at CUNY. Previously, Smock was a photographer with the Associated Press and SIPA Press, a photo agency with offices in New York City and Paris. His work has appeared in many publications including *The New York Times Magazine* and *The Washington Post*. Smock was awarded a Knight International Press Fellowship to the Middle East where he assisted regional publications in developing the visual components of their publications. He has worked as an instructor at the International Center for Photography in New York and has also worked as a journalism trainer in several former Soviet Republics, Cambodia, and Afghanistan. He continues to work on grant-based visual projects on a range of topics and platforms.



Julian Placino

Saturday: 10:45 – noon

Location: Governor C

Optimizing recruitment

Attracting and retaining top talent is a challenge for many media companies. However, with the right strategies and techniques in place, you can recruit and retain the best employees who will help your company thrive. In this presentation, you'll learn proven techniques that will enable you to consistently hire and keep top talent.

Learning Points:

- Recruitment strategies & tactics of world-class recruiting teams
- How to craft an irresistible employment value proposition (EVP)
- Attracting superior candidates by enhancing your employer brand

Julian Placino is the founder of Pathways Affiliated, a recruitment strategy consultancy and the creator of Recruitment Masterclass, the only video course that turns your employees into an army of talent ambassadors and recruiters. Julian is also the host of the leadership podcast, Pathways to Success on YouTube and iTunes."

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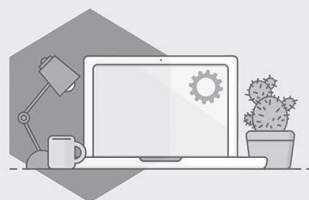
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**Rob Curley****Saturday: 10:45 - noon****Location: Empire*****A regional newspaper's guide to grants and community funding***

In 2022, *The Spokesman-Review* in Spokane, WA., made waves in the newspaper industry when it was announced that its newsroom had raised well over \$1 million, and that nearly 28 percent of the newsroom's payroll was now covered by philanthropy.

In this session, editor Rob Curley walks you through how the newspaper built a substantial philanthropic-funded part of its news operation, that has deep support from its community. He will explain the legalities, procedures, and how to write a simple proposal that resonates with local funders. He will also discuss the things to take care of and look out for, and even the ethical questions a newsroom must resolve before heading down this path. Curley also talk about how local funding intersects with Report For America, ProPublica, and other national funding options. Dating back to the early days of the Internet, *Spokesman-Review* editor Rob Curley has long been considered one of the newspaper industry's biggest innovators. Through his times at some of the biggest newspapers in the nation like *The Washington Post* and *Orange County Register* to working at small midwestern papers like the *Lawrence Journal-World* and *Topeka Capital-Journal*, it's his love of community journalism that drives him.

After building some of the most award-winning news sites on the Internet, he has been featured on the cover of national magazines and even an Apple commercial. *Creativity Magazine* named him one of the 50 Most Creative People in the World, and he's one of the only newspaper editors in the world to give "Tech Talks" to

Google's programmers on the web giant's main campus in Silicon Valley.

In 2019, *Editor & Publisher* magazine named *The Spokesman-Review* as one of the "10 Newspapers That Do It Right" in the United States, focusing on the newspaper's ground-breaking community events series.

**Diane Ciotta****Saturday: 10:45 - noon****Location: Kelsey's*****The need for the need***

A focus on integrity-based techniques including differentiating business needs from advertising wants, mastering the "Questioning Quadrant" and acquiring a commit-able budget

For more than 33 years, Diane has been effectively motivating advertising sales professionals around the country to focus on their customers' needs vs. their own through dynamic skills enhancement seminars. She concentrates on increasing her participant's confidence and uses Jersey sarcasm combined with Italian passion to emphasize her proven successful concepts and techniques for driving incremental revenue while improving account retention. Diane started in outside advertising sales then managed teams of telemarketers as well as territory reps. She published a children's educational newspaper in her hometown and is the author of a book focused on common-sense based success in sales entitled *Shut-Up & Sell!* Diane was born, raised and still proudly resides in in central Jersey.

**Charity Huff****Saturday: 10:45 - noon****Location: Governor E*****Hot trends and topics: How big media and advertising companies are pivoting***

The big guys are making the most of the post-pandemic world gobbling up as much of the ad spend as they can. Digital share of total ad spend will top

70% this year. Join Charity Huff, 20+ year digital media and marketing veteran, to dig into what's happening in the world of digital advertising. You'll be surprised to see who the players are and who you are competing against in your market.

