






NAA Foundation Young Reader Seminar May 15-18, 2008

THURSDAY, MAY 15

- 8 A.M.-5 P.M.** REGISTRATION OPEN (Akimel 4)
- 9 A.M.-4 P.M.** **TEEN FELLOW WORKSHOP: THE 7.5 HABITS OF HIGHLY EFFECTIVE STUDENT JOURNALISTS** (Horse)
Richard Weiss, writing coach, St. Louis
Work on crafting clean, concise sentences and organizing copy, then move on to developing and researching story ideas. (teen fellows only)
- 9 A.M.-4 P.M.** **NIE PRE-SEMINAR: LET'S GET DIGITAL** (Akimel 3)
 *Jim Abbott*, vice president, NAA Foundation (moderator);
Donna Knoell, Ph.D., staff development trainer, Shawnee Mission, Kansas (special guest)
Hear from experts in the field how to implement a digital NIE program, even if your newspaper doesn't currently have an e-edition.
- NOON-1 P.M.** **NIE PRE-SEMINAR LUNCHEON** (Akimel Patio)
 (registered participants only)
- NOON-5 P.M.** EXHIBITS OPEN (Akimel 4)
- 1-4 P.M.** **YEA PRE-SEMINAR: ALTS ROCK** (Roadrunner)
 *Chris Courtney*, design director, RedEye, Chicago
One of the quickest ways to appeal to passive, uninterested readers is through the use of alternative story forms. See specific examples that work at the highest levels and hear from the minds behind the ideas.
- 6-8 P.M.** **OPENING RECEPTION** (Akimel Lawn)

FRIDAY, MAY 16

- 7 A.M.-4 P.M.** REGISTRATION OPEN (Akimel 4)
- 7:30 A.M.-5 P.M.** EXHIBITS OPEN (Akimel 4)
- 7:30-9 A.M.** CONTINENTAL BREAKFAST WITH THE EXHIBITORS (Akimel 4)
- 9-10:30 A.M.** **OPENING GENERAL SESSION** (Akimel 3)
 **Introduction and Welcome** – *Margaret Vassilikos*, senior vice president and treasurer, NAA Foundation
 **The Changing Business Model for Newspapers** – *Bruce Bradley*, chairman, NAA Foundation Board of Trustees; and president/publishing group, Landmark Communications Inc., Norfolk
Keynote – *Steve Benson*, editorial cartoonist, The Arizona Republic, Phoenix
Enjoy a quick-witted tour of the circus of U.S. politics through the words, anecdotes and art of one of the country's most hard-hitting cartoonists.

10:30-10:45 A.M. BREAK (Akimel 4)

10:45-11:45 A.M. BREAKOUT SESSIONS

 **CARE AND NURTURING OF SUCCESSFUL ADVISORY BOARDS** (Jackrabbit)

Diana Boschen, director of educational programs and partnerships, Daily News, New York, N.Y.

Advisory boards do not just evolve – they must be selected, nurtured and maintained. NIE newcomers can learn how to develop a mutually rewarding advisory board relationship.

 **FRAUD SCENE INVESTIGATOR** (Deer)

Justin Southern, communications director, West Virginia State Auditor's Office, Charleston

Economic education is included in many state standards. This new Web-based game, available free for your teachers, makes use of online news sources to help prevent securities fraud.

 **COACHING YOUNG WRITERS** (Scorpion)

Richard Weiss, writing coach, St. Louis

Discover how to build a writing team, coach top performances, enhance your personal leadership style, set and uphold ethical standards, resolve conflicts and facilitate cross-departmental cooperation.

NOON-1:30 P.M. **NIE CONTENT AWARDS LUNCHEON** (Akimel 3)



NOON-2 P.M. **YEA CONTENT AWARDS/LUNCHEON WITH THE TEEN FELLOWS** (Horse)



1:30-2 P.M. **DESSERT WITH THE EXHIBITORS** (Akimel 4)

Sponsored by Publishing Group of America

2:15-3:15 P.M. BREAKOUT SESSIONS

 **VOTE '08 AND THE ULTIMATE NIE WORKSHOP** (Jackrabbit)

Debby Carroll, co-owner/operator, Hot Topics/Hot Serials/Hot Apple PIE, Wyncote, Pa.

The 2008 election comes with a rare opportunity to provide a great workshop for teachers. Learn techniques and tricks suitable for any NIE workshop.

 **TEACHER-TO-TEACHER MARKETING** (Deer)

Cindy Piller, educational services manager, Times-Call, Longmont, Colo.

Discover how one program has recruited teachers who are using NIE to market the program to other teachers. You can help your best teachers become your voice in the schools.

