

OKLAHOMA PRESS ASSOCIATION  
**CONVENTION**



**JUNE 15-16, 2018**

**GRAND CASINO HOTEL & RESORT  
SHAWNEE, OKLAHOMA**



**NO ONE COVERS  
HOMETOWN NEWS  
LIKE OKLAHOMA NEWSPAPERS**

# OPA CONVENTION AGENDA

## FRIDAY, JUNE 15

11:00 A.M.

### REGISTRATION OPENS

1:00 P.M.

### BUSINESS MEETING

1:45 P.M.

### GUBERNATORIAL CANDIDATE FORUM

Oklahoma's 2018 gubernatorial candidates will join OPA members for a moderated question-and-answer session.

3:15 P.M.

### ICE CREAM SOCIAL

3:45 P.M.

### NEWS FLASH

This fast-paced session covers a range of topics presented by multiple OPA members with a format that keeps it fun and interesting. This is a great opportunity to pick up some new ideas that could work at your own newspaper.

5:00 P.M.

### PRINT ISN'T DEAD!

(And what you can do to keep it that way)

*Presented by Bill Ostendorf*

Print is not dead. In fact, there is plenty we can do to grow, save and improve print now. This session will talk about print innovations and what you can do to resuscitate your print products. Learn how to get your team organized and thinking outside the box to take a fresh look at all the future potential of print.

6:00 P.M.

### RECEPTION

Chat with vendors at a cocktail reception and learn about the products and services they offer.

*Sponsored by the Arnall Family Foundation*

7:00 P.M.

### WELCOME LUAU DINNER

Don't miss this fun night! After a delicious luau themed dinner join in for some fun luau themed games. Don't forget to wear your favorite Hawaiian shirt and grass skirt.

*Sponsored by Oklahoma Indian Gaming Association*

8:30 P.M.

### HOSPITALITY HOUR

Join your friends at the Grand Event Center Balcony.

*Sponsored by AT&T*

## SATURDAY, JUNE 16

8:30 A.M.

### BLOOPER BREAKFAST

Great laughs and buffet breakfast to get your morning started!

*Sponsored by OERB*

10:00 A.M.

### CONGRESSIONAL Q&A

Oklahoma's congressmen — Sen. Jim Inhofe, Sen. James Lankford, Rep. Tom Cole, Rep. Frank Lucas, Rep. Markwayne Mullin and Rep. Steve Russell — are invited to attend.

12:00 P.M.

### AWARDS & PAST PRESIDENTS LUNCHEON

Recognition of OPA Past Presidents and Presentation of: ONF Beachy Musselman Award, Half Century Club and Quarter Century Club inductions, ONG Column and Editorial Sweepstakes Awards, OGE Photo of the Year Awards, OPA Print Quality Award, ONF Joseph H. Edwards Outdoor Writer of the Year Award, and Ray Lokey Memorial Award for Excellence in Reporting.

1:45 P.M.

### KEYNOTE: THINK BIG AND DELIVER RESULTS

*Presented by Jason Taylor*

Small market publications across the country are thinking big and delivering results. Yours can, too. Taylor is well-known for his inspirational and

motivational presentations, as well as his case studies that support his many actionable points. Taylor will share success stories you can duplicate and describe how to influence your organization's culture to make a measurable difference.

3:00 P.M.

### 10 of the Dumbest Mistakes Newspapers Make – and Why We Make Them

*Presented by Bill Ostendorf*

The newspaper industry is notorious for jumping on bandwagons and don't think it through, says Ostendorf. As a result, newspapers have blown numerous opportunities for success by folding TV books, abandoning food coverage and feeding Google and Facebook all their content. Small papers copy what big papers do, and big papers ignore the success of small papers. It's crazy and we've got to stop!

### Six Ways to Sell Web and Digital Like a Boss!

*Presented by Ryan Dohrn*

Dohrn will share his six best tips for selling advertising on your media brand's website. Focusing on understanding proper digital promotion strategies, he will dig deep into why digital should be "part" of the marketing plan, not the entire marketing plan. Learn why you need to adopt a print-plus mentality in your media company. If you are looking for new ways to sell web and digital, this is a session you will love!

4:00 P.M.

### New Content Strategies

*Presented by Bill Ostendorf*

Ostendorf has 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. The result typically is higher newsstand sales, increased readership scores and higher user satisfaction. Are you ready to really rethink your content?