The presentation itself, includes the following:

- Facebook stats, usage changes, plans
- Google stats, usage changes, plans
- Amazon status, usage changes, plans
- Hulu/Netflix/Streaming usage changes, plans
- Privacy -- how it's all just for show
- Mobile status, usage, changes, plans
- Recommendations on your product mix, to compete

Charity Huff is CEO of January Spring, a digital marketing & advertising agency that works exclusively with Niche publishers. Charity has designed and delivered multi-media sales programs, working alongside 5,000+ sales professionals from the media and tech industries over her 20+ year career. She and her team have built a proven model to enhance your offering to include off-site digital using a combination of geo-fencing, device targeting, household targeting, paid social, and search marketing.

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**Kevin Slimp****Saturday: 10:45 – noon****Location: Chambers***Increasing your skills in Adobe InDesign for newspapers, Part 1*

Nobody knows InDesign better than Kevin Slimp, who was part of the team that developed the application back in the 1990s. In this two-part session, Kevin will demonstrate many of the tools in InDesign that are often overlooked - or never learned - by page and ad designers. InDesign users of every skill level leave with pages of notes.

Most of us know Kevin Slimp from his time as director of The University of Tennessee Newspaper Institute and his work in the 1990s developing technology still used by newspapers.

These days, Kevin spends most of his time overseeing Market Square Publishing, which he founded in 2017, and consulting with newspaper publishers and staffs throughout North America. Many newspapers regularly get their online training at Newspaper Academy, which Kevin founded in 2012.

**Joe Mahoney****Saturday: 10:45 – noon****Location: Capital***Environmental portraits*

These tend to be a staple for stories where there isn't a way or any time to actually capture the subject doing what's being written about. So, we wind up shooting some sort of portrait - let's make them amazing. Joe Mahoney is a freelance photojournalist based in Denver. Most recently he was the National Visuals Editor for iPondr.com, a digital news site. Prior to that, Mahoney spent six years as the Director of Multimedia at KRMA-TV, a PBS affiliate in Denver where he shot and produced short documentaries on public policy among other responsibilities.

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He has coached at the National Press Photographers Association's NewsVideo Workshop since 2010 and at the NPPA's Multimedia Immersion from 2009 to 2013. He is currently an adjunct faculty at Metro State University of Denver teaching photojournalism, multimedia journalism and social documentary.

Jean Hodges**Saturday: 2:15 – 3:30****Location: Governor D***From once upon a time to the end*

Or as journalists say, from the lead to the kicker. This session explores why beginnings and endings are so important to your writing, and how to nail them every time. Plus, beginnings and endings are just as important in a paragraph as they are to the overall arc of the story. This isn't just an academic session on writing. This is about grabbing readers' attention, keeping them engaged, and rewarding them at the end. Where are you likely to lose a reader? In the middle. This hands-on session will leave you with concrete tips to keep readers' attention until the end.

Jean Hodges is an independent media and communications consultant. She previously worked as senior director of news culture and communications at Gannett, owner of *USA TODAY* and hundreds of local newspapers. Jean has a lifelong dedication to training, ethics and transforming newsrooms into inclusive, welcoming workplaces. She is passionate about news as a vehicle for sharing accurate information and storytelling in all its forms to unite people around common values. She is also a Report for America mentor and has led internship programs focused on diversity to offer training and mentorship to aspiring professionals. She got her start covering criminal justice in New Mexico, and she has worked in California, England, and Texas before moving home to the Chicago suburbs.

Stefanie Friedhoff**Saturday 2:15 – 3:30**

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**Location: Empire*****The resilient journalist***

Trauma is an occupational hazard for journalists. One doesn't need to be on the frontlines of war or national tragedies to encounter stories of destruction, suffering and despair. Add the stressors of fast-paced news environments, and you're no longer wondering why you are so exhausted at the

end of the day. Let's explore some essentials about trauma and resilience that help us prepare for difficult assignments and taxing experiences — and discover self-care habits that help keep us sane in the long run.

Stefanie Friedhoff is co-founder of the Information Futures Lab and professor of the practice at the Brown University School of Public Health, and a veteran journalist. She works with under-resourced communities, experts, public health practitioners, journalists, and policy makers on new models for trust building, trauma-informed community engagement and providing equal access to quality information. Throughout the pandemic, she has led key crisis communications, health equity and pandemic policy initiatives, and developed platforms, media partnerships and community collaborations to translate Covid-19 evidence into practical, accessible information.

Previously, Stefanie was director of content and strategy at the Harvard Global Health Institute and led Programs and Special Projects at the Nieman Foundation for Journalism at Harvard, where she created Nieman's Global Health Reporting Fellowships and Trauma Journalism Program. A 2001 Nieman fellow, her stories have been published in *Time* magazine, *The Boston Globe*, *Sueddeutsche Zeitung*, and many other publications. She served as a founding Advisory Board member of the cooperative journalism

start-up RiffReporter and an expert advisor to the Pew Research Center and is an expert contributor to the Covid Collaborative and a Trustee to the Trust for Trauma Journalism.

