

Friday, April 7, 2017

* Friday 3:45pm - 5:00pm – Editors Roundtable (in the separate Administration Bldg.)

	NEWSROOM	PUBLISHERS	ADVERTISING	TECHNOLOGY	DESIGN			
8:00am - 9:00am Opening Continental Breakfast in Tradeshow Area								
9:00am - 10:30am	Fair Trial, Free Press and Legal Issues — Will Trump Change Media Law? <i>George Freeman</i> PUTNAM TAVERN	Documents and Data State of Mind <i>Doug Haddix</i> GARDEN ROOM	Integrating Snapchat & Instagram Into Your Newsroom <i>Penny Riordan</i> ESTATE ROOM	Artful Engagement is the Gold Standard <i>Rebecca Capparelli</i> RED ROOM	Opportunity With Facebook <i>Shannon Kinney</i> ARCHES	Qualifying to Increase Sales <i>Diane Ciotta</i> HATHORNE	Take Control of Your Files with Adobe Bridge, Before They Control You <i>Russell Viers</i> BLUE ROOM	Creating High Impact Digital Ads <i>David Fowler</i> SUN ROOM
10:30am - 10:45am Coffee Break								
10:45am - 12:00pm	Graphics for Word People <i>Charles Apple</i> PUTNAM TAVERN	Web for Watchdogs <i>Doug Haddix</i> GARDEN ROOM	Empower Your Team to Make Great Video in Seconds <i>Jennifer Rizzi</i> RED ROOM	Using the Latest and Greatest Social Platforms to Drive Revenue <i>Shannon Kinney</i> ARCHES	Digital Sales Strategies <i>Ryan Dohm</i> ESTATE ROOM	Over Achieving — Enhancing Accountability to Increase Sales <i>Diane Ciotta</i> HATHORNE	Intro to Adobe Illustrator — Yes, it's THIS Fun, Really! <i>Russell Viers</i> BLUE ROOM	Powerful Print Ads <i>David Fowler</i> SUN ROOM
12:15pm - 2:00pm Lunch/Better Newspaper Contest Awards — KEYNOTES: Martha Bayles, "The High Price of a Free Press" — Mike Wilson, "What You Need to Know About the Enemies of the American People"								
2:15pm - 3:30pm	FOIL and Open Government <i>Robert Freeman</i> PUTNAM TAVERN	Digging Deeper with Social Media <i>Doug Haddix</i> GARDEN ROOM	Developing a Video Strategy <i>Val Heppner</i> ARCHES	Revenue Diversity — The Importance of Building a Pipeline of Consumer Revenue <i>Mary Walter Brown</i> RED ROOM	60 Sales Tips in 60 Minutes <i>Ryan Dohm</i> ESTATE ROOM	Accomplishing Goals by Engaging in Productive Activities <i>Diane Ciotta</i> HATHORNE	The Power of Process (Part I) <i>Russell Viers</i> BLUE ROOM	Great Visuals on a Shoestring Budget <i>Charles Apple</i> SUN ROOM
3:30pm - 3:45pm Afternoon Break — "Ice Cream Stand"								
3:45pm - 5:00pm	Using Virtual Reality as a Storytelling Platform <i>Stephanie Davis</i> RED ROOM	Ethical Decisions, Ensuring Accuracy, Getting What You Need from Sources <i>Doug Haddix</i> GARDEN ROOM	Live Streaming Video and Social Video <i>Val Heppner</i> ARCHES	Circulation and Audience Development <i>Mark Vinciguerra</i> PUTNAM TAVERN	Increasing the Total Ad Buy <i>Ryan Dohm</i> ESTATE ROOM	Selling with Integrity — Professional Principles and Consultative Strategies <i>Diane Ciotta</i> HATHORNE	The Power of Process (Part II) <i>Russell Viers</i> BLUE ROOM	Alternative Story Forms <i>Charles Apple</i> SUN ROOM

Saturday, April 8, 2017

* Saturday 9:00am - 10:30am – Publishers Roundtable

10:45am - 12:00pm – Innovative Ad Session - NYNAME (in the separate Administration Bldg.)

