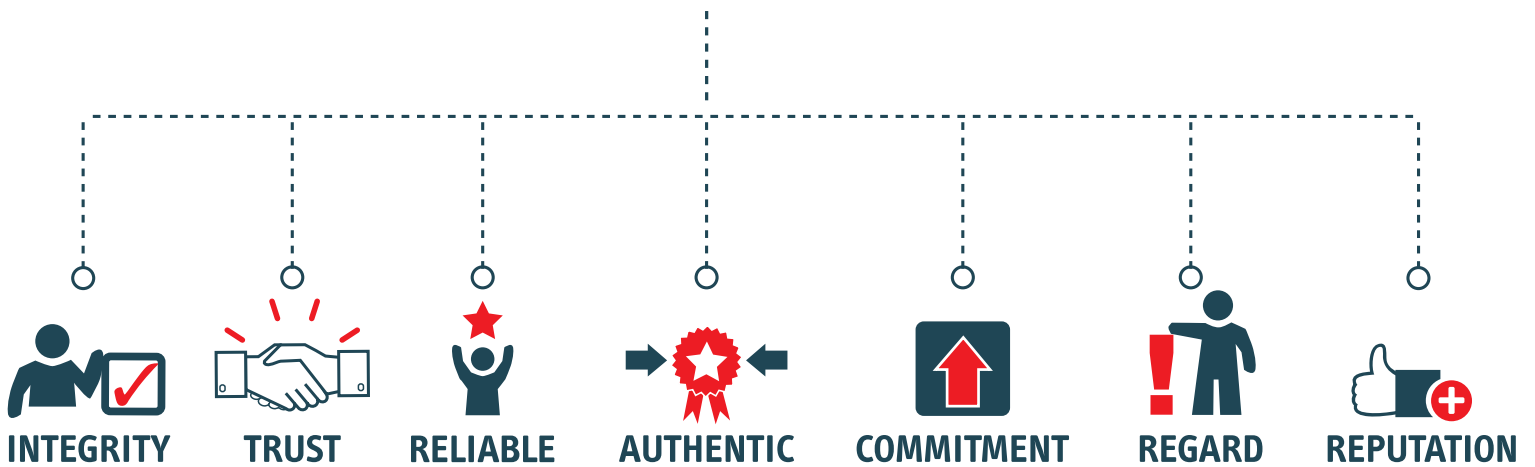


OKLAHOMA PRESS ASSOCIATION
CONVENTION

REAL NEWSPAPERS



REAL NEWS

JUNE 7-8, 2019
GRAND CASINO HOTEL & RESORT
SHAWNEE, OKLAHOMA

OPA CONVENTION AGENDA

FRIDAY, JUNE 7

10:00 A.M.

OPA/OPS BOARD MEETING

11:00 A.M.

REGISTRATION OPENS

1:30 P.M.

Q&A WITH GOVERNOR STITT

Oklahoma Governor Kevin Stitt has been invited to speak to members of the Oklahoma Press Association.

2:45 P.M.

ICE CREAM SOCIAL

Sponsored by the Chickasaw Nation

3:30 P.M.

OPA BUSINESS MEETING

4:00 P.M.

REFRESHMENT BREAK

Sponsored by Hilliary Communications

4:15 P.M.

SPEED TOPICS

Join in on these informal sessions to discuss technology, circulation, advertising, editorial and social media.

5:30 P.M.

BREAK

6:00 P.M.

VENDOR RECEPTION

Chat with vendors at a cocktail reception and learn about the products and services they offer.

Sponsored by NTVB Media

7:00 P.M.

DINNER WITH KEYNOTE SPEAKER MIKE BOETTCHER

Veteran network news correspondent Mike Boettcher has been recognized with journalism's top awards for his coverage of events that shaped the world since 1980. He is recognized as one of the world's most experienced foreign correspondents, covering wars and revolutions in every part of the globe. He left NBC News in 2008 to pursue the No Ignoring project – the only entity embedded full time with U.S. troops fighting in Iraq and Afghanistan. As part of the project, he lectured weekly, via satellite, from Iraq to the University of Oklahoma's groundbreaking War and Media class.

Sponsored by OIGA

9:00 P.M.

HOSPITALITY HOUR

Sponsored by AT&T

SATURDAY, JUNE 8

8:30 A.M.

BLOOPER BREAKFAST

Great laughs and buffet breakfast to get your morning started!

Sponsored by OERB

9:30 A.M.

BREAK

10:00 A.M.

CONGRESSIONAL Q&A

Oklahoma's congressmen — Sen. Jim Inhofe; Sen. James Lankford; Rep. Tom Cole, Rep. Kevin Hern; Rep. Kendra Horn; Rep. Frank Lucas and Rep. Markwayne Mullin — are invited to attend.

11:30 A.M.

BREAK

12:00 P.M.

AWARDS LUNCHEON

Presentation of: ONF Beachy Musselman Award, Quarter Century Club inductions, ONG Column and Editorial Sweepstakes Awards, OGE Photo of the Year Awards, ONF Joseph H. Edwards Outdoor Writer of the Year Award, and Ray Lokey Memorial Award for Excellence in Reporting.