**Diane Ciotta****Saturday 2:15 – 3:30****Location: Kelsey's*****Know your "No"***

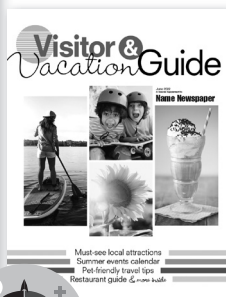
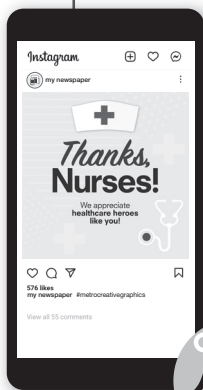
A focus on results-oriented concepts including:

- Determining reasons behind resistance
- Categorizing Concerns
- Overcoming Opposition with Benefits
- Balancing professional persistence without

over-selling

For more than 33 years, Diane has been effectively motivating advertising sales professionals around the country to focus on their customers' needs vs. their own through dynamic skills enhancement seminars. She concentrates on increasing her participant's confidence and uses Jersey sarcasm combined with Italian passion to emphasize her proven successful concepts and techniques for driving incremental revenue while improving account retention. Diane started in outside advertising sales then managed teams of telemarketers as well as territory reps. She published a children's educational newspaper in her hometown and is the author of a book focused on common-sense based success in sales entitled *Shut-Up & Sell!* Diane was born, raised and still proudly resides in in central Jersey.

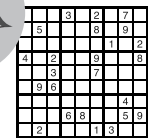
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**Kevin Slimp****Saturday 2:15 – 3:30****Location: Chambers*****Increasing your skills in Adobe InDesign for newspapers, Part 2***

Nobody knows InDesign better than Kevin Slimp, who was part of the team that developed the application back in the 1990s. In this two-part session,

Kevin will demonstrate many of the tools in InDesign that are often overlooked - or never learned - by page and ad designers. InDesign users of every skill level leave with pages of notes.

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**Charity Huff****Saturday: 2:15 – 3:30****Location: Governor E*****What your advertisers are buying***

That shining light on the horizon is digital. Learn from digital media sales veteran, Charity Huff. She will outline exactly what marketing channels your

advertisers are investing in for 2023. See how a combination of print + digital is the right recommendation to make for your ad clients. You'll learn how easy it is to present those together and see how to build your pricing and packages to match their advertising needs.

Charity Huff is CEO of January Spring, a digital marketing & advertising agency that works exclusively with Niche publishers. Charity has designed and delivered multi-media sales programs, working alongside 5,000+ sales professionals from the media and tech industries over her 20+ year career. She and her team have built a proven model to enhance your offering to include off-site digital using a combination of geo-fencing, device targeting, household targeting, paid social, and search marketing.

**Martha Ortiz****Saturday: 2:15 – 3:30****Location: Governor C*****Focusing - discerning trivial from vital***

The media industry is facing opportunities and challenges that are related to the speed of technology evolution. This situation is fascinating but at the same time could be overwhelming. How to

embrace high speed transformation based on our own identity and strategy? Living by smart choices that bring value and separate us from the massive competition.

Martha Ortiz is a media strategy and innovation consultant.

Studied about Women Leadership on Boards and Corporate Governance at CESA, Colombia. Leadership Media Management Program at Medill School of Journalism, Northwestern University. MBA, major in International Business. Lynn University. Postgraduate title on Newspaper and Magazine Product Design. Navarra University, Spain. Bachelor degree: Industrial Design. Javeriana University. Colombia

Former publisher of *El Colombiano*, main regional multi-platform news media in Colombia.

Three years profesor and creator of the Editorial Department at the Journalism Faculty at Sabana University in Colombia. Columnist on currents affairs for *El Tiempo* and blogger on leadership and innovation for INMA.

**Ken Tingley****Saturday 2:15 – 3:30****Location: Capital*****Making a difference***

Ken Tingley, who was editor of The Post-Star in Glens Falls, NY when it won a Pulitzer Prize in 2009, brings 40 years worth of experience in community newsroom.

Tingley will address how to make a difference in your community by reviewing some of the most important projects his newspaper did over the past 20 years.

Over the past 20 years, it addressed the opioid crisis, underage drinking, nursing home conditions, suicide, domestic violence, growing up gay and other important stories.

Ken Tingley was the editor of *The Post-Star* in Glens Falls, N.Y. from 1999 to 2020. During his tenure, the newspaper won a Pulitzer Prize in editorial writing in 2009, was recognized by the New York State Associated Press Association with its "Newspaper of Distinction" award nine times while winning more than a dozen national awards for its journalism.

