



2019 Winter Convention
AGENDA
March 20-22, 2019
Raleigh Marriott Crabtree Valley

WEDNESDAY, March 20

- Noon NCPA/NCPS Board of Directors Meeting
- 4:00 p.m. Exhibit set-up (Crabtree Foyer)
- 6:00 p.m. NC Supreme Court Dinner
(Board of Directors and invited guests)

THURSDAY, March 21

- 7:30 a.m. Registration/Sponsor setup
- 8:30 a.m. Breakfast Buffet
- 9:00 a.m. Legislative Breakfast (ticketed event)
- Invited guest speakers to be announced
 - A preview and forecast of the upcoming short session: John Bussian NCPA lobbyist
- 12:00 Advertising Awards Luncheon (ticketed event)

2 – 4:30 EDUCATIONAL BREAKOUTS (Free to attend)

Track A

Guide to Open Government and Public Records. Bonus Q&A on current media law issues.
NCPA counsel **Amanda Martin** & Special Guests

Track B

Advertising sales training with Mike Centorani, Director of Sales Training. Gatehouse Media.

THURSDAY, March 21

4:00 p.m. NCPA Reception. Cash Bar open

6:00 p.m. Awards Ceremony – Open at 5:00 (ticketed event) (Glenwood Ballroom)

FRIDAY, March 22

8:00 – 9:00 a.m. Breakfast Buffet

9:00 – 12:30 - Morning Session (Free to attend)

9:00 a.m. NC Fact Checking Project

Through a grant funded program learn how your newspaper can pick up stories developed through the North Carolina Fact-Checking Project and publish them for free. Attend this session and learn why the initiative was launched, what the response has been, the process for reporting and writing this type of journalism and lessons learned. Cathy Clabby. The Reporter's Lab. Matt Riley. TruthBuzz Fellow.

10:00 a.m. Covering Health care in your communities with insights from AARP.

Health care is rapidly changing, and reporters who cover health, business, IT, and community news may be interested in learning more about “emerging issues” or trending topics they may have to cover. Your older subscribers will benefit greatly.

Participants will learn more about the jargon, trends, research, and other factors that will help them in their reporting on these issues. Additionally, sales people will learn who the key players are to better target sales to help advocates for modern health care create greater awareness of their goals and outcomes. Steve Hahn AARP NC.

11:00 a.m. Annual Business Meeting

NCPA/NCPS overview Ashley Vansant NCPA President, Phil Lucey NCPA
Executive Director

Election of officers of NCPA/NCPS

Breakout meetings of the associated dailies and association of communities.

12:30 North Carolina Press Foundation Board of Directors meeting