 **IN SEARCH OF: TEEN JOURNALISTS** (Scorpion)

Vicki McCash Brennan, Teenlink managing editor, South Florida Sun-Sentinel, Fort Lauderdale

You know they are out there: bright, responsible teens who want their voices heard. But how do you find them? Learn how to reach teens and recruit them to your staff.

3:15-4:15 P.M. BREAKOUT SESSIONS

nie **MARKETING TO MOM** (Jackrabbit)
yea *Vicki Whiting, president, editor and founder, Kid Scoop, Sonoma, Calif.*

Find out what mothers are looking for in newspapers, how your program can serve them and how you can cultivate their brand loyalty.

nie **MR. DOGWOOD GOES TO WASHINGTON** (Deer)
Kriss Johnson, NIE manager, Lexington (Ky.) Herald-Leader

What do you get when you combine a civic literacy-themed serial story, two dogs, an NIE sponsor and a podcast? You'll find out in this session, which offers all the details about this project – and a chance to hear the first-ever newspaper podcast of a serial story read by a dog.

yea **THEIR CHEATIN' HEARTS** (Scorpion)
John D'Anna, metro editor, The Arizona Republic, Phoenix
 Learn how to deal with plagiarism and other ethical dilemmas in this interactive session.

4:15-5:15 P.M. BREAKOUT SESSIONS

nie **A CONVERSATION WITH DAD** (Jackrabbit)
Jim Abbott, vice president, NAA Foundation
 Learn about the services offered by the NAA Foundation and ask any questions you want.

yea **THAT DOG WON'T HUNT** (Deer)
Sandy Woodcock, director, NAA Foundation; and Marina Hendricks, editor, NAA Foundation
 This roundtable starts with a "show and tell" presentation of top efforts from the past year. We'll use that as a springboard to discuss changes in teen sections, alternative delivery methods and other issues.

4:30 P.M. **FIRST SHUTTLE TO RAWHIDE WESTERN TOWN & STEAKHOUSE**

5-10 P.M. **SHUTTLES LOOP BETWEEN THE HOTEL AND RAWHIDE**

5:30-10 P.M. **AN EVENING WITH THE ARIZONA REPUBLIC** (Rawhide Western Town & Steakhouse)
 Sample the true flavor of the West, courtesy of our host newspaper. After the shuttle drops you off at "Wagon Circle," go back in time to Rawhide Western Town, where shops and attractions bring back the 1880s. Or, hop on the hay wagon and proceed straight to the site of our reception and cookout. After you eat, boot, scoot 'n boogie to the music of a live band and hang out by the bonfire.

SATURDAY, MAY 17

7 A.M.-5 P.M. **REGISTRATION OPEN** (Akimel 4)

7:30 A.M.-5 P.M. **EXHIBITS OPEN** (Akimel 4)

7:30-9 A.M. **CONTINENTAL BREAKFAST WITH THE EXHIBITORS** (Akimel 4)
Sponsored by NIEOnline

9-10:30 A.M. **GENERAL SESSION: THE LATEST RESEARCH** (Akimel 3)

nie *Jim Abbott, vice president, NAA Foundation; and*
yea *Jack Dvorak, professor of journalism, Indiana University, Bloomington*

Hear the results of the NAA Foundation's latest research studies. "Lifelong Readers: Driving Civic Engagement" shows that teens who use newspapers for schoolwork and read newspaper content for teens are more likely to volunteer, vote and engage in civic expression as adults. "High School Journalism Matters" looks at the link between scholastic journalism and student achievement. Both studies provide strong reasons for newspapers to support NIE and YEA programs.

10:30-10:45 A.M. **BREAK** (Akimel 4)

10:45-11:45 A.M. **BREAKOUT SESSIONS**

nie **BRIDGING THE GAP BETWEEN PRINT AND E-EDITIONS** (Jackrabbit)
Emilia Pastina, national sales representative, Hollister Kids, Wynnewood, Pa.; and Andrew Nicholson, NIE consultant, Canadian NIE Association, Toronto

Beginning a digital NIE program is exciting. But is it best to continue offering the print edition, or to focus solely on the e-edition? This session can help you answer that question, as well as others involving digital NIE.

nie **SURVIVING THE OFFICE AND GETTING YOUR BUSINESS SENSE** (Deer)
Cynthia Forster, manager of education services, The Record, Hackensack, N.J.

Doing workshops and getting school newspaper orders are actually just part of the NIE job. This session is designed to clue managers and coordinators alike into the world of budgets, deadlines and keeping your head above water in your department as well as the company at large.

yea **FACE TIME: ENGAGING TEEN READERS** (Scorpion)
Stacie Jones, Voices editor, Reading (Pa.) Eagle

What can a print section learn from social networking and other online strategies? Hear about some special projects and regular features used by teen sections to engage young readers.