During his tenure Tingley wrote an award-winning local news column that was regularly honored by the New York State News Publishers Association and the New York State Associated Press Association. When Tingley retired in July 2020, his column had been named a finalist by the National Society of Newspaper Columnists in 8 of the past 10 years. It was honored with a first-place award in 2016.

Since retiring in 2020, Tingley has authored two books. The first, "The Last American Editor" is a collection of his columns and the second, "The Last American Newspaper" looks at the impact newspapers have on their communities.

Tingley has also been active in state and national journalism organizations. He was president of the New York State Associated Press Association in 2010. He also served twice on the board of directors of the American Society of Newspaper Editors and was a Pulitzer Prize judge from 2008-09.

**Our NYPA Spring Convention & Tradeshow hashtag:
#NYPA2023CON**

**John Smock****Saturday 2:15 – 3:30****Location: State***GIFs and animations*

Visual content, especially content which features movement, increases engagement substantially online no matter the platform. Video can be costly to produce and needs special handling to present.

Simple animations, on the other hand, are easy to create, take up little bandwidth and can add visual bump to any story. GIFs and animations are no longer cute features for social media consumption. Top tiers news orgs now employ animation on their site as well as in their social media feeds. This workshop will cover best practices for creating animations that are quick to make and add value online as well as to print visuals.

John Smock is the director of photojournalism at the Craig Newmark Graduate School of Journalism at CUNY. Previously, Smock was a photographer with the Associated Press and SIPA Press, a photo agency with offices in New York City and Paris. His work has appeared in many publications including *The New York Times Magazine* and *The Washington Post*. Smock was awarded a Knight International Press Fellowship to the Middle East where he assisted regional publications in developing the visual components of their publications. He has worked as an instructor at the International Center for Photography in New York and has also worked as a journalism trainer in several former Soviet Republics, Cambodia, and Afghanistan. He continues to work on grant-based visual projects on a range of topics and platforms.

**Michelle Allen and Axel Ebermann****Saturday 3:45 – 5:00****Location: Governor D***An overview of New York Freedom of Information Law (FOIL) and Open Meetings Law (OML).*

Michelle Allen is vice president of the New York Coalition for Open Government and the Open Meetings Law Committee Chair. She has been advocating nationally for government transparency for over 15 years, focusing on civic engagement and legislative reform.

Axel Ebermann is a media professional and communication strategist passionate about community organizing and advocacy. As the chair of the Public

Relations Committee of the New York Coalition for Open Government, he promotes freedom of information and transparency to hold elected officials and government accountable.

**Saturday 3:45 – 5:00****Publishers Roundtable****Location: Empire***Moderated by Gavin Menu*

What a way to end the day! We've saved the best for last. Join your fellow publishers for a no

boundaries conversation about whatever ails them, works for them, befuddles them, aggravates them, rewards them, and makes money for them. We promise some great take-aways!

Gavin Menu is co-publisher of The Express News Group.

**Jeff Kiley & Rhonda Glickman****Saturday 3:45 – 5:00****Location: Kelsey's***Innovative Ad Session*

Find out who did what to create new revenue streams, in print and/or online – or outside the traditional realms. Big thinking – does it generate big dollars?

Rhonda Glickman has been in the advertising/marketing part of the newspaper business for 37 years. As a sales representative then sales manager and for the last 23 years as VP of Sales..

Watching the industry change constantly and having to change with it has been very exciting.

Hiring, mentoring and guiding marketing consultants has been both very rewarding and challeng-

ing.

We work hard to help businesses market themselves in print, digital, direct mail, email marketing and more recently through Programmatic (targeted display), SEO, SEM, websites etc.

As a board member of both the Rockville Centre Chamber of Commerce and Lynbrook Chamber of Commerce she has been a very active participant in local business and many community organizations.

Jeff Kiley has more than 40 years in a variety of advertising, sales and marketing management positions at newspapers throughout New York State. He has extensive experience as both a buyer and seller of advertising and therefore is well versed as to what advertisers are looking for.

He joined NYPS in 2021 after various sales management positions at the Albany Times Union.

**Kevin Slimp****Saturday 3:45 – 5:00****Location: Chambers***Getting your money's worth from Adobe Acrobat*

Whether it's finding & fixing problems with PDF files you receive from others, creating PDF files, or

using tools for things like form creation and digital contracts, Kevin will show attendees how to get their money's worth from Adobe Acrobat.

Most of us know Kevin Slimp from his time as director of The University of Tennessee Newspaper Institute and his work in the 1990s developing technology still used by newspapers.

These days, Kevin spends most of his time overseeing Market Square Publishing, which he founded in 2017, and consulting with newspaper publishers and staffs throughout North America. Many newspapers regularly get their online training at Newspaper Academy, which Kevin founded in 2012.

