



**2018 Annual
Convention Schedule**
Schedule is tentative and subject to change

Index

Thursday Schedule — page 2

Friday Schedule — page 3

Saturday Schedule — page 6

Register for the Convention:

Whatever your needs, we can work with you. We offer a la carte and early bird options. You can register online for the convention at:

https://coloradopressassociation.formstack.com/forms/2018_convention_registration

Registration Deadlines:

Early bird rates: March 5

Regular rates: March 15

Late rates: March 16-April 14 (Add an additional \$50 on regular rates)

Hotel room reservation:

Enjoy a stay at the Antlers Hotel, located in downtown Colorado Springs. Cost per night is \$119, which includes free parking and WiFi. Deadline to register at this rate is March 20. **To reserve your room at the Antlers Hotel, you will need to call as the CPA block is sold out and rooms are almost out. Call 719-955-5600 and ask for the Colorado Press rate.**

Thursday, April 12

1 p.m.

CPA and SYNC2 Board of Directors Meeting

Room: Board room

Agenda to be released two weeks prior to meeting and can be found on CPA website in the events section.

5 p.m.

Event kickoff

Media Ownership and News vs. Opinion in Colorado

Room: Learning Center

Panelists representing the spectrum of privately-owned newspapers, hedge-fund-owned newspapers, nonprofit news media, and billionaire-owned papers will discuss the advantages and disadvantages of such ownership and what readers should know and expect about who owns the publications they read. Panelists will also discuss the difference between news and opinion in their product, and what readers should understand about how the endorsement process works.

(Ed. note: Committed: Corey Hutchins, moderator; John Weiss, Colorado Publishing House, Colorado Springs Independent & Colorado Springs Business Journal; Vince Bzdek, The Gazette; Tina Griego or Susan Greene, Colorado Independent; Denver Post hopefully TBA)

6:30-ish p.m.

Social Function

Room: TBD

After the event kickoff session, join us for a social to meet and greet one another.

Sponsored by the Colorado Springs Business Journal, the Colorado Springs Independent, the Colorado Springs Gazette

Friday, April 13

9 a.m.

Opening keynote

Data and Distribution: How an Audience Focus is Transforming The Post's Approach to News

Room: Heritage Ballroom

Jeremy Gilbert

Using in-house metrics and an array of platforms — both internal and external — The Washington Post is pursuing and satisfying customers in new and novel ways. The best part is that these two forces are actually driving ever better storytelling too!

10:15 a.m.

Keynote follow-up

Crafting an Audience Strategy at the Team Level

Room: Heritage Room B

Jeremy Gilbert

The Post's newsroom spent a year thinking through how to teach and devise audience strategies for small editorial teams. Learn our process and discuss how/if it could work for your organization.

Editorial Session

Business Reporting is People Reporting

Room: Heritage Room A

Amy Sweet and Bryan Grossman

Amy Sweet and Brian Grossman of the Colorado Springs Business Journal will discuss how business reporting is really reporting on people — and the people who own, operate and run the business. The goal is to provide context with today's news for business owners, as well as delve deeply into issues that affect local businesses.

Revenue Enhancement

7 Ways Media Managers Prevent Sales and What To Do About It

Room: Carson

C. Lee Smith

This session reveals the 7 biggest missteps media sales managers make in guiding their teams toward meeting unrealistic sales goals and how to overcome these challenges to boost performance. This presentation is based on the results of the latest SalesFuel's proprietary research, which queries sales representatives about the current landscape.

Community Engagement

How to engage with your community

Room: Fremont

Amy Maestas

We all know that simply expecting readers to read stories in print or online is not enough in our changing industry. Engagement is vital to reaching not just readers, but an entire community. The news isn't the only way to do it. Come learn about how you can assess your community needs and how you can engage with them based on their daily lifestyle habits, news consumption habits and involvement in the community. Each community is different, but some basic strategies will help you extend your news organization's reach.

11:30 a.m.

Keynote Lunch

Gov. John Hickenlooper

Room: Heritage Ballroom

Gov. Hickenlooper is scheduled to speak, make a proclamation, provide a state of the state and answer questions.

Sponsored by CU College of Media, Communications and Information

1:15-3:30 p.m.

Flash sessions

Heritage Rooms E, F

Attendees can participate in quick, topical learning conversations facilitated by a knowledgeable moderator, and then move on to the next table. Details and speaker information to come.

Annual meeting

Room: Fremont

Meeting of the general membership to review previous year, look at future plans, vote on new board of directors and offer suggestions on future of the CPA and SYNC2 Media. Bylaw changes to be voted on. Publishers and owners may vote on issues, but all are welcome.

2:30 p.m.

