



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

**WEDNESDAY, March 20**

- Noon NCPA/NCPS Board of Directors Meeting - CREEDMOOR ROOM
- 4:00 p.m. Exhibit set-up CRABTREE FOYER
- 6:00 p.m. NC Supreme Court Dinner SALON A-D  
(Board of Directors and invited guests)

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**THURSDAY MORNING, March 21**

- 7:30 a.m. Registration/Sponsor setup CRABTREE FOYER
- 8:30 a.m. Breakfast Buffet
- 9:00 a.m. Legislative Breakfast (ticketed event) SALON E
- o 9:15 Governor Roy Cooper
  - o 10:00 Senator Phil Berger
  - o 11:15 An update of the current session: John Bussian NCPA lobbyist

12:00 Advertising Awards Luncheon (ticketed event) SALON A-D

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

Track A CITY OF OAKS

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

Track B SALON E

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

**Helping Business Owners find their “Unique Selling Proposition”**

All newspaper sales reps attempt to sell advertising space to business owners, regardless if it's print, digital, or a combination of both. However, what percentage of the time does that result in helping the business owner tell their best story? During today's session, we'll discuss how to help small and medium-sized business owners with specific tips on how to better tell their story. Every business should have specific reasons why a potential customer, client, or patient should choose their business over one of their competitors. This session will provide real-world tips and ideas on how to think about any business from “their customer's perspective” and specifically, focusing on the potential buying factors that make one person choose a specific business over

another.

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## **THURSDAY EVENING, March 21**

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

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

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## **FRIDAY MORNING, March 22**

8:00 – 9:00 a.m. Breakfast Buffet SALON E

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

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. Rose Hoban, RN, MPH. Health Reporter. Founding editor - North Carolina Health News

11:00 a.m. Annual Business Meeting SALON E

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 SALON D