**Saturday 3:45 – 5:00****Editors Roundtable****Location: State***Moderated by Judy Patrick*

The ever-popular, always enlightening, idea-filled, problem-solving editors' roundtable. From social media policies to ethical dilemmas, we'll tackle some of the issues that keep editors awake at night. Judy

Patrick is senior vice president for editorial development at NYPA. Formerly Judy was the editor and senior vice president at the *Daily Gazette*, Schenectady. On WAMC public radio, she is a panelist on The Roundtable, a daily discussion of issues in the news on WAMC public radio, and The Media Project, a weekly discussion of issues facing the media.

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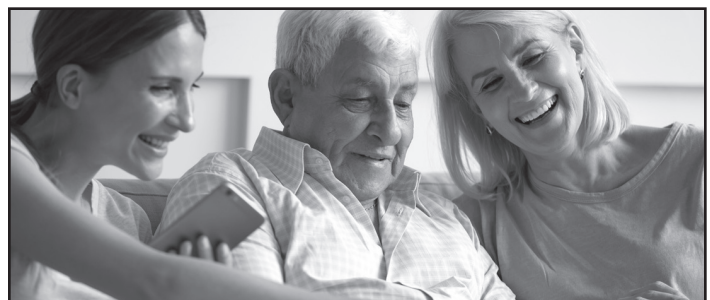
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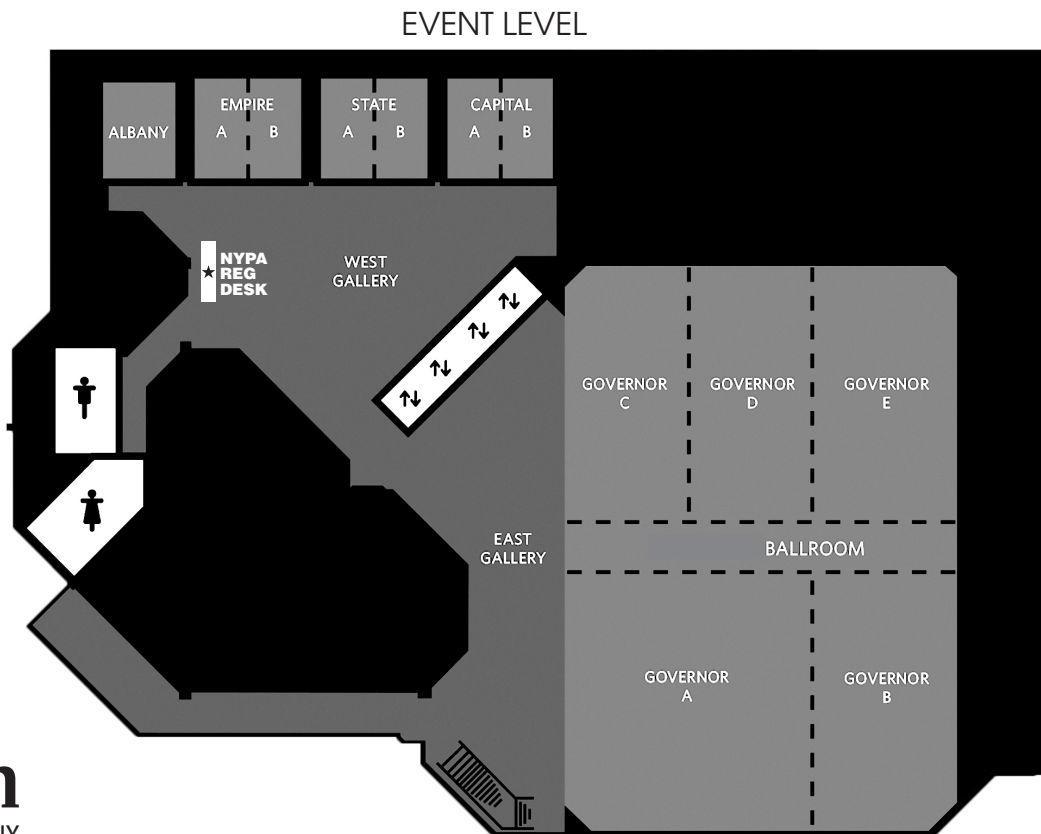
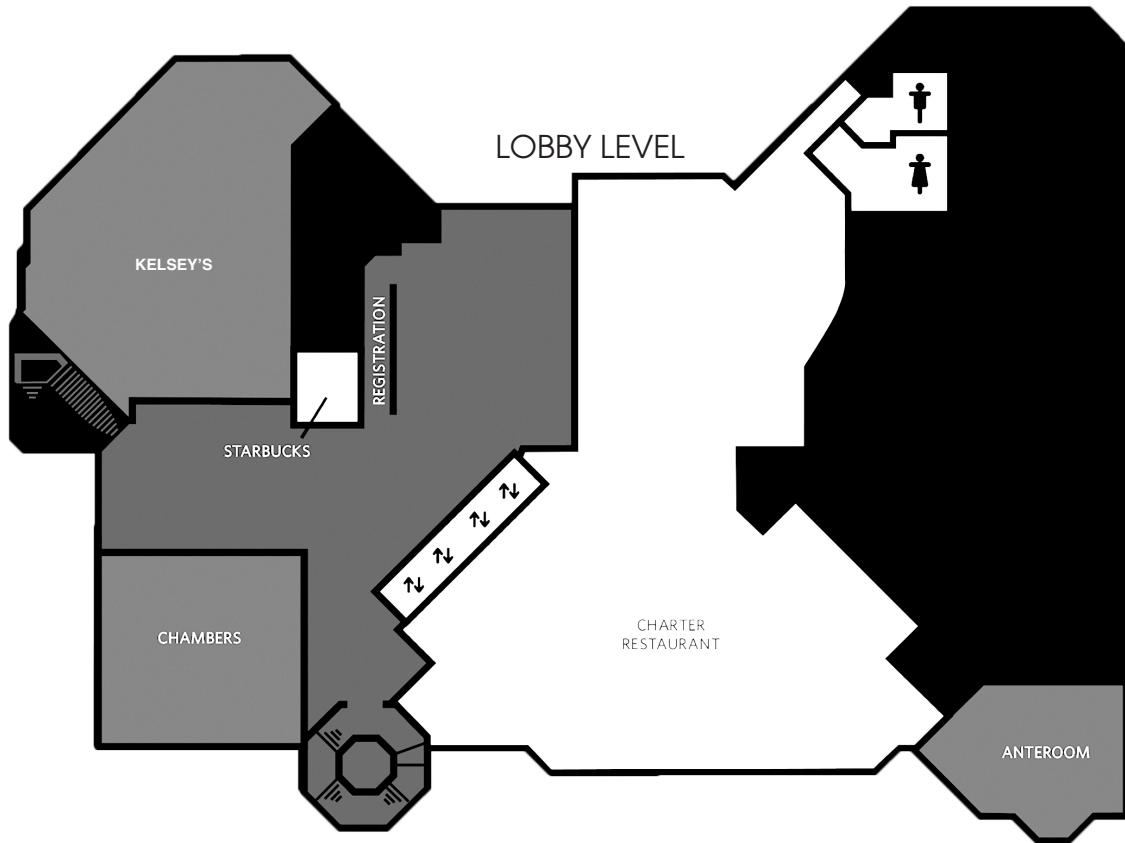
**INCREASE
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1-973-933-3232