College tract

How to get a Job in Journalism

Room: Carson

Doug Bell

Doug Bell, former editor at the Denver Post and Evergreen Newspapers and current journalism professor at Metro State University, will provide tips and insights on how to get a journalism job.

3:45 p.m.

Editorial

Writing Stories that Connect with Readers

Room: Heritage A and B

Tom Hallman

Flash and technology can go only so far when it comes to attracting and building a long-term relationship with readers, our consumers. When it comes to attracting and building a long-term relationship with readers -- our customers -- we fail to use the most powerful weapon in our arsenal: Story.

Community Engagement

Public Service Reporting and Philanthropy

Room: Fremont

John Weiss

Many newspapers have a philanthropic arm that goes hand-in-hand with the public service that journalism provides. IndyGive!: How local Colorado Springs newsweeklies joined together to help 180 local non-profits raise \$9.6 million, and how your paper can bring the Give!-concept into your community.

Revenue Enhancement

Working with Ad Agencies: A Panel

Room: Carson

Moderated by C. Lee Smith

Listen in and ask questions of some local ad agencies, how they operate, how best to work with them, how they can work with you and ways you can work together to help each other and clients.

Panelists currently include: Sara Lennon and Erin Moeller of Vladimir Jones, and Andrea Tompkins of Warehouse 21.

3:45 p.m.

Job Fair 3:45-5:30

Room: Heritage Rooms E, F

Interview with some Colorado's best news media organizations. It's a chance for CPA media publications to meet with students, freelancers and job seekers to review their resumes and clips for a chance to earn internships, jobs or freelance work.

Sponsored by CSU's Department of Journalism & Media Communications.

5 p.m.

Cocktail hour

Hosted by the Associated Press

Come and grab a complimentary drink, eat some appetizers and socialize after an educational day of sessions. You do not need to part of the Associate Press to attend. AP will be handing out its annual awards as well.

6 p.m.

Dinner on your own

The Antlers Hotel is close to a variety of restaurants, bars and grills and fine dining. But be back by 8 for the social event.

8 p.m.

Friday night social

Comedian Sam Adams and the 2nd Annual Lip Sync Battle

Room: Heritage Ballroom

Join us for a night of laughs, entertainment and a time to relax with your fellow attendees. Sam Adams — a former Denver Post and Rocky Mountain News sports reporter and columnist turned comedian — is scheduled to perform. After his set, the Second Annual Lip Sync Battle will kick off. Local sponsor The Gazette is providing the first \$1,000 of drinks.

Sponsored by The Colorado Springs Gazette.

Saturday, April 14

8:30 a.m.

Opening keynote

Where We've Been, Where We Are, Where We're Headed

Room: Heritage Ballroom

Gordon Borrell

The last two decades of change have forged an entirely new media landscape. Join us for this fast-paced keynote with media analyst Gordon Borrell, who will lay out the milestones, offer his analysis, and give us a glimpse of the path ahead for those who stubbornly intend to survive the next two decades.

9:45 a.m.

Keynote follow-up

The Path(s) Ahead for Newspaper Companies

Room: Room: Fremont

Gordon Borrell

Is there really one clear path for newspapers? This follow-up session from this morning's keynote features a lively discussion about three distinctly different paths that newspaper companies are taking. What are the advantages and pitfalls of each, and what does their Kingdom of Oz look like? Moderated by Gordon Borrell.

Editorial

His Heart, Her Hands

Room: Room: Heritage A, B

Tom Hallman and Therese Bottomly

Are editors from Mars, reporters from Venus? Or can we all get along, even as we're working in the fast pace of most newsroom? This session will help writers and editors with strategies for producing the best reporting and writing, building on each other's strengths. We'll share 10 things reporters wish editors knew and vice versa and walk through Tom Hallman Jr.'s narrative "His Heart, Her Hands" to give real world examples of what works.

Revenue Enhancement

In Media Sales, "Yes" Starts With KNOW

Room: Carson

C. Lee Smith

If you or your sales staff is having trouble closing, it's because they don't do discovery properly. In this session you'll learn the ten most vital things your reps need to know about before calling on a prospect or current client.

11 a.m.

Hall of Fame Lunch and Keynote

Room: Heritage Ballroom

Hall of Fame Lunch

The Colorado Press Association will honor Morley Ballantine, Garrett Ray and Randy Bangert as part of the second annual Hall of Fame ceremony.

Keynote: The Way Forward in Local

Jim Brady

Local media is in peril. Business models are under siege, which has led to huge reductions to newsroom staff, capabilities and morale. To find a sustainable path forward, local media must rebuild the relationships with its readers, and make them the center of their revenue models going forward.

1:30 p.m.