	NEWSROOM	PUBLISHERS	ADVERTISING	TECHNOLOGY	PHOTOGRAPHY / DESIGN			
7:30am - 9:00am Better Newspaper Contest Awards Breakfast								
9:00am - 10:30am	The Continuing Power of Community Newspapers <i>Jeremy McBain</i> PUTNAM TAVERN	Interviewing for Stories <i>Jacqui Banaszynski</i> ARCHES	Protecting Yourself Against Doxing <i>Cindy Rodriguez</i> GARDEN ROOM	Editorial Driven Marketing Strategies to Engage Audiences <i>Tom Gierasimczuk</i> RED ROOM	Prospecting that Pays <i>Kelly Wirges</i> HATHORNE	How to Focus, Motivate & Retain Your Sales Team <i>Charity Huff</i> ESTATE ROOM	Creating Pages and Ads Quicker in InDesign (Part I) <i>Russell Viers</i> BLUE ROOM	Photography 101 for Reporters <i>David Handschuh</i> SUN ROOM
10:30am - 10:45am Coffee Break								
10:45am - 12:00pm	Make Investigative Journalism New: Do It Out in the Open <i>Terry Parris, Jr.</i> PUTNAM TAVERN	Story Discovery <i>Jacqui Banaszynski</i> ARCHES	Social Media for Newbies <i>Cindy Rodriguez</i> GARDEN ROOM	Insuring the Survival of Family Businesses: <i>Daniel G. Van Der Vliet</i> RED ROOM	Addressing Objections <i>Kelly Wirges</i> HATHORNE	A New Way to Prospect: Reinventing the Needs Analysis Through Automation <i>Charity Huff</i> ESTATE ROOM	Creating Pages and Ads Quicker in InDesign (Part II) <i>Russell Viers</i> BLUE ROOM	Feature Photos that Focus on Community <i>David Handschuh</i> SUN ROOM
12:15pm - 2:00pm Lunch/Better Newspaper Contest Awards								
2:15pm - 3:30pm	The Ins and Outs of Covering Courts <i>Julie Manganis</i> PUTNAM TAVERN	Put Your Readership Metrics Into Action <i>Michelle Nicolosi</i> ESTATE ROOM	Take Stock of Your Resources, Shake Up Your Structure, Generate Better Content <i>Jean Hodges</i> GARDEN ROOM	Addressing Key Challenges at Family-Owned Businesses <i>Patricia Angus</i> RED ROOM	Developing a High Performance Sales Team <i>Kelly Wirges</i> HATHORNE	How to Evolve Your Media Offering <i>Steve Bookbinder</i> ARCHES	Using Creative Cloud Apps as One (AI, PS, ID, Bridge) <i>Russell Viers</i> BLUE ROOM	How Digital Has Changed Print Design <i>Suzy Palma</i> SUN ROOM
3:30pm - 3:45pm Afternoon Break — "Doubleday"								
3:45pm - 5:00pm	Connecting With Your Column Readers <i>Suzette Standing</i> ESTATE ROOM	Collaborative Journalism Partnerships to Increase Impact <i>Jan Schaffer</i> GARDEN ROOM	Community 360 <i>Joe Shaw, Bryan Boyhan, Mary Dempsey and Judy Patrick</i> PUTNAM TAVERN	Your Money or Your Data The Era of Cyber Extortion <i>Ondrej Kisehl</i> RED ROOM	The Mirror Doesn't Lie — or Does It? <i>Kelly Wirges</i> HATHORNE	Overview of the Digital Media Landscape & What's Trending <i>Steve Bookbinder</i> ARCHES	Automatic InDesign <i>Russell Viers</i> BLUE ROOM	Photography Roundtable SUN ROOM

FRIDAY BREAKFAST — 8:00AM - 9:00AM
In the Vendor — Sponsored by Bar-Z

Join us for continental breakfast with an assortment of muffins, danish and croissants, whipped butter and preserves, fresh fruit and berries, and individual yogurts in the Trade Show Gallery.

Dress code: business casual

FRIDAY LUNCHEON — 12:15PM - 2:00PM
In the Ballroom

Networking at its best. You'll be seated with colleagues who "do what you do." Family-style deli platter with an assortment of sandwiches and wraps, cold salads, homemade Saratoga chips, assortment of cookies and brownies, coffee, tea and soft drinks.

KEYNOTE SPEAKERS: Martha Bayles (Boston Globe) "The High Price of a Free Press" and Mike Wilson (Dallas Morning News) "What You Need to Know About the Enemies of the American People"

MARTHA BAYLES —

In 2003 Martha Bayles joined the faculty of the Arts & Sciences Honors Program at Boston College, where she is an Associate Professor of the Practice of the Humanities.

She writes and lectures frequently about the arts, music, media, and public Diplomacy. In February, she wrote an article about press freedom for the Boston Globe entitled "Will The Media Be Crushed?" In it she wrote, "It's not enough to assert that a free press is the lifeblood of a liberal democracy. We must also recognize that liberal democracy is the lifeblood of a free press.

An if liberal democracy stops working, no one should expect the press alone to fix it."

She lives in Newton, Massachusetts with her husband, Peter Skerry.

MIKE WILSON —

Mike Wilson has been editor of The Dallas Morning News since February 2015. He started his career at the Miami Herald, then worked for 18 years at the Tampa Bay Times.

