

2012

Iowa Newspaper Association Convention & Trade Show featuring the Iowa College Media Association Annual Conference



MARRIOTT HOTEL, DES MOINES • FEBRUARY 2-3, 2012

CELEBRATING the *Voice* of NEWSPAPERS

THURSDAY, FEBRUARY 2

- 11:00 a.m. **Registration and Trade Show open**
- 12:00 p.m.-1:15 p.m. **Student/Professional Networking Luncheon**
featuring panel discussion
- 1:15 p.m.-1:30 p.m. **Networking Break**
- 1:30 p.m.-2:30 p.m. **Media Site Tours**
Des Moines Business Publications
Des Moines Radio Group
- 1:30 p.m.-2:30 p.m. **"Paid content and a free press:
A matter of dollars and democracy"**
Ken Paulson, First Amendment Center
- 2:30 p.m.-3:00 p.m. **Networking Break**
- 3:00 p.m.-4:15 p.m. **"Achieving Excellence:
A Panel of Pulitzer Prize Winners"**
Stephen Berry, University of Iowa
Mary Chind, Des Moines Register
Christine Willmsen, Seattle Times
- 4:15 p.m.-5:15 p.m. **Young Professionals Panel**
Julia Thompson, Des Moines Register
Adam Wilson, Altoona Herald-Index
Dan Winters, WHO-TV
- 5:30 p.m. **Awards Ceremony**
- 8:30 p.m. **Multi-media Showcase**

FRIDAY, FEBRUARY 3

8:00 a.m. **Registration and Trade Show open** **Free Continental Breakfast in Trade Show served until 9:00**

9:00-10:30 a.m. ... **Kick-off: Freedom Sings®**

10:30-10:50 a.m. ... **Refreshments in Trade Show**

10:50-11:50 a.m. ... **Concurrent Sessions:**

<i>Covering a Disaster</i> Thomas Ritchie, Sioux City Journal	<i>Photo Editing & Color Correction Tips & Tricks</i> Kevin Slimp, Institute of Newspaper Technology	<i>Breaking News Postal Update</i> Max Heath, NNA Postal Chair	<i>Selling Digital... Beyond Banners</i> Greg Swanson, ITZ Publishing	<i>Reposition Your Sales Strategy for More Revenue</i> Rick Farrell, Tangent Knowledge Systems	<i>Writing to Attract the Online Reader</i> Chris Snider, Drake University
--	---	--	---	--	--

12:00-1:30 p.m. **Past Presidents' Awards Luncheon**

Distinguished Service Awards • 50-Year Club Awards • Jay P. Wagner Prize for Young Journalists
Keynote Presentation: "Committed to the Core" **Charlie Wittmack, internationally renowned explorer**

1:30-2:00 p.m. **Refreshments in Trade Show**

2:00-3:00 p.m. **Concurrent Sessions:**

<i>Iowa Motion Picture Association</i>	<i>Political Reporting and Experiences</i> Michael Wiser, Lee Newspapers Dave Price, WHO-TV Tom Beaumont, Associated Press	<i>Staying on Top of New Technology</i> Kevin Slimp, Institute of Newspaper Technology	<i>Best Practices to MAXimize Postal Savings</i> Max Heath, NNA Postal Chair	<i>Going Mobile... Engaging Audiences & Advertisers</i> Greg Swanson, ITZ Publishing	<i>Generating New Advertising Revenue</i> Rick Farrell, Tangent Knowledge Systems
--	---	--	--	--	--

3:00-3:45 p.m. **Ice Cream Break in Trade Show** sponsored by Picket Fence Creamery **INF Silent Auction bidding closes at 3:30 p.m.**

3:45-5:00 p.m. **Concurrent Sessions:**

<i>So You Want to Work in Social Media?</i> Norah Carroll, Lava Row	<i>Iowa College Media Association Roundtable Discussions</i>	<i>Finding and Fixing Problem PDF Files</i> Kevin Slimp, Institute of Newspaper Technology	<i>Transforming Your Sales Strategy to Embrace Digital</i> Greg Swanson, ITZ Publishing
--	--	--	--

5:30-6:30 p.m. **Awards Reception**

6:30 p.m. **Awards Banquet** Master Editor-Publisher Awards • Heritage Plaque Presentations • Young Iowa Journalists Awards
Iowa Better Newspaper Contests Winners and Newspaper of the Year

For additional information about each session and presenter, visit www.INAnews.com

