

Spring Covention 2025

Thursday Sessions

	Newsroom	Publishers	Advertising	Technology	Photo/Video		
10:45 - 12:00	Investigative Reporting Brant Houston	Top Tools of 2024 Rowan Philp		Tips for Managing Time, Customers and Products Kevin Slimp			
12:00 - 2:00	BNC Newspaper Awards						
2:15 - 3:30	Rick Weber & Lynn Oberlander - Libel Hotline: Spotting potential libel problems	Taking a Measured Approach to Launching New Tools in your Newsroom Eric Athas	Subscription Robert Skrob	Bill Barker	How to Sell Digital Advertising Kenny Katzrau	Advanced Tools in InDesign Kevin Slimp	Photo Critiques Karen Mullarkey
3:45 - 5:00	Michael Martin Linhorst FOIL/Open Government	Growing readership through community connections Chris Coates	Redefining News in the Age of Social Media Panel Discussion Jim Brady, Elisa Shearer	Bill Barker	Media Kits Kenny Katzrau	Using Scripts, Tables and Data Merge in InDesign Kevin Slimp	Video Anne Herbst

Friday Sessions

7:30 - 9:00	BNC Newspaper Awards						
9:00 - 10:30	Developing your G.P.S. to navigate a successful Sports podcast Sherrad Blakely	Source tracking fosters responsive engagement and improves your journalism Liz Worthington	Nicco Mele	Kevin Berrier - Embracing the Future: AI-Powered Strategies for News Media Advertising & Sales	Best Practices for Managing Your Sales Pipeline Alina McComas	Improving the Design of Your Newspaper to Grow Readership Kevin Slimp	Carey Wagner
10:45 - 12:00	Unconventional approaches to covering conventional Sports Sherrad Blakely	Simplify and contextualize your data with Metrics for News Liz Worthington	Bridging the Generational Gap Gregory Favre (TBD)	Tipping point between print and digital revenue Charity Huff	Developing VBRs to Get More Appointments Alina McComas	Getting Your Money's Worth Out of Adobe Acrobat Kevin Slimp	Victor Blue (TBD)
12:00 - 2:00	BNC Newspaper Awards						
2:15 - 3:30	Unleashing The Power of Collaboration: A Toolkit For Community Newsrooms Bridget Thoreson	Detecting Misinformation Jo Lukito	Paywalls Katelyn Belyus	Hiring Charity Huff	Creating More Effective Advertising to Grow Ad Sales Kevin Slimp	Stephen Haines (TBD)	
3:45 - 5:00	Editors Roundtable	Useful New Sites, Apps and Services to Boost Your Productivity and Creativity Christian Fahrenbach	Publishers Roundtable	Dawn Gessel Digital Sales (TBD)		Advanced Skills to Get Best Results with Photo's Kevin Slimp	
6:00 - 9:00	Closing Banquet and BNC Newspaper Awards						