As a reporter in Tampa Bay, he was on a team that was a finalist for the 1998 Pulitzer Prize for investigative reporting. His staff won two Pulitzer prizes during his tenure as an editor. In 2013 he moved to New York to become managing editor of Nate Silver's data journalism website, FiveThirtyEight.

He is the author of two books, Right on the Edge of Crazy and The Difference Between God and Larry Ellison. He and his wife, Alisa, live in Dallas and have three grown children.

This presentation will be followed by the first group of Better Newspaper Contest Awards.

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE LUNCHEON. PLEASE REMEMBER TO BRING IT WITH YOU TO THE BALLROOM.**

Dress code: Business Casual

View the contest winners on a flat-screen television in the "Saratoga Room" after the luncheon.

"ICE CREAM STAND" BREAK — 3:30PM - 3:45PM
In the Trade Show Gallery — Sponsored by Athlon Media

Take this opportunity to enjoy a frozen treat from an assortment of Nestlé ice cream sandwiches, popsicles, sundae cones and frozen fruit bars.

FRIDAY COCKTAIL PARTY AND DINNER — 6:00PM
At the National Museum of Dance

Dress up and get ready for a spectacular evening. Butler-passed hors d'oeuvres including lollipop lamb chops, beef Wellington, scallops wrapped in bacon, chicken sate, asparagus tips in filo, tuna carpaccio, smoked capon canapés, shrimp purses and crab croustades. Carving stations of tenderloin of beef with horseradish sauce, breast of capon with Dijonnaise, tortellini pesto with pine nuts, marinated vegetables, penne estate salad, bagettes and French bread. Raw bar featuring shrimp cocktail, oysters on the

half-shell, caviar bowl, crab claws, sushi, California rolls, crab salad, and smoked trout. For dessert we've ordered gourmet cakes, cheese cake, petit fours, torts, chocolate covered strawberries, Italian pastries, cream puffs, eclairs, French canolis, coffees and teas.

And dance to the entertainment of "Richie Phillips."

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE DINNER. PLEASE REMEMBER TO BRING IT WITH YOU TO THE CASINO.**

Dress code: Semi-formal (jacket and tie for men; cocktail dress or business attire for women.)

FRIDAY CINEMA NIGHT — "SPOTLIGHT" — 8:00PM
in the Garden Room at the Gideon Putnam - \$5 per ticket

Special showing of the film "SPOTLIGHT" — The true story of how the Boston Globe uncovered the scandal of child molestation and cover-up within the local Catholic Archdiocese. Tickets available at the NYPA registration desk.

SATURDAY AWARDS BREAKFAST — 7:30AM - 9:00AM
In the Ballroom — Sponsored by Own Local

Enjoy a traditional breakfast buffet with scrambled eggs, smoked bacon, pork link sausage, seasoned breakfast potatoes, cold cereals, granola, steel cut oatmeal, pastries, fresh fruit and berries, assorted dried fruits, assorted yogurts, milk, coffee and tea.

Cheer for the second round of Better Newspaper Contest winners. You'll find the contest winners on a flat-screen television in the "Saratoga Room" after the breakfast program.

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE BREAKFAST. PLEASE REMEMBER TO BRING IT WITH YOU TO THE BALLROOM.**

Dress code: Business Casual

SATURDAY LUNCHEON — 12:15PM - 2:00PM
In the Ballroom

Enjoy a grilled chicken Caesar salad, and carrot cake.

We'll present the third group of Better Newspaper Contest Awards. You'll find the contest winners on a flat-screen television in the "Saratoga Room" after the luncheon program.

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE LUNCHEON. PLEASE REMEMBER TO BRING IT WITH YOU TO THE BALLROOM.**

Dress code: Business Casual

"BALL PARK" BREAK — 3:30PM - 3:45PM
In the Trade Show Gallery

Take this opportunity to relax and enjoy Cracker Jacks®, soft pretzels and cheese, and buttered popcorn.

SATURDAY COCKTAILS AND DINNER — 6:00PM
In the Gallery and Ballroom

Cocktails and hors d'oeuvres will be served in the Gallery followed by dinner in the ballroom.

A reminder — Reserve a table (or tables) for this special awards dinner by making a contribution to the NYPA Foundation's Internship Program.

Reservations must be made by 2 pm Saturday — a great cause and a special event!

Complimentary Beer, Wine and Soda. Cash bar for cocktails.

*****YOUR NAME BADGE SERVES AS YOUR ADMISSION TO THE DINNER. PLEASE REMEMBER TO BRING IT WITH YOU TO THE BALLROOM.**

The final group of Better Newspaper Contest Awards will be presented... and the contest awards newspaper will be available immediately following the dinner program.

Dress code: Semi-formal (jacket and tie for men; cocktail dress or business attire for women.)