

# The Donovan and Betty Witham Symposium on *Excellence* in Newspapers



**October 17 –18, 2019 • Bismarck Public Schools Career Academy**  
On the campus of Bismarck State College at 1221 College Drive, Bismarck, N.D.

## COURSE LINEUP

### Thursday One-on-Ones with Kevin Slimp

- ◆ 10:00 - Noon – Looking for tips on stories? Ad design? Page layout? Reader interaction? Slimp will spend 15 minutes with you or your staff talking about whatever issues are on your mind. Sign up for this session and you will be assigned a 15-minute “appointment” with Kevin. Bring samples.

### Thursday Morning Sessions - Concurrent

- ◆ 10:30 - 11:45 a.m. – RYAN DOHRN: Why Buy A Newspaper Ad Now? Learn the top 10 reasons an advertiser should start advertising in your paper right now. This workshop is focused on handling client objections and creating compelling arguments.
- ◆ 10:30 - 11:45 a.m. – BART PFANKUCH: The Art of the Interview: How to Get the Goods. Great interviews and the information they provide are a critical component of newsgathering and also open the door to superior writing and storytelling. Pfankuch will share a blueprint for improving the quality and depth of your interviews, from breaking news to in-depth discussions.

### Thursday Afternoon Sessions

- ◆ 1-2:30 p.m. – RYAN DOHRN: 7 Ways To Sell Print And Digital Like A Super-Star! This workshop explores seven top tips for selling your print and digital products. Dohrn will focus on understanding proper promotion strategies and what digital you should explore to grow your bottom line.

**Thursday -  
Keynote  
Speaker Kevin  
Slimp @ 6 p.m.!**  
*“Old World Media  
Thrives in a  
New World”*



- ◆ 2:30 - 4:30 p.m. – KEVIN SLIMP: **For Millennials Only.** Newspaper guru Kevin Slimp leads a focus group of millennials to shed light on how they consume news and why, how they might be enticed to more frequently use newspapers, and to discuss the dangers of relying on social media and the importance of sourced, fact-checked journalism.
- ◆ 2:45 - 4:15 p.m. – BART PFANKUCH: Probing Profiles: Capturing the Soul of Your Subject. The probing, piercing profile is somewhat of a lost art, but remains a favorite of readers and provides opportunities for reporters to stretch their professional muscles. Pfankuch provides methods of selecting great profile subjects, capturing those subjects in 3D depth and color to make them come to life.
- ◆ 4:30-5:30 p.m. – KEVIN SLIMP: For Millennials AND Newspaper Professionals. Newspaper professionals will be invited to join Kevin and the millennials for a discussion about newspaper readership and its contributions to community, citizenship and democracy.

### Friday Morning Sessions

- ◆ 8:30 - 9:30 a.m. – Marsy’s Law Panel. Approved by voters in 2016 to ensure the rights of crime victims, Marsy’s Law has caused confusion for reporters and law enforcement alike. Panelists include: Aaron Birst, ND Assn. of Counties; Jack McDonald, NDNA attorney; Jack Dura, Bismarck Tribune; and Sgt. Aaron Silbernagel, Burleigh County Sheriff’s Dept.
- ◆ 9:30 - 11:00 a.m. – MELINDA STECKLER: Even Newspapers Need HR. All you ever wanted to do was put out a newspaper. Now you’re stuck managing people too – dealing with disagreements, parental leave, personnel evaluations, the works. This session answers the top questions about what you really need to know about HR – so you can concentrate on putting out the paper.

## Registration is FREE!

*In appreciation for your continuing support of the NDNA Education Foundation, this symposium and meals are provided free of charge to NDNA Education Foundation members! (Students: no charge. Non-members: \$40.)*

*This event is named for Donovan and Betty Witham, founders of the West Fargo Pioneer, in appreciation for their generous support of NDNAEF.*

## KEVIN SLIMP



Nobody gets around the publishing world like Kevin Slimp. Back in the 90s, Kevin was best known as the guy who developed the PDF printing process. He now advises more than 100 publications every year and speaks at dozens of conferences internationally. Publishers Auxiliary called him "the most popular and respected speaker among community publishers today."

