





**TENNESSEE  
PRESS  
ASSOCIATION**

**(865) 584-5761, ext. 105**  
**412 N. Cedar Bluff Rd., Ste. 403**  
**Knoxville, TN 37923 • [www.tnpress.com](http://www.tnpress.com)**

# TPA Convention Registration

**WEBSITE:** <http://www.tnpress.com/SummerConvention.html>

**CONTACT:** Tennessee Press Association (865) 584-5761, ext. 105

1. Complete the yellow TPA registration form with the names of all your registrants as you want their name badges to appear. Please make note of the June 22 registration deadline for early, discounted registration.
2. You may register for the convention until July 6; however, the early registration discounts are available only until June 22.
3. **TPA CANCELLATION POLICY:** Please make note that all cancellations must be received by 5:00 p.m. EDT on Friday, July 6, 2018. After this date, we have already incurred the costs of registration and will be unable to issue a refund. You may, however, substitute other staff members in place of those who cannot attend at any time.
4. You may register by mail, fax or online.

**MAIL:** Tennessee Press Association  
412 N. Cedar Bluff Rd., Ste. 403  
Knoxville, TN 37923

**FAX:** (865) 584-6513

**ONLINE:** <https://rwmeetings.com/tn/>

## Franklin Marriott Cool Springs Hotel

**RESERVATIONS:**  
toll-free: (800) 228-9290  
local: (615) 261-6100  
[www.tinyurl.com/TNPRESS2018](http://www.tinyurl.com/TNPRESS2018)

**LOCATION/PARKING:**  
700 Cool Springs Blvd.  
Franklin, TN 37067  
Free parking

**CONVENTION RATES:**  
\$153 plus tax, per night

**WEBSITE:** [www.marriott.com/bnacs](http://www.marriott.com/bnacs)  
[www.tinyurl.com/TNPRESS2018](http://www.tinyurl.com/TNPRESS2018)

**DEADLINE:**  
**Friday, June 8**

**CHECK-IN:** 4:00 p.m. **CHECK-OUT:** Noon

## Fun Offers for the Family

**Adventureworks** – 15% off Zip Line Tours at the Nashville location

**Adventure Science Center** – Free Admission for Convention Registered Attendee – half off of all children and/or adults accompanying attendee

**Nashville Zoo** – special TPA Member Discounts  
Adult \$18 - \$12, Children \$13 - \$10

**Andrew Jackson's Hermitage** - special TPA Member Discounts Adults \$20.00 - \$16.00, High School and College students \$15.00 - \$11.00,

Students through 8th grade \$10.00 - \$8.00

**Country Music Hall of Fame** - \$3.00 off museum admission

**Nashville Symphony** – voucher for any classical series concert (for 2 people) for the 2018/2019 concert series

**Cheekwood Estate and Gardens** - special TPA Member Discounts Adults \$20.00 - \$16.00, Seniors (64+) \$18.00 - \$14.00, youth (3-17) \$13.00 - \$10.00

*Tourism photos courtesy of Visit Franklin/Williamson County Convention & Visitors Bureau*

# Deadline: June 8



# Tennessee Press Association Summer Convention

**Featuring:**  
**State Press Contests Awards**  
**Advertising/Circulation Conference**  
**Ideas Contest Awards**

**July 12-13, 2018**  
**Franklin, Tennessee**

Tennessee newspapers print and distribute more than 4,000,000 newspapers each week.

# 2018

Advertising/Circulation Conference • State Press Contests Awards • Ideas Contest Awards •  
 • Presidential Installation • Educational Sessions • Networking • TPA Board & Business •  
 TPS Stockholders Meeting • TPAF Board of Trustees • Advertising/Circulation Conference

## ADVERTISING & CIRCULATION

*Kelly Wirges of ProMax Training and Consulting will lead the advertising conference with new sessions to help boost your staff's sales success!*

### Don't be an Average Joe (or Josephine!) Advertising



Wirges

This session tells the story of the difference between an average and top performer. It describes their day-to-day actions, interactions with clients and prospects, as well as their strategies and execution of their plans. Most importantly, this session underscores the outcomes and commissions produced by top performers and how to easily incorporate their successful techniques to ensure you don't fall into the "average Joe" trap.

### Winning Words Advertising

The words you choose determine whether you win or lose in business. How you communicate has a powerful impact on your overall success. Many professionals are not deliberate with their language and often use powerless words and phrases. This program shares influential communication techniques that lower resistance, gain acceptance and increase sales. Think you are communicating effectively? Join this session to see how persuasive you really are when you interact with prospects and clients.

### Advertising Idea Exchange

Bring your revenue-generating advertising and circulation ideas to share. Take back ideas for your newspaper and have a chance to win a cash prize for yourself. \$100 for best idea, \$75 for second best, and \$50 for third best.

## IDEAS CONTEST AWARDS LUNCHEON

Advertising/Circulation Ideas Contest Awards Luncheon  
 Friday, July 13

Celebrate the winners of the 2018 Ideas Contest and take note of some great ideas that your newspaper can implement.



### Addressing Objections is as Easy as 1-2-3 Advertising & Circulation

Getting objections during the sales process is expected; however, it can be one of the most frustrating aspects of selling. This session introduces an easy, three-step process to lower resistance and gain agreement that can be put to work immediately. You will also learn the secret weapon to turn prospects into new, excited and long-term customers.