Sponsored by Citizen Potawatomi Nation

1:30 P.M.

BREAK

2:00 P.M.

NINE SESSIONS FROM 2 TO 5:30 PM. SEE TABLE ON FOLLOWING PAGE FOR DESCRIPTION OF SESSIONS.

6:00 P.M.

AWARDS RECEPTION

Sponsored by AEP/PSO

7:00 P.M.

AWARDS BANQUET

Presentation of Milt Phillips Award and Better Newspaper Contest Awards.

9:00 P.M.

HOSPITALITY HOUR

All attendees are invited to the Hospitality Hour following the Awards Banquet at the Grand Event Center Balcony.

Sponsored by eType Services

CONVENTION ADJOURNS

SATURDAY AFTERNOON CONCURRENT SESSIONS

2:00 P.M.

CAMERA TIPS

Presented by Ed Bolt

Shawnee photographer Ed Bolt will share tips on camera basics to help you get the best possible photos at your shooting locations. He will touch on controlling the camera so you make the most of lighting and teach an understanding of your camera's capabilities. Bolt will also talk about how you can push your camera to perform better than you may realize.

HOW TO SELL DIGITAL ADS

Presented by Thad Swiderski

Newspapers find it difficult to transition advertisers to their digital products. Learn the steps necessary to position yourself to sell your audience – not your paper. This session will focus on how to redesign a rate card to include digital. It will also cover how to approach advertisers, and perfect the "pitch." This is a fast paced, hands-on session that uses the participants' newspapers as examples for the pitch.

EVOLVING BUSINESS MODELS

*Presented by Bill Masterson,
BH Media Group, and*

Brett Wesner, Wesner Publications

The newspaper industry needs to step away from traditional business models and look at new strategies. Digital revenue is not replacing the loss of print dollars so how does your business compensate? Masterson and Wesner will discuss ways newspapers can reinvent themselves and adapt to new demands and opportunities.

3:15 P.M.

BASIC DRONE RULES & PHOTO/VIDEO SUGGESTIONS

Presented by Ed Bolt

Shawnee photographer and FAA licensed drone pilot Ed Bolt will cover the basic rules for using a drone to produce photos and videos legally and safely in a commercial setting.

BE VERSATILE. FINDING WHAT ADVERTISERS WILL BUY TODAY

Presented by Mark Millsap

Don't miss this session to gather revenue-generating ideas, projects and programs that you can use at your newspaper tomorrow.

FEATURING THE STORYTELLER: GENERATING STORY IDEAS EVERY DAY

Presented by Holly Easttom

Looming deadlines often detract from the main joy of the job: telling a story. So how can you navigate the constant pressure of the pitch with the innate desire to report and write well? Get away from your desk and interact with the community. This session will look at other ways to generate feature story ideas. It will re-introduce the idea that conversation and curiosity serve as the foundation of journalism, and everyone is a potential feature.

4:30 P.M.

HOW TO GET THE RECORDS THEY WON'T GIVE YOU

Presented by Joey Senat

Is local government stonewalling your requests for documents? Are the city council and county commission agendas incomprehensible? Arm yourself in the battle to open government by learning what Oklahoma's Open Records and Meeting acts require and prohibit. Learn strategies for responding to delays and denials, as well as what open meeting violations to look for.

INCREASE SALES NOW!

Presented by Carol Grubbe

Newspapers were built on informing their communities. Communication is a KEY element! Every day your sales people are sitting in front of local businesses, your reporters are gathering news from various sources and your internal departments are trying to effectively communicate with each other. Carol Grubbe will teach you a simple and easy way to understand basic communication patterns by asking TWO questions that will change EVERYTHING! The results will be priceless.

HOW TO ATTRACT AND RETAIN RECENT COLLEGE GRADS

Presented by Holly Easttom, OBU;

Seth Prince, OU; and John Helsley, OSU

In this panel discussion, newspaper advisers from Oklahoma Baptist University, Oklahoma State University and the University of Oklahoma will discuss how papers can tap into their talent pool and recruit recent college graduates.

HOTEL INFORMATION

GRAND CASINO HOTEL & RESORT

777 Grand Casino Blvd., Shawnee, OK 74804

OPA GROUP RATE:

\$99 (King or Double Queen) or **\$159** (Suite)

ROOM RESERVATION DEADLINE: MAY 24

The room rate and availability is not guaranteed after this date.

RESERVE YOUR ROOM ONLINE:

WWW.GRANDRESORTOK.COM

(Click the "Book a Room" tab, enter information, then click advanced search options and enter 190606OKLA_001 to get the group rate.)

OR BY PHONE: 405-964-7777

(Group Code: OK Press Association)

Reservations must be guaranteed with a credit card, not a debit card.

REGISTER BY MAY 31

www.OkPress.com/convention

Registrations received after May 31 will be assessed a \$20 late fee.

CANCELLATION POLICY: Notice of cancellation must be received in writing. A full registration fee refund is authorized when cancellation notice is received by May 24, 2019. No-shows forfeit registration fee.

**QUESTIONS? Contact Christine Frank at
cfrank@okpress.com or call 405-499-0040.**

OKLAHOMA PRESS ASSOCIATION

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