142 Lafayette Street
Newark, NJ 07105

info@dropp.cc



FRIDAY

FRIDAY BREAKFAST

8 AM - 9 AM

In the Trade Show Gallery

Join us for a continental breakfast with an assortment of pastries, bagels and cream cheese and fresh fruit and berries in the Trade Show Gallery.

Dress code: Business casual

FRIDAY LUNCHEON

12:15PM - 2:00PM

In the Ballroom

Enjoy a grilled chicken Caesar salad, and dessert. We'll present the first group of Better Newspaper Contest Awards. You'll find the contest winners on a flat-screen after the luncheon program.

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE LUNCHEON. PLEASE REMEMBER TO BRING IT WITH YOU TO THE BALLROOM.**

View the contest winners on a flat-screen television after the luncheon.

Dress code: Business casual

"CHOCOLATE HEAVEN" BREAK

3:30PM - 3:45PM

In the Trade Show Gallery

Take this opportunity to enjoy Strawberries with White Chocolate Dipping Sauce, Chocolate Covered Pretzel Rods, Chocolate Chip Cookies and Ice Chocolate Brownies.

FRIDAY COCKTAIL PARTY AND DINNER — 6 PM

At the Franklin Plaza, Troy

Dress up and get ready for a spectacular evening – cocktails, hors d'oeuvres, carving stations, pasta stations, decadent dessert table....

Did we mention dancing and networking with your fellow colleagues?

There will be a bus departing from the Hilton at 5:45 to take you to Franklin Plaza. It will make several trips until 7 p.m. The bus will then bring you back from the Franklin Plaza starting at 9 p.m. until the end of the evening.

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE DINNER. PLEASE REMEMBER TO BRING IT WITH YOU TO FRANKLIN PLAZA.**

Dress code: Semi-formal (jacket and tie for men; cocktail dress or business attire for women.)

