

National Newspaper Association Foundation

139th Convention and Trade Show

Minneapolis, MN
DRAFT AGENDA – subject to change

Day	Date	Start	End	Event Type	Event	Room
WED	10/8					
		10:00 AM	4:30 PM	Workshop	Add On: Interlink User Group Workshop	Duluth
THURS	10/9					
		8:00 AM	NOON	Exhibits	Setup	Marquette Ballroom
		8:00 AM	6:00 PM	Registration	Registration Desk Open	Marquette Foyer (2 nd Floor)
		9:00 AM	10:00 AM	Meeting	NNA BOD Meeting	Duluth
		10:30 AM	11:30 AM	Meeting	NNAF BOD MEETING	Duluth
		11:30 AM	12:30 PM	Sessions	Breakout Session: Can podcasting work for your newsroom?	Marquette Ballroom
		12:40 PM	1:10 PM	Sessions	Flash Sessions 1-5	Marquette Ballroom
		1:30 PM	3:30 PM	Exhibits	Ice Cream Social in Trade Show	Marquette Ballroom
		3:30 PM	4:30 PM	Session	Solutions Start Here	Marquette Ballroom
		4:30 PM	6:00 PM	Exhibits	Trade Show Reception	Marquette Ballroom
		6:30 PM		BUS?	To Mall of America	Hotel Lobby TBD
		7:00	9:00 PM	Dinner	Extravaganza at Fair on 4th	TBD
FRI	10/10					
		6:00 AM	11:59 PM	OFFICE	Office/Storage	Director's Row 4 (3 rd floor)
		7:30 AM	3:00 AM	Registration	Registration Desk Open	Marquette Foyer
		8:00 AM	3:05 PM	Exhibits	Trade Show Open	Marquette Ballroom
		8:00 AM	9:30 AM	Session	Opening Ceremony with keynote	Marquette Ballroom
		9:45 AM	10:45 AM	Session	Libel Workshop with Walterry	Marquette Ballroom
		11:00 AM	11:35 AM	Exhibits	Break in the Trade Show	Marquette Ballroom
		11:40 AM	12:10 PM	Session	Flash Session #6-10	Marquette Ballroom
		12:15 PM	1:45 PM	Break	Lunch with Exhibitors	Marquette Ballroom
		1:50 PM	2:55 PM	Session	Breakout Session: Make A Media Kit That Sells	Marquette Ballroom
		3:00 PM	3:30 PM	Exhibits	Refreshments in the Trade Show/ Exhibitor Draw Prizes (75)	Marquette Ballroom
		3:30 PM	4:30 PM	Break	Breakout Session: Generative AI in Print Journalism: Promise and Pitfalls	DULUTH
		4:30 PM	5:30 PM	Session	Great Idea Exchange	DULUTH
		6:30 PM	7:00 PM	BAR	Bar opens early	Marquette Ballroom
		7:00 PM	9:00 PM	Dinner	Closing Dinner/Annual Meeting/Contest	Marquette Ballroom



Details of the 139th Annual Convention & Trade Show

Check back for regular updates

Wednesday, Oct. 8

SPECIAL PRE-CONVENTION WORKSHOP

10:30 a.m.-4:30 p.m. **Interlink User Workshop** *Brad Hill, CEO, Interlink, Berrien Springs, Michigan*

An exclusive workshop for Interlink Circulation Users! Join us a day before NNAF's 139th Annual Convention. Featured topics: Mail Entry and Network Changes, Smart Sampling™, Electronic Address Correction Notices, Annual Statement of Ownership, eDoc & USPS PostalOne!, one-on-one sessions and best practices, plus introduction of a new online service for subscribers.

Thursday, Oct. 9

11:30 a.m.-12:30 p.m. **Breakout Session: Can Podcasting Work for Your Newsroom?** *Kris Kerzman, Forum Communications Company, Fargo, North Dakota*

Podcasts are all the rage for sports talk and national political commentary, but can they help your newsroom deliver local and regional news? In this seminar, we'll go over some of the pros and cons of podcasting for a small newsroom and look at some low-risk strategies to get a podcast off the ground.

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12:40-1:10 p.m. **FLASH SESSIONS** Block #1

Flash sessions are quick bites on a topic. Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in: *Admin, Advertising, Circulation, Digital, and Editorial.*

3:30-4:30 p.m. **Solutions Start Here**

An exchange that provides three (3)-minute time slots for newspaper partners & exhibitors to share case-studies of newspapers utilizing their products and/or services to increase circulation and/or revenue.

4:30-6 p.m. **Trade Show Reception**

Welcome! We're a casual bunch; mingle, grab some appetizers and drinks, chat with newspaper partners around the Trade Show, and say *hello* to as many people as you can – the Foundation rewards friendliness with the Mr./Ms. X incentive of \$139!

6:30 p.m. **Transportation to Extravaganza**

7–9 p.m. **EXTRAVAGANZA at the Mall of America**

Since opening in 1992, the Mall of America has become a global leader in retail, entertainment, and attractions. More about the mall here: <https://mallofamerica.com/>



Friday, Oct. 10

8:30-9:30 a.m. **Opening Ceremony** Minnesota Governor Tim Walz (*invited*)

9:45-10:45 a.m. **Libel Workshop with Walterry Lieta Walker, Ballard Spahr of Minneapolis**

Dive into current legal pitfalls for publishers.

11:40 a.m.- 12:10 p.m. **FLASH SESSIONS** Block #2

Flash sessions are quick bites on a topic. Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in: *Admin, Advertising, Circulation, Digital, and Editorial.*

1:50-2:55 p.m. **Breakout Session: How to Sell Digital Advertising in 2025** Kenny Katzgrau, Broadstreet, Red Bank, New Jersey

This is the 2025 guide to direct digital sales. Street-level strategy to handle a digital sale and get a friction free close and a happy client, whatever their size. No ghosting while maximizing profit margin. Hosted by Kenny Katzgrau, Publisher of RedBankGreen.com and creator of Broadstreet.