NOTE:

NIE and YEA designations are suggestions only. All attendees are welcome to attend all sessions.

NOON-1 P.M. LUNCHEON (Akimel 3)

1-1:30 P.M. SHARE FAIR (Akimel 4)



Bring 100 examples of your best and brightest ideas, promotional items, fliers, newsletters and more to share with your fellow attendees. Help yourself to anything you think might be beneficial to your program.

1:30-1:45 P.M. BREAK

1:45-2:45 P.M. BREAKOUT SESSIONS



THE NEWSPAPER AND STATE LEARNING STANDARDS (Jackrabbit)

Dawn Kitchell, state NIE director, Missouri Press Association, Marthasville

Discover how to create easy-to-use content and how to promote your newspaper to teachers as a research-proven tool for raising standardized test scores and meeting state-mandated learning objectives.



YOU ARE YOUR FIRST CUSTOMER OF THE DAY (Deer)

Mary Miller, education services director, New York Newspaper Publishers Association, Albany

While we're busy being clerks, teachers, editors, fundraisers, baby-sitters and customer-service representatives and working on "other duties as assigned," we're likely to forget about ourselves. Find out how to work efficiently by treating yourself right.



YOURHUB/NEXTGEN: COMMUNITY JOURNALISM FOR YOUTH (Scorpion)

Jill Armstrong, youth content editor/Webmaster, Denver Newspaper Agency

Denver Newspaper Agency has built a kid-friendly, Web-safe community journalism site for the under-14 set. Find out how to comply with the Children's Online Privacy Act and learn how to start training the next generation of journalists and in-depth newspaper users.

2:45-3:45 P.M. BREAKOUT SESSIONS



WHAT'S MY LINE? IMPROVING SPONSORSHIP PRESENTATIONS (Jackrabbit)

Emilia Pastina, national sales representative, Hollister Kids, Wynnwood, Pa.

You know the benefits your NIE program provides to teachers, students, parents and the community. But how do you relay that to a potential sponsor? Learn ideas from your peers and take part in mock sponsorship presentations.



YOUTH ADVISORY BOARDS: CATCH 21 (Deer)

Jonathan Clayton, youth readership specialist, The Record, Kitchner, Ontario

This session focuses on using a youth advisory board (like the Catch 21 group at The Record), the hurdles newspapers face in integrating online media (MySpace, Facebook, blogging, etc.) and some of the great things that can be done online with those services.



WALKING THE TIGHTROPE (Scorpion)

Wendy Zang, director, McClatchy-Tribune Special Sections, MCT Campus and Syndication, Sewickley, Pa.

Using her journey from working nights to days to a flex schedule and finally to full-time telecommuting as a springboard, this mother of two offers real-life solutions, details on what makes a family-friendly workplace, tips on pitching creative work arrangements to the boss, and advice on attendees' current situations and needs.

3:45-4 P.M. BREAK

4-5 P.M. GENERAL SESSION: STRAIGHT FROM THE SOURCE



(Akimel 3)

Guy Coviello, assistant managing editor, Tribune Chronicle, Warren, Ohio; and *Becky Fleenor*, school and marketing coordinator, Love in a Big World, Nashville (moderators)

The Young Reader Seminar Teen Fellows share their thoughts on what youth sections, NIE programs and newspapers as a whole can do better to draw them and their peers.

6:30-7:30 P.M. RECEPTION (Akimel Foyer)

7:30-9:30 P.M. PROGRAM EXCELLENCE BANQUET (Akimel 3)

10 P.M.-1 A.M. HOSPITALITY SUITE (Coyote/Buzzard/Eagle)

Sponsored by Hot Topics/Hot Serials

 **SUNDAY, MAY 18**

9-10 A.M. BUFFET BREAKFAST (Coyote/Buzzard/Eagle)

10-11:15 A.M. GENERAL SESSION: THE LATEST FROM ABC (Akimel 3)



Chad Jaennette, manager of publisher relations, Audit Bureau of Circulations, Schaumburg, Ill.

Learn the latest information about ABC regulations. This session covers the basics as well as new programs, including delivery of e-editions.

11:15 A.M.-12:15 P.M. GENERAL SESSION: REMEMBRANCE OF THINGS PAST (Akimel 3)



Jim Abbott, vice president, NAA Foundation

The "Dad" of NIE provides a history of newspapers, reflections on his 10 years with the NAA Foundation and predictions for the future.

12:15-1:30 P.M. CLOSING LUNCHEON (Coyote/Buzzard/Eagle)