### Hot Ideas for Circulation & Idea Exchange

*Presented by Dennis Dunn, The Anniston (Ala.) Star*

Circulation veteran Dennis Dunn will share some of the best ideas he has picked up through ArkLaMiss and SCMA. Attendees should also bring an idea with examples and results to share. The winning ideas from TPA members will be awarded a cash prize. \$100 for best idea, \$75 for second best, and \$50 for third best.

### Around the Newspaper Legal World Circulation, Publishers & Newsroom

*Presented by Michael L. Zinser, The Zinser Law Firm*



Zinser

A presentation on independent contractor status with respect to newspaper carriers, freelance writers and photographers. Will also include a brief on other issues such as newspaper premium editions.

### Circulation Roundtable Discussion

All in attendance will share ideas for accomplishing audience growth, revenue increases, expense control and more.

## BREAKFAST



Black

### Constant Improvement is Possible

*Presented by Tom Black*  
 Friday, July 13 at 8:00 a.m.

Despite our circumstances, constant improvement is possible. Comfort zone issues can be overcome. Tom now dedicates his time to teaching others everything he has learned through business strategy coaching in his signature no-nonsense manner that rivets his audiences. Tom is passionate about sharing his secret to success and he travels the globe bringing hands-on sales tools to business owners and their employees through his sales mentoring enterprise called the Tom Black Center for Excellence. He says, "I believe that success is not something you own, it's something you rent. And when you stop paying the rent on success you immediately start paying the rent on failure."

*Sponsored by Gibson Publishing Company and Main Street Media of Tennessee*

## BOARD, BUSINESS & STOCKHOLDER MEETINGS

### TPA Board of Directors Meeting & Concurrent Business Session



VOTE

All members should plan to attend this important meeting of the Association where business is conducted and officers are elected.

### TPA Foundation Board of Trustees Meeting

### Tennessee Press Service Stockholders Meeting



VOTE

Every TPA member newspaper is a stockholder in TPS. Attend this meeting to vote for two directors and to get an update on TPS finances and services for newspapers.

## NEWSROOM & PUBLISHERS



*Presented by Bill Ostendorf, Creative Circle Media*

### Print Isn't Dead!

*(and what you can do to keep it that way)*

Print is not dead. In fact, there is plenty we can do to grow, save and improve print now. And newspapers would be crazy not to invest in print, the source of much of their digital content, subscriber commitments and advertising revenue. This workshop will talk about print innovations ranging from the new 3-around format launched at The Columbus Dispatch to Creative Circle's own classified and content innovations. This session will help you learn how to get your team organized and thinking outside the box to take a fresh look at all the future potential of print.

*Session sponsored by The Daily News Publishing Company*

### New Content Strategies

We believe we have developed new content approaches that substantially increase readership. This involves broadening the reach of stories, covering "life, not news" and writing in a more informal style. It requires changes in the way newspapers approach stories, photos, headlines and captions. When applied during our redesigns, the result typically is higher newsstand sales, increased readership scores and higher user satisfaction. Are you ready to really rethink your content?

*Session sponsored by The Daily News Publishing Company*

*Bill Ostendorf has worked with more than 300 media companies as a trainer or management consultant and has led redesigns of more than 650 publications. He is a former newsroom editor and manager. He became a specialist at helping "word people," "visual people" and "tech people" work together. He later became an innovator in finding new ways for newspapers and other media companies to grow their revenues.*

### Around the Newspaper Legal World Circulation, Publishers & Newsroom

*Presented by Michael L. Zinser, The Zinser Law Firm*

## STATE PRESS AWARDS BANQUET

State Press Contests Awards Banquet  
 Thursday, July 12

Reception at 6:00 p.m.  
 Banquet at 6:30 p.m.

The University of Tennessee and TPA will present the 78th annual awards recognizing excellence in Tennessee's newspapers.

*Reception sponsored by USA TODAY Network Tennessee*



## 2018 SCHEDULE

### THURSDAY, JULY 12

- 12:30 p.m. Registration opens/Exhibitors open
- 1:00 p.m. Concurrent TPA Board of Directors Meeting & TPA Business Session
- 2:45 p.m. TPS Stockholders Meeting
- 3:30 p.m. TPA Foundation Board of Trustees Mtg.
- 6:00 p.m. Reception
- 6:30 p.m. State Press Contests Awards Banquet

### FRIDAY, JULY 13

- 8:00 a.m. Breakfast with Tom Black  
*Doors open at 7:45 a.m.*
- 9:00 a.m. Advertising: Don't be an Average Joe  
 Circulation: Hot Ideas & Idea Exchange  
 Newsroom: Print Isn't Dead!
- 10:00 a.m. Advertising: Winning Words
- 10:30 a.m. Circulation: Newspaper Legal Issues  
 Newsroom: New Content Strategies
- 11:00 a.m. Advertising: Addressing Objections
- Noon Luncheon: Ad/Circ Ideas Contest Awards Presentation
- 1:30 p.m. Advertising: Idea Exchange
- 1:30 p.m. Circulation: Roundtable Discussion
- 2:30 p.m. Adjourn

See the back page for offers from Nashville attractions for attendees and their families.

*Schedule as of 5/3/18. Subject to change.*

## EXHIBITORS

*Confirmed as of 4/29/18*

The Newspaper Manager  
 Spark Digital Sales Group