3:30-4:30 p.m. **Breakout Session: Generative AI in Print Journalism: Promise and Pitfalls** *NNA Foundation Director Austin Lewter, instructor of journalism and broadcast, Tarleton State University of Stephenville, Texas*

We will explore the growing role of generative AI in print journalism — from content creation and workflow automation to ethical dilemmas and editorial risks. You will gain insight into how AI is reshaping newsroom practices, the challenges it presents to accuracy and accountability and strategies for responsible integration. This will be ideal for editors, reporters and any media professionals navigating the future of news.

4:30-5:30 p.m. **Great Idea Exchange** *Robert M. Williams Jr., director of creative resources, NNA, Blackshear, Georgia*

Results that pay off your event registration, members have said in past years. Led by longtime publisher and NNA Past President Robert M. Williams Jr. of Blackshear, Georgia, members will share their top advertising, circulation and good-will ideas that have succeeded for them — some projects are new and many are evergreen.

Session Leaders, A-Z

Darrell Davis

Darrell Davis is the Vice President of Creative Services for Metro Creative Graphics, Inc. With more than 30 years of experience in media and advertising, Darrell leads a team of art directors, designers and copywriters in producing creative content to help newspapers and their local advertisers thrive. Darrell attended Syracuse University and earned a BFA in Graphic Design at Binghamton University. He also studied at the School of Visual Arts in New York City, where he remains a resident and ardent observer of evolving design and advertising trends.

Brad Hill

Brad Hill is CEO at Interlink and one of NNA's representatives on USPS' Mailer's Technical Advisory Committee. Email: brad@ilsw.com

Kenny Katzgrau

Kenny Katzgrau is the Publisher of RedBankGreen and creator of Broadstreet, a company and ad manager that recently won the Local Media Association's Best R&D Partner. Once an engineer at Mozilla and Yahoo, he fell into publishing, learned to sell, and took up the torch of helping RedBankGreen, an 18-year-old hyperlocal news outlet, stand for 100 years. He's here to make sure other publishers stand for 100 years too — and the first step is taking marketing budgets back from Facebook and Google.

Kris Kerzman

Kris Kerzman is the digital editor/podcast network manager for The Forum of Fargo-Moorhead, North Dakota. As digital editor for InForum, Kris is focused on providing trustworthy information and compelling stories about the Fargo-Moorhead region through the InForum website and other online platforms. Kris has worked in social and digital media since the inception of the social internet, filling roles in marketing, public relations and non-profit journalism before coming to The Forum. He is drawn to quirky stories that speak to human creativity and perseverance. When he's not at work, Kris is a husband to a talented wife, a dad to two curious kids, a vinyl record collector, a middling music producer and a student of BBQ.

Austin Lewter

If he's not at his newspaper in Whitesboro, Texas, Austin Lewter might be teaching in a Tarleton State University classroom about 140 miles away in Stephenville. He could be visiting a newspaper publisher out in the Texas Panhandle on behalf of the Texas Center for Community Journalism, or at a meeting of the National Newspaper Association Foundation's board, to which he was elected early 2025.

Matt Paxton

Matt Paxton is NNA postal chair and a member of the Mailers Technical Advisory Committee for NNA, along with Brad Hill of Interlink and NNA's Lynne Lance. He is also the publisher of The News-Gazette in Lexington, Virginia.

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Lisa Pfeifer

Lisa Pfeifer is the co-founder of Fake Brains Software, based in Denver, Colorado, which has been streamlining industry processes for 35 years, supporting thousands of titles. With in-house development, training, and support, Lisa believes software is only as good as the service that stands behind it. She's passionate about the industry and helping publishers work efficiently with tools designed just for them.

Bill Ryker

William "Bill" Ryker is the sales director at Anygraaf USA in Allentown, Pennsylvania, specializing in business development professional specializing in traditional and new media strategies. Bill, a Moravian College alumnus, joined Anygraaf in 2007.

Lieta Walker

Leita Walker is a litigator and trial lawyer in Ballard Spahr's Media and Entertainment Law Group. She has nearly 20 years of experience defending speech in libel litigation, helping news organizations obtain access to governmental and judicial records, and helping journalists and whistleblowers navigate high-profile and politically polarizing situations, including demonstrations and other events that sometimes turn violent. Leita's First Amendment practice includes defending libel, privacy, and right of publicity claims in trial and appellate courts across the country; prepublication vetting of book manuscripts, news articles, TV scripts, podcasts, documentaries, and entertainment content; and advising clients on subpoenas and privilege issues, copyright law, and state and federal freedom of information laws. In addition to media organizations, Leita represents consumer brands that engage in speech through social media and sponsored influencers, as well as whistleblowers, counseling them on not only the defamation, privacy, and security risks that arise in coming forward but also on how to navigate the inevitable media inquiries that follow-on high-profile accusations against public figures.

Robert M. Williams Jr.

Leading the Great Idea Exchange is Robert M. Williams Jr., longtime community newspaper publisher from Blackshear, Georgia. He was NNA president in 2013-14 and is now acting as NNA director of creative resources, moderating the Great Idea Exchange – revenue ideas shared among NNA members. He is available for consultation on how to create more revenue, help you deal with inevitable newspaper issues or be a sympathetic ear for NNA members looking for an experienced publisher to listen. Email him at robert@nna.org or call at (912) 281-5438 from 10 a.m -3 p.m. ET, Monday-Friday.