

2006-2007

Smaller Newspapers Committee

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Mid-South Management, Spartanburg, SC

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Bill Crist, Associate Publisher
Brownwood Bulletin, Brownwood, TX

Johnette Dawson, Publisher
The Daily Tribune News, Cartersville, GA

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Morristown Citizen Tribune, Morristown, TN

R. Michael Fishman, Assistant Publisher
Morristown Citizen Tribune, Morristown, TN

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Washington Daily News, Washington, NC

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The Messenger, Troy, AL

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The Paris News, Paris, TX

Taylor W. Hayes, Publisher, CEO
Kentucky New Era, Hopkinsville, KY

J. Tim Holt, General Manager
The Daily Reflector, Greenville, NC

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James Kroemer, Publisher
Winchester Sun, Winchester, KY

Mark E. Laskowski, Regional Publisher
Morning News, Florence, SC

Nathaniel Lea, General Manager
Hot Springs Sentinel-Record, Hot Springs, AR

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The News-Herald, Suffolk, VA

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Fackelman Newspapers, Gastonia, NC

Robert Nolte, Editor
Hernando Today, Brooksville, FL

John D. Osteen, Publisher, Vice President
Osteen Publishing Co., Sumter, SC

G. Bruce Potter, Publisher
The News Virginian, Waynesboro, VA

Otis Raybon, Vice President/Operations
Rome News-Tribune, Rome, GA

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Smaller Newspapers Committee

(continued)

Frank Sayles, Publisher
The Tifton Gazette, Tifton, GA

Jonathan Segal, President
Freedom Newspapers, Irvine, CA

Lucy C. Talley, Vice President of Newspapers
Morris Publishing Group LLC, Augusta, GA

Judi Terzotis, Advertising Director
The Clarion-Ledger, Jackson, MS

Lissa Walls Vahldiek, Chief Operating Officer /
Vice President, Southern Newspapers, Inc. ,
Houston, TX

Robert A. Vedder, Publisher
VP/SCMB, Venice Gondolier Sun, Venice, FL

Leonard Woolsey, Publisher
Times-Georgian, Carrollton, GA

Make plans to attend:

**The 2008 SNPA
Workshop for Smaller Newspapers**

September 14-16
Knoxville, Tenn.

Fostering Community Through Newspapers

Southern Newspaper Publishers Association

3680 North Peachtree Road

Suite 300

Atlanta, Georgia 30341

404.256.0444 • 404.252.9135 (fax)

www.snpa.org

snpa

Workshop for Smaller Newspapers

September 16-18, 2007

Atlanta, GA

Sunday, September 16

3 – 5 p.m.

GENERAL SESSION — PHOENIX II & III

Best Ideas from Publishers Forums

Highlights of best ideas presented at the new SNPA Publishers Forums

Publishers who have attended Publishers Forums

Ralph Baldwin, Jones Media, Athens, Tenn.

Taylor Hayes, Kentucky New Era, Hopkinsville, Ky.

David Popiel, Newport Plain Talk, Newport, Tenn.

6 – 7 p.m.

RECEPTION — PHOENIX I

Monday, September 17

8 – 8:30 a.m.

CONTINENTAL BREAKFAST — PHOENIX II & III

8:30 a.m. – Noon

GENERAL SESSION — PHOENIX II & III

Opening remarks by **SNPA President Ivan V. Anderson, Jr.**, Evening Post Publishing Co. Charleston, S.C.

The Nuts and Bolts of Classified Growth

How to grow classified revenues by adding profitable enhancements to product offering and attracting new customers

Richard Clark, Classified Development Johnson City, Tenn.

Innovations in the Newsroom and on the Internet

How one of America's smallest newspapers is making some of the industry's most innovative digital waves.

Skip Foster, The Star, Shelby, N.C.

Noon – 1 p.m.

LUNCH — ATRIUM

Sponsored by Publishing Group of America

1 – 5 p.m.

GENERAL SESSION — PHOENIX II & III

Strategic Cost Cutting

Three techniques to cut costs, plus the results of the best cost-cutting ideas from the Carmage Walls Leadership Forum

John Greenman, Grady College of Journalism and Mass Communications, University of Georgia Athens, Ga.

The Gold Program

Four steps to help newspapers maximize advertising revenue in their markets by focusing on small to medium-sized, locally-owned businesses

Beth and Eric Chism, Chism Consulting, Inc. Elkland, Mo.

Selling Small Spaces

How the Kerrville Daily Times successfully sells small businesses on the concept of frequency and long-term contracts

Greg Shrader, Kerrville Daily Times, Kerrville, Texas

The Comeback of Newspaper Political Advertising

The Wall Street Journal and NAA report that small dailies are finding new and aggressive ways to recapture political advertising – from candidates and PACS. This session will outline how newspapers are making that happen.

Jack Brady, Newspaper Association of America (NAA) Arlington, Va.

Tom Edmonds, Edmonds Associates, Vienna, Va.

6 – 7 p.m.

RECEPTION — PHOENIX I

8:30 – 10 p.m.

HOSPITALITY SUITE 1524

Sponsored by The Port Network

Tuesday, September 18

8 – 8:30 a.m.

CONTINENTAL BREAKFAST — PHOENIX II & III

8:30 a.m. – Noon

GENERAL SESSION — PHOENIX II & III

Best Practices

An opportunity for delegates to share their own “best practices” on cost-cutting, innovation and revenue.

Moderator: Ben Shurett, Sand Mountain Reporter Albertville, Ala.

Maximize and Monetize: Online and On Paper

Learn how to efficiently and effectively integrate your online work with your print products. This session will focus on building audiences at smaller newspapers and figuring out ways to monetize the growth.

John Fish, Multimedia Consultants, Naples, Fla.

The logo for the Southern Newspaper Publishers Association (SNPA) features the lowercase letters 'snpa' in a large, black, serif font. A thick, grey, curved brushstroke underline starts under the 's' and sweeps under the 'a'.