SATURDAY

SATURDAY AWARDS BREAKFAST

7:30AM - 9AM

In the Ballroom

Speed Dating – trade show vendors share intel on the latest and greatest platforms, products and services to grow your business! Enjoy a traditional breakfast buffet with scrambled eggs, bacon, sausage, potatoes, pastries, fresh fruit and berries, coffee and tea. Cheer for the second round of Better Newspaper Contest winners. You'll find the contest winners on a flat-screen after the breakfast program.

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE BREAKFAST. PLEASE REMEMBER TO BRING IT WITH YOU TO THE BALLROOM.**

Dress code: Business casual

SATURDAY LUNCHEON

12:15PM - 2:00PM

In the Ballroom

Family-style deli lunch with warm tomato bisque soup, an assortment of sandwiches, salads, chips, cookies, and dessert, coffee, tea and soft drinks.

We'll present the third group of Better Newspaper Contest Awards. You'll find the contest winners on a flat-screen after the luncheon program.

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE LUNCHEON. PLEASE REMEMBER TO BRING IT WITH YOU TO THE BALLROOM.**

Dress code: Business casual

"THE BAVARIAN" BREAK

3:30PM - 3:45PM

In the Trade Show Gallery

Take this opportunity to relax and enjoy a snack – warm soft pretzels with beer cheese or mustard and cashews. And take this one final opportunity to visit with our trade show vendors.

SATURDAY COCKTAILS AND DINNER

6 PM

In the Gallery and Ballroom

Cocktails and hors d'oeuvres will be served in the Gallery followed by dinner in the ballroom.

A reminder — Reserve a table (or tables) for this special awards dinner by contributing to the NYPA Foundation's Internship Program. Reservations must be made by 2 p.m. Saturday — a great cause and a special event!

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE DINNER. PLEASE REMEMBER TO BRING IT WITH YOU TO THE BALLROOM.**

The final group of Better Newspaper Contest Awards will be presented and the contest awards newspaper will be available immediately following the dinner program.

Dress code: Semi-formal (jacket and tie for men; cocktail dress or business attire for women.)

