



WEEKLIES: THE FRONT LINE FOR RELEVANT JOURNALISM

A one-day workshop for weekly newspaper editors and reporters.

THURSDAY, APRIL 8, 2010

Cost: \$15 (includes lunch)



3899 NORTH FRONT STREET, HARRISBURG, PA 17110
PHONE: (717) 703-3000, FAX: (717) 703-3001
www.psne.net OR www.pa-newspaper.org



This workshop is sponsored by PSNE and will be held at
PNA Headquarters, 3899 North Front Street, Harrisburg, PA 17110.

AGENDA

8:30 A.M. ✎ Registration

8:45 A.M. ✎ Welcome

Susan Martin, assistant managing editor, *York Daily Record/Sunday News*; president, PSNE

9 A.M. ✎ Introduction

Don Gilliland, editor, *The Potter Leader-Enterprise*, Coudersport

9:30 A.M. ✎ Why Not!

Kellie Gormly, feature writer, *Pittsburgh Tribune-Review*

10:00 A.M. ✎ Keeping Yourself Valuable in the Newsroom: Focusing on developing versatility might help in this day and age (of course, it helped long ago, too)

Harry Funk, online editor, *Observer Reporter*, Washington, Pa.

10:30 A.M. ✎ Break

10:40 A.M. ✎ How to Launch and Grow Niche Publications for a Bigger Audience and More Revenue

Kim Strong, director of custom publications, *The Patriot-News*, Harrisburg

11:20 A.M. ✎ The Challenge & Importance of Doing Hard News in a Small Market

Lee Coppola, Dean of the Russell J. Jandoli School of Journalism and Mass Communication at St. Bonaventure University

12 P.M. ✎ Lunch

12:45 P.M. AND 2 P.M. ✎ Focus Sessions

Select your first, second and third choices by putting the letter of the sessions in the choice section on the registration form. You will then be assigned to two sessions.

CHOICE A ✎ Feature Writing: Taking a picture without a camera

Nicole Knupsky, freelance magazine writer and former weekly editor

CHOICE B ✎ Local Government Reporting

Don Gilliland, editor, *The Potter Leader-Enterprise*, Coudersport

CHOICE C ✎ Basics of Layout and Design

Edith Hughes, Trib Total Media; recipient of design and Scholastic Art awards

CHOICE D ✎ Legal Hotline

(please submit your questions in advance to terih@pa-news.org)

Teri Henning, PNA General Counsel

REGISTRATION FORM

WEEKLY RENEWAL WORKSHOP

Cost: \$15 (includes lunch)

CONTACT INFORMATION

Name _____

Title _____

Newspaper _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Need an overnight room? Contact the Days Inn North, conveniently located just minutes away at 3919 N. Front Street, Harrisburg, at (717) 233-3100. Mention you're with the "Pennsylvania Newspaper Association" to receive the special rate of only \$59.99 (+tax).

FOCUS SESSION CHOICES:

First Choice _____; Second Choice _____; Third Choice _____

PAYMENT METHOD

Check (make payable to PSNE) Visa MasterCard AmEx

Credit Card Number _____

Expiration Date ____ / ____

Name on credit card _____

DEADLINE TO REGISTER IS APRIL 1, 2010

Please mail or fax your completed registration form to:

Pennsylvania Newspaper Association
Attn: PSNE Weekly Renewal Workshop
3899 North Front Street
Harrisburg, PA 17110
Fax: (717) 703-3001