## RYAN DOHRN



Dohrn is the founder of media sales strategy firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 15,000 ad sales reps in 7 countries. Ryan works with over 50 newspapers per year and has a deep passion for the newspaper business. Ryan's 25-year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV and The NY Times Company.

## BART PFANKUCH



Pfankuch is a Wisconsin native who has worked as a reporter and editor for more than 30 years at newspapers and magazines in Wisconsin, Florida and South Dakota. He now serves as content director of South Dakota News Watch. Bart has taught reporting and writing for two decades. He lives in Rapid City and is an avid golfer, home chef, beer brewer and joke teller.

## MELINDA STECKLER



Steckler is director of human resources for MDU Resources Group, a Fortune 500 company located in Bismarck. She has more than 19 years of human resource experience in corporate and city government roles. She has been responsible for recruitment and organizational development, substance abuse programs, program management, safety and wellness, leave management, compliance and employee relations.

## MARSY'S LAW PANEL

Approved by voters in 2016 to ensure the rights of crime victims, Marsy's Law has caused confusion for reporters and law enforcement alike. Panelists include: Aaron Birst, ND Assn. of Counties; Jack McDonald, NDNA attorney; Jack Dura, Bismarck Tribune; and Sgt. Aaron Silbernagel, Burleigh County Sheriff's Dept.

## Please tell us which sessions and meals you will attend:

### Thursday, October 17

- (Choose one)
- ☐ 10:00 a.m.-Noon - Kevin Slimp, "One-on-one Sessions"  
(Sign up to participate; schedule will be posted.)
  - ☐ 10:30-11:45 a.m. - Ryan Dohrn, "Why Buy a Newspaper Ad Now?"
  - ☐ 10:30-11:45 a.m. - Bart Pfankuch, "The Art of the Interview: How to Get the Goods"
  - ☐ Noon-1:00 p.m. - LUNCH (No charge for NDNAEF members)
  - ☐ 1:00-2:30 p.m. - Ryan Dohrn, "7 Ways To Sell Print and Digital Like a Super-Star!"
  - ☐ 2:30-4:30 p.m. - Kevin Slimp, "For Millennials ONLY: Focus group"
  - ☐ 2:45-4:15 p.m. - Bart Pfankuch, "Probing Profiles: Capturing the Soul of Your Subject"
  - ☐ 4:30-5:30 p.m. - Kevin Slimp, "For Millennials & Newspaper Professionals: Discussion"
  - ☐ 5:30/6:00 p.m. - SOCIAL & Networking, then DINNER (No charge for NDNAEF members)  
KEYNOTE: Kevin Slimp, "Old World Media Thrives in a New World"

### Friday, October 18

- ☐ 8:30-9:30 a.m. - Aaron Birst, Jack McDonald, Jack Dura, & Sgt. Aaron Silbernagel, "Marsy's Law Panel"
- ☐ 9:30-11:00 a.m. - Melinda Steckler, "Even Newspapers Need HR"

### Thanks to our generous sponsors:



- **PARKING:** The lower level at The Bismarck Public Schools Career Academy is reserved parking. Please park to the west at the Student Union or to the north at the Tech Center.

- ☐ **YES, please register me! I don't want to miss this FREE educational conference!**  
(Please mark all sessions and meals you will be attending in the box above.)
- ☐ I am an NDNAEF member (or student)    ☐ I am a non-member (Fee = \$40)

NAME: \_\_\_\_\_

POSITION TITLE: \_\_\_\_\_

BUSINESS NAME/ADDRESS: \_\_\_\_\_

\_\_\_\_\_

EMAIL/PHONE: \_\_\_\_\_

**Registration Closes:**

**October 11, 2019**

Room blocks reserved under "NDNA" at the Hampton Inn & Suites (701-751-5656, doubles - \$109 + tax), until 10/1/19.

**Please register online or return this form to NDNA by October 11, 2019:**

Register online: [www.ndna.com/seminars](http://www.ndna.com/seminars) • Email: [sharip@ndna.com](mailto:sharip@ndna.com) • Fax: 800-223-8185

Mailing Address: 1435 Interstate Loop, Bismarck, ND 58503 • Questions? 701-223-6397