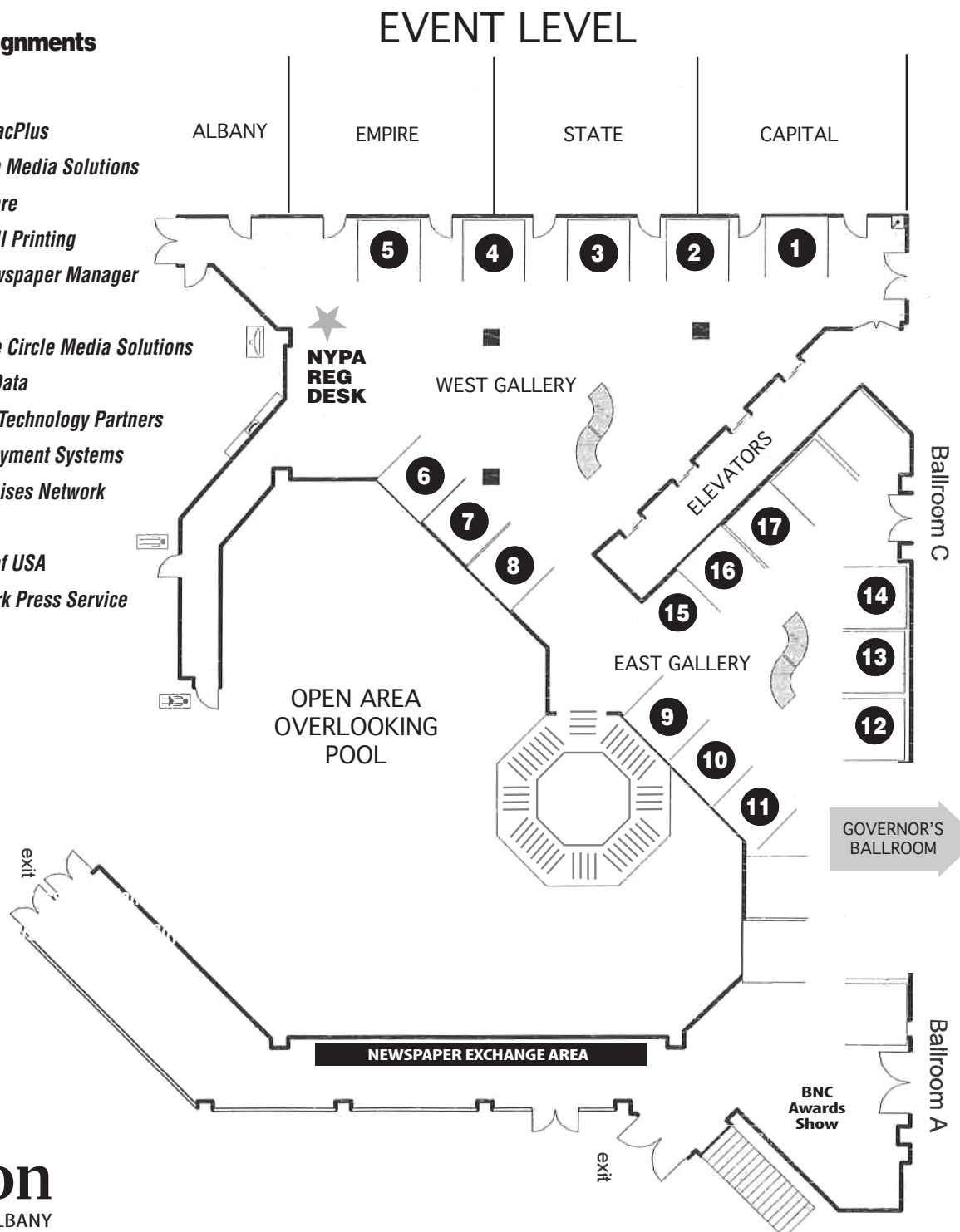
2023 Trade Show Vendor Booth Map

TRADE SHOW

Friday 7:30 am - 5:00 pm
Saturday 7:30 am - 4:00 pm

Booth Assignments

- 1 *ASK*
- 2 *MerrimacPlus*
- 3 *iPublish Media Solutions*
- 4 *Newzware*
- 5 *Trumbull Printing*
- 6 *The Newspaper Manager*
- 7 *Wallit*
- 8 *Creative Circle Media Solutions*
- 9 *Vision Data*
- 10 *Bluefin Technology Partners*
- 11 *MSG Payment Systems*
- 12 *OnPremises Network*
- 13 *Dropp*
- 14 *Anygraaf USA*
- 15 - 17 *New York Press Service*



AWARDS BY MEAL

Check this list to see when your favorite awards will be presented!

Friday lunch

Investigative / In-depth Reporting
Coverage of Local Government
Coverage of Education
Coverage of Business, Financial,
and Economic News
Coverage of the Arts
Coverage of the Environment
Coverage of Health, Health Care
and Science
Coverage of Crime / Police / Courts
Coverage of Election / Politics
Coverage of Religion
Sports Coverage
Best Obituaries
Headline Writing
Best House Ad / Ad Campaign/
Sales Promotion

Saturday breakfast

Spot News Coverage
Spot News Photo(s)
News Story
Best News or Feature Series
Historical, Anniversary or Progress
Editions
Best Video
Best Web Project
Best Online Breaking News
Solutions Journalism Project
Best Podcast
Best Newsletter
Best Media Kit
Audience Development Promotion
Best Local Business Support
Campaign
Graphic Illustration
Best Special Section Cover
Special Sections / Niche
Publications
Best Real Estate / Home Section
Classified Advertising
Best Special Section — Advertising
Bloopers of the Year

Saturday lunch

Better High School Newspaper
Contest Awards
Better College Newspaper
Contest Awards
Editorial Cartoon
Editorials
Feature Story
Feature Photo(s)
Sports Feature
Sports Feature Photo(s)
Sports Action Photo(s)
Best Column
Art Photo
Picture Story
Best Distinguished Coverage of
Diversity
Magazine Excellence
Best Themed Issue
Best Photo Essay
Best Personality Profile
Best Online Ad
Best Large Space Ad
Best Small Space Ad
Best Multi-Advertiser Pages
Best Advertising Campaign
Innovative Ad Project

Saturday dinner

Best News Web Site
Best Front Page
Best Editorial Page
Best Freedom of Information Award
Photographic Excellence
Advertising Excellence
Past Presidents' Award for
General Excellence
"Rookie" Reporter of the Year
Writer of the Year
Sports Writer of the Year
Photographer of the Year
Richard L. Stein for Overall
Design Excellence
John J. Evans Award
for Advertising Excellence
Stuart C. Dorman Award
for Editorial Excellence
Newspaper of the Year Award

Reserved Tables for Saturday Evening

Visit the NYPA registration desk in the trade show gallery to reserve a table or tables for your staff for Saturday dinner.

A \$50 contribution per table to the NYPA Foundation will reserve your table(s) in the ballroom. All seating is assigned Saturday evening. Upon entering the ballroom, see a host or hostess, who will provide an escort to your table.

The deadline for table reservations is 2 p.m. Saturday.

Friday evening venue is Franklin Plaza
4 Fourth Street in Troy

**Buses leave from the
Hilton lobby from 5:30-5:45**