Editorial

Covering Politics in the Era of Fake News

Room: Heritage A

Joey Bunch

From town halls to the White House, the credibility of political reporting is under the public's microscope. Honest mistakes and tough but fair reporting become sinister conspiracies in the time it takes to send a tweet. We'll discuss how we stem the deluge of skepticism with a steady stream of personal and professional integrity. We'll discuss how our readers could more accurately see local political news through the lens of state and national politics, and we'll discuss ideas on doing that daily on every story, not just the big ones.

Digital

Google News Lab Fundamentals: Taking Search to the Next Level

Room: Heritage B

Jordan Wirfs-Brock

In this hands-on workshop, you'll get an overview of how Google's tools can help you research stories, fact-check and find what's trending. Step up your search game with advanced search techniques and reverse image search. Learn how to leverage search data to mine for story ideas. After this session, you'll be fully covered on how to fully uncover things.

Revenue Enhancement

Social Media Monetization for Media Companies

Room: Carson

Shannon Kinney

This presentation will go over strategies to monetize all social media platforms including sponsored content, selling digital marketing services including social media management, advertising and video, and how to help your clients navigate the new Facebook algorithm.

Graphics and design

Writing for Non-Readers

Room: Learning Center

Tim Harrower

Are readers bored by all those dull 15-inch stories? Unfortunately, yes. Here's how to make your paper or website more engaging and reader-friendly by rethinking and repackaging news and features into useful, interactive sidebars, fact boxes, checklists and other innovative chunks. And we'll show how writers, editors, photographers and designers can collaborate more effectively.

2:45 p.m.

Editorial

The Art of the Interview: Asking the Questions that Count

Room: Heritage A

Frank Sesno

Too often in their careers, journalists must hone their interviewing skills on the fly, but with proper technique, one can learn there is both an art and science to good interviewing. The combination of a disciplined approach and active listening will lead to more information, greater insight and better relationships with your sources. Frank Sesno has practiced the art of the interview all of his life and will dissect the process in this engaging and interactive conversation.

The first 40 attendees will get a copy of Sesno's new book: Ask More: The Power of Questions to Open Door, Uncover Solutions, and Spark Change

Digital

Immersive Storytelling with Google's Mapping Tools

Room: Heritage B

Jordan Wirfs-Brock

Every story happens somewhere. In this hands-on session, explore a range of mapping tools for media, including Google Maps, Google My Maps, Google Earth Pro and Street View. Get inspired by examples of how these tools have been used by journalists and try your hand at making your own flyovers, time-lapse maps, 360 images and more.

Revenue Enhancement

Print has Left the Station?

Room: Fremont

Aaron Kotarek

Not so fast folks. Aaron Kotarek will discuss how Oahu Publications has bucked the national trend over the past 5 years to grow overall print volumes through a diversified product portfolio approach using print centric strategies and tactics. Aaron will also outline in detail Honolulu's Subscription Revenue Optimization Strategy & Tactics which has yielded profitable and tangible results. Some highlights to include the Volume vs. Value Proposition, Econometric Pricing Models, Utilizing Data & Analytics to Make Sound Pricing Decisions, Payment Deviation Initiatives, and Analyzing Your Subscribers Payment Path.

Community Engagement

Room: Carson

Shannon Kinney

Facebook for Media Companies

This presentation will discuss the size and scope of Facebook worldwide and the strategies to use to capture audience and some revenue opportunity on your own channels. We will also cover the Facebook algorithm changes, how they affect you and what actions you should take.

Graphics and design

7 Tips for Futurizing Your Packaging and Designing (Session goes until 5)

Room: Learning Center

Tim Harrower

When it comes to writing stories and designing pages, we all keep making the same mistakes. With hundreds of examples from print and the web, this session provides a wide-ranging list of do's and don'ts, from fonts to photos, infographs and grids.

4 p.m.

Editorial

Session continued from 2:45:

The Art of the Interview: Asking the Questions that Count

Room: Heritage A

Frank Sesno

Revenue Enhancement

Session continued from 2:45:

Print has left the station?

Room: Fremonth

Aaron Kotarek

Community Engagement

Make It and Take It: Engagement Strategy Workshop

Room: Carson

Erica Smith

Are you eager to start a project? Whether it's a newsletter, social media group or experiment, a beat, podcast or something totally different, this workshop takes you through the steps of building a plan to reach the audience you want. You'll walk in with an idea and walk out with a written engagement plan, ready to make that idea real.

Graphics and design

Session continued from 2:45:

7 Tips for Futurizing Your Packaging and Designing

Room: Learning Center

Tim Harrower

Awards dinner and presentation

5 p.m. Cocktail Hour

6 p.m. Dinner and Awards

Come celebrate the great work of the industry, and see who won the CPA newspaper awards, major awards and the coveted Best of Show award.

Sponsored by The Interactive News.