### 20-Minute Sales Presentation

*Presented by Ryan Dohrn*

Stop wasting time with long sales presentations and learn how to turn 20 minutes into a closed deal. This new strategy is working across the nation in B2B and consumer markets. Advertisers love it and sales reps are raving! This sales technique is so easy you will be able to use it immediately. This popular session is packed with tactical and practical take away points that every sales rep can put into action right away.

5:00 P.M.

### Why Facebook and Google Are Not Our Friends

*Presented by Bill Ostendorf*

Ostendorf is raising a flag of caution about the big portals like Yahoo, AOL, Facebook, Twitter and Google. These companies are not our friends, he says. They are out to do nothing less than to take our place as local content and commercial enterprises. This session will provide an alternative view to what everyone else is doing. And maybe you'll find your own way is the best way.

### 45 Media Sales Tips in 45 Minutes

*Presented by Ryan Dohrn*

Dohrn has gathered the best media sales tips from around the globe and is ready to share them with you. Keep up with this fast-paced session where Dohrn shares 45 ideas from his global adventures working with over 400 media companies and over 5,000 media sales reps. Every idea is working today in media companies large and small. All ideas are proven revenue results. A live countdown clock on the screen will keep Dohrn on track and keep you wondering how he has this much information packed into 45 minutes.

6:00 P.M.

### AWARDS RECEPTION

*Sponsored by AEP/PSO*

7:00 P.M.

### AWARDS BANQUET

Presentation of Milt Phillips Award and Better Newspaper Contest Awards.

9:00 P.M.

### HOSPITALITY HOUR

All attendees are invited to the Hospitality Hour following the Awards Banquet at the Grand Event Center Balcony.

*Sponsored by Chickasaw Nation*

### CONVENTION ADJOURNS

## CONVENTION SPEAKERS



### KEYNOTE SPEAKER JASON TAYLOR

is President of GateHouse Media Western US Publishing Operations, and President of GateHouse Live! Events. He previously served as East Group Regional President for Gannett and prior to that he was president of the Chattanooga Times Free Press and Senior Vice President of the Honolulu Advertiser. Throughout Taylor's career, his newspapers have been recognized with numerous major awards both

regionally and nationally in multiple areas of performance including editorial, advertising, circulation and marketing. Taylor's high energy, innovative approach to newspaper management has earned him numerous industry accolades. He is a highly rated speaker and trainer and has presented his approach and ideas in 45 states and over 65 industry and related conferences.



### BILL OSTENDORF, an experienced newsroom

editor and president of Creative Circle Media Solutions, has helped redesign more than 650 publications and 350 websites and consulted with hundreds of media companies. He has led workshops on a wide range of topics at more than 1,000 industry events in 23 countries. The software arm of the company, dedicated to improving newspaper websites, created the industry's most dynamic platform and the first user-contributed content, pay wall and native content solutions.



### RYAN DOHRN is the founder of media sales

strategy firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries. Dohrn works with over 50 newspapers per year and has a deep passion for the newspaper business. His 25-year media sales and marketing career includes leadership roles at Penn-Well Publishing, Morris Publishing, Disney/ABC TV and The NY Times Company. He is an Emmy Award

winner, business book author and has been featured in USA Today and on Forbes.com.

## HOTEL INFORMATION

### GRAND CASINO HOTEL & RESORT

777 GRAND CASINO BLVD., SHAWNEE, OK 74804

### OPA GROUP RATE:

**\$99** (King or Queen Double) • **\$159** (Suite)

**Reservation Deadline: May 25**

*The room rate and availability is not guaranteed after this date.*

**Reserve your room online:**

**www.GrandResortOK.com**

USE GROUP CODE: 180614OKLA

**Reserve your room by phone:**

**405-964-7777**

(Dial 1, Ask for "OK Press" group rate)

**Reservations must be guaranteed with a major credit card, not a debit card.**

**CONVENTION ATTIRE:** Business attire is appropriate for the OPA Convention. Attire for Friday night luau dinner is Hawaiian shirt or casual; Saturday Awards Banquet attire is coat and tie for men; dress, skirt or dress slacks for women.

## REGISTER BY MAY 31

**www.OkPress.com/convention**

*Registrations received after May 31 will be assessed a \$20 late fee.*

**CANCELLATION POLICY:** Notice of cancellation must be received in writing. A full registration fee refund is authorized when cancellation notice is received by May 31, 2018. No-shows forfeit registration fee.

**QUESTIONS? Contact Christine Frank at cfrank@okpress.com or call 405-499-0040.**

## OKLAHOMA PRESS ASSOCIATION

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