

Spring Covention 2025

Thursday Sessions

	Newsroom		Publishers	Advertising		Technology	Photo/Video
10:45 - 12:00	Watchdog Stories that can be Done with Little Time and Resources	Taking a Measured Approach to Launching New Tools in your Newsroom Eric Athas				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	Source tracking fosters responsive engagement and improves your journalism Liz Worthington	Engage, Retain, and Profit: Transforming News into Subscription Growth Models Robert Skrob	Why Creativity Matters When Selling Branded Content David Arkin	How to Sell Digital Advertising Kenny Katzrau	Covering Tools Often Overlooked in InDesign Kevin Slimp	Photo (TBD)
3:45 - 5:00	Michael Martin Linhorst & Heather Murray FOIL/Open Government	Simplify and contextualize your data with Metrics for News Liz Worthington	Redefining News in the Age of Social Media Jim Brady, Elisa Shearer	Unique Sponsorship Opportunities David Arkin	Make a Media Kit That Sells in 2025 Kenny Katzrau	Using Scripts, Tables and Data Merge in InDesign Kevin Slimp	How to Use Videos to Tell Great Stories Anne Herbst

Friday Sessions

7:30 - 9:00	BNC Newspaper Awards						
9:00 - 10:30	Unleashing The Power of Collaboration: A Toolkit For Community Newsrooms Bridget Thoreson	Top Tools of 2024 Rowan Philp	AI in Local Journalism Nicco Mele	Kevin Berrier - AI in Action: Strategies for Smarter Marketing and Media	Best Practices for Managing Your Sales Pipeline Alina McComas	Improving the Design of Your Newspaper to Grow Readership Kevin Slimp	Uncovering the Resources Available to Photojournalists Carey Wagner
10:45 - 12:00	Unconventional approaches to covering conventional Sports Sherrod Blakely	Growing readership through community connections Chris Coates	Bridging the Generational Gap Gregory Favre	Tipping point between print and digital revenue Charity Huff	Developing VBRs to Get More Appointments Alina McComas	Advanced Skills to Get Best Results with Photo's Kevin Slimp	
12:00 - 2:00	BNC Newspaper Awards						
2:15 - 3:30	Developing your G.P.S. to navigate a successful Sports podcast Sherrod Blakely	Detecting Misinformation Jo Lukito	Best Practices for Subscription Marketing Katelyn Belyus	Building a High-Performing Sales Team in a Rapidly Evolving Market Charity Huff	Using the Consumer Journey to Make Your Integrated Solution Easier to Buy Alina McComas	Getting Your Money's Worth Out of Adobe Acrobat Kevin Slimp	Photo's Tell a Compelling Story Victor Blue
3:45 - 5:00	Editors Roundtable	Useful New Sites, Apps and Services to Boost Your Productivity and Creativity Christian Fahrenbach	Publishers Roundtable		Creating More Effective Advertising to Grow Ad Sales Kevin Slimp		
6:00 - 9:00	Closing Banquet and BNC Newspaper Awards						