

NMPA Agenda

Oct. 25-26, 2019 | Marriott Albuquerque, 2101 Louisiana Blvd. NE

FRIDAY Oct. 25, 2019

9:00-11:00 a.m.	New Mexico Press Association Board of Directors meeting Santa Fe room		
1-1:30 p.m.	REGISTRATION – Foyer		
1:30-1:40 p.m.	WELCOME/introductions – Salon F		
	RED track – Salon F	YELLOW track – Salon G-H	GREEN NMPA track – Salon I-J
1:40-2:55 p.m.	Driving daily enterprise coverage with documents and data: A session that challenges professional and student journalists to dig deeper, deliver more accountability and bring an enterprising/investigative mindset to their work. Training will include examples of using records, documents, data and experiments to bring more impactful reporting. No matter what the size of your team, your journalism can go deeper. Aaron Mendelson	Creating data visualizations to tell better stories: Use data visualization and graphics to tell better stories. Discover free and easy-to-use tools to produce informational graphics with impact, such as maps and charts. Bring your laptop for the exercises. Dana Amihere	The value of newspaper audience: In this presentation, the presenter will share the results of a research project highlighting the benefits and powerful advantages of advertising in print and digital news media, the News Advertising Panorama. The report includes compelling research and statistics from a wide range of sources, including Nielsen Scarborough, ComScore, Kantar Media and more, painting a comprehensive picture of the value of the newspaper audience. In this presentation Rebecca Frank will discuss how it can help publishers better understand their audience to be more effective in reaching their goals. Rebecca Frank
2:55-3:10 p.m.	BREAK		
3:10-4:25 p.m.	Creating data visualizations to tell better stories: Use data visualization and graphics to tell better stories. Discover free and easy-to-use tools to produce informational graphics with impact, such as maps and charts. Bring your laptop for the exercises. Dana Amihere	Driving daily enterprise coverage with documents and data: A session that challenges professional and student journalists to dig deeper, deliver more accountability and bring an enterprising/investigative mindset to their work. Training will include examples of using records, documents, data and experiments to bring more impactful reporting. No matter what the size of your team, your journalism can go deeper. Aaron Mendelson	Events tied to content: There are many details to consider when creating a community event that a lot of times are not thought of until after an event. We will be sharing what we have learned over the years with details that are important to setting up and launching a successful event tied to special sections. When done right, these events create new revenue, help to elevate your newspaper and it's standing in the community while building better relationships with local business. Wayne Barnard
5:-8 p.m.	Wine Tasting with New Mexico Wine Growers Association – Cimarron-Las Cruces Room		

SATURDAY, Oct. 26, 2019

8:30-9 a.m	REGISTRATION/continental breakfast – Foyer		
	RED track – Salon F	YELLOW track – Salon G-H	GREEN NMPA track – Salon I-J
9-10:15 a.m.	Promoting ethics, trust and transparency in your daily work: Audience trust of media is at low ebb. How do you live and show your ethics? How does your audience know your journalistic purpose in a story they find negative or in which they have a stake? We'll talk about ethics in the new light of audience expectations. Summer Moore	Getting your story read: maximizing social media for branding and audience engagement: If you're wondering whether what you're doing on social is working, this session is for you. Social media is a prime driver of journalism discovery and consumption. Learn to use analytics to pay attention to your audience, and construct a personal brand and content strategy that take into account what audience members both want and need to know. P. Kim Bui	Creating Special Sections and Promotions of Substance: Working in a small market can be a daunting challenge in today's world. With readership and advertising revenues declining, what can you as the owner/manager and/or advertising director do to keep your newspaper financially successful? Wanda Moeller will present you with 50-plus ideas and suggestions that may help you gain additional revenues and goodwill in your local market. Wanda Moeller
10:15-10:30 a.m.	BREAK		
10:30-11:45 a.m.	Getting your story read: maximizing social media for branding and audience engagement: If you're wondering whether what you're doing on social is working, this session is for you. Social media is a prime driver of journalism discovery and consumption. Learn to use analytics to pay attention to your audience, and construct a personal brand and content strategy that take into account what audience members both want and need to know. P. Kim Bui	Promoting ethics, trust and transparency in your daily work: Audience trust of media is at low ebb. How do you live and show your ethics? How does your audience know your journalistic purpose in a story they find negative or in which they have a stake? We'll talk about ethics in the new light of audience expectations. Summer Moore	New Mexico Foundation for Open Government: Join Greg Williams, the former president of the New Mexico Foundation for Open Government, and FOG Executive Director Melanie Majors as they take a look at issues of transparency, open government and ethics in New Mexico. Hear how FOG is leading the charge on important IPRA and OMA development. Learn about recent NM Court of Appeals rulings. Listen as they discuss how FOG members are working every day to protect your right to know. In addition, you'll be provided with tips and techniques to ensure compliance with your IPRA requests and the latest news about the Open Meetings Act. Greg Williams, Melanie J. Majors
11:45 a.m.- 1 p.m.	New Mexico Press Association Hall of Fame Lunch Honoring Dr. J. Sean McCleneghan and High School Journalism Workshop Presentation Salon E News Train LUNCH – Cimarron-Las Cruces Room		

1-2:15 p.m.	Mobile newsgathering, better storytelling with your smartphone: A smartphone, stocked with the right apps, is a powerful multimedia reporting and storytelling tool. This session teaches how to use your phone to shoot photos, record interviews, dictate stories, create on-the-go images with text for social media (or use Facebook Live) – and get it all to editors and readers as quickly and cleanly as possible. Jean Hodges	Turbocharge your reporting using online tools: Turbocharge your journalism by employing online tools and resources for better and faster backgrounding of people and organizations. Social media can be used as powerful reporting tools, whether you're facing a big breaking news story or an enterprise project. This session explains how to use social media platforms and complementary websites to locate diverse expert and “real people” sources, listen to your community and identify news stories, verify user-generated content, crowdsource using Google Forms and call-outs, and create a social dossier on a person in the news. P. Kim Bui	A Strategies for Dealing with Disruption: The newspaper industry is in the throes of disruption, as the tried-and-true business model becomes less profitable with the advance of technology, the rise of social media, the lifestyles of a new generation and the proliferation of media options. The virtuous cycle of high-quality journalism attracting high-quality subscribers benefitting high-quality advertisers has been broken, and local communities — many of which are becoming “news deserts” — are left to pick up the pieces. Our industry is not exempt from creative destruction as it supplants the old with the new, the outdated with the novel and the stale with the fresh. One way of understanding the fundamental calling of corporate leadership is to embrace being “creative” to avoid “destruction.” But that's easier said than done. Steve McKee will help us understand how to transcend old, limited paradigms and reassess what the marketplace really needs from us — and how to get there. Steve McKee
2:15-2:30 p.m.	BREAK		
2:30-3:45 p.m.	Turbocharge your reporting using online tools: Turbocharge your journalism by employing online tools and resources for better and faster backgrounding of people and organizations. Social media can be used as powerful reporting tools, whether you're facing a big breaking news story or an enterprise project. This session explains how to use social media platforms and complementary websites to locate diverse expert and “real people” sources, listen to your community and identify news stories, verify user-generated content, crowdsource using Google Forms and call-outs, and create a social dossier on a person in the news. P. Kim Bui	Mobile newsgathering, better storytelling with your smartphone: A smartphone, stocked with the right apps, is a powerful multimedia reporting and storytelling tool. This session teaches how to use your phone to shoot photos, record interviews, dictate stories, create on-the-go images with text for social media (or use Facebook Live) – and get it all to editors and readers as quickly and cleanly as possible. Jean Hodges	General Membership Meeting: Founded in 1901, the New Mexico Press Association is the industry representative for member newspapers throughout the state. As the leading advocate, the association is on the front when it comes to defending and protecting issues important to not only the industry, but for anyone who supports transparency in government. Every fall, association members gather for their annual convention, which includes professional development workshops, guest speakers and the award ceremony for the annual Better Newspaper Contest. Leota Harriman
3:45-4 p.m.	BREAK		
4-5:15 p.m.	Paradigm shifts in New Mexico Journalism: Myriad resources are available when news organizations and others join forces. A shift is coming in New Mexico journalism. Learn how to coordinate with other newsrooms and work with other entities to create more powerful journalism. Explore alternative funding and different ways to engage audience members. Hear about successful models and bring your project ideas to flesh out. Michael Marcotte and Sarah Gustavus in Salon F		NMPA Board Meeting. The New Mexico Press Association exists to improve the quality of member newspapers, encourage high journalistic standards, promote journalism education and will seek to protect the rights of Free Speech for its members as guaranteed by the Constitution of the United States of America. Clara Garcia
5:15-5:25 p.m.	WRAP-UP – Salon F		
5 – 6 p.m.	Networking with Vendors		
6 p.m.	Reception		
7 p.m.	New Mexico Press Association Annual Awards Banquet		
8:30 p.m.	After Banquet Celebration		