



2018 Winter Convention  
AGENDA  
February 21-23, 2018  
Raleigh Marriott Crabtree Valley

WEDNESDAY, February 21

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

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THURSDAY, February 22

- 7:30 a.m. Registration/Sponsor set up
- 8:30 a.m. Breakfast Buffet
- 9:00 a.m. Legislative Breakfast (ticketed event)
  - 1. Governor Roy Cooper
  - 2. Speaker Tim Moore
  - 3. Treasurer Dale Folwell
  - 4. A preview and forecast of the upcoming short session: John Bussian NCPA lobbyist
- 11:30 a.m. Advertising Awards Luncheon (ticketed event)

2 – 4:30 EDUCATIONAL BREAKOUTS

Track A

- 1) 2 p.m. Guide to Open Government and Public Records. An update on proposed upgrades and accessibility to the guide. Bonus Q&A on current media law issues. NCPA counsel **Amanda Martin** & NC Attorney General **Josh Stein**
- 2) 3:10 p.m. Opening Up Journalism: How newsrooms are tapping community knowledge to build relevance and support

Melanie Sill, former News & Observer executive editor now working with Democracy Fund's journalism efforts in NC, leads a show-and-tell session and discussion of how local newsrooms in North Carolina and nationally are using new tools and time-tested ideas to engage audiences more deeply as participants and investors in quality journalism. Fiona Morgan of Free Press shares learnings from the NC News Voices project, which has convened groups of North Carolinians to learn more about their relationships with local news, and NCPA member work will be highlighted along with national examples. **Melanie Sill / Fiona Morgan**

Track B

- 1) 2 p.m. Advertising Revenue Best Ideas. Leave this session with revenue generating ideas; examples of the best ideas from around the state. **Pat Taylor**, The Pilot
- 2) 3:10 p.m. Tips to Generating Digital Dollars and best revenue practices. **Rick Rogers**, TownNews

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THURSDAY, February 22

4:00 p.m. Cash Bar open

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

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FRIDAY, February 23

8:00 – 9:00 a.m. Breakfast Buffet

8:45 – 11:45 - Morning Session

8:45 a.m. Covering the Courts: Former NC Justices Martin and Edmonds along with Lisa Sheppard Executive Director Commission on Professionalism lead a panel to discuss best practices on covering the courts.

9:30 a.m. NC Education Lottery An inside look at our Education Lottery's mission and operations. **Alice Garland** Executive Director

10:30 a.m. Annual Business Meeting  
NCPA/NCPS overview Tim Holt NCPA President, Phil Lucey NCPA Executive Director  
Election of officers of NCPA/NCPS  
Election of presidents of dailies and communities  
New Business