

2021 VPA News & Advertising Conference

VPA Virginia Press Association

Changing Gears in 2021



Les Zaitz
Publisher & Editor
Malheur Enterprise
Keynote

Keynote Message: Regaining Reader Trust

May 20 at 1 p.m. - In an era of growing distrust and shrinking resources, a small privately-owned weekly newspaper has overcome odds to grow in circulation, revenue and reader trust. In his talk, veteran Oregon journalist Les Zaitz will tell you how he's turned around a small weekly. He'll inspire you to tackle the challenges of today's environment with a focus that can lead to business and professional success.



Bob McInnis
Principal
Robert McInnis
Consulting

Driving Serious Print and Digital Revenue

May 20 at 9 a.m. - Bob McInnis will share his sales approach to help publishers, ad directors, and salespeople significantly grow their print and digital ad revenue, prevent their advertisers from cutting back, and get them to double or triple their budgets without going off the rate card.

Covering Civil Unrest



Matt McClain
Photographer



Rhonda Colvin
Capitol Hill Reporter & Producer



Paul Kane
Senior Congressional
Correspondent and Columnist



Michael Robinson Chavez
Photographer

May 21 at 11 a.m. - The vivid images and reporting from The Washington Post during and after the siege at the Capitol in January captured a terrifying moment in history. The newspaper's staff will discuss what it was like to cover the unrest that day.

Plus these exciting sessions!

- Innovating in a Crisis
- Star Track: The Next Generation
- How to Report More Productively with a 'Solutions Journalism' Approach
- Getting People to Pick Up Your Paper
- Report Responsibly: The Power of the Media during a Pandemic
- Revenue at Your Fingertips
- Local Government Reporting Can Be Fun!
- Small Staff: Big Impact - Engaging Your Community through Investigative Journalism
- Digital Sales Success
- Taking Public Notices Up a Notch
- When Record Requests Are Denied
- Moving Forward Online: Q&A with Tom Lappas
- New Journalism Through Collaboration
- You Can Grow Revenue & Audience with GIS
- Improving Design to Increase Ad Revenue & Quality
- Virginia's Public Notices: What You Need to Know

Join us virtually
May 20-21

\$35

One fee gives you all access