

Wednesday, Nov. 9, 2005

2:45 p.m. PNNA Board Meeting

5:30 p.m. **Welcoming Reception**

Dinner on your own

Thursday, Nov. 10, 2005

8:30 a.m. **Welcome Breakfast**

9:30 a.m. **Best Circulation Practices**

Mark Henschen, circulation director, North County Times, Escondido, California, will share some of the innovative techniques used to grow circulation at the Escondido newspaper. Join us for a fresh look at the way we can grow circulation with sales, service, retention, and incentives. Henschen was named the NAA 2004 Circulation Sales Executive of the Year for the 75,000 to 150,000 category.

11:45 a.m. **Awards Luncheon**

C.B. Blethen Memorial Awards for Distinguished Reporting
Presented by Frank Blethen, publisher, The Seattle Times

1:30 p.m. **Shield Law Panel**

Washington state Attorney General Rob McKenna, King County Prosecutor Norm Maleng, and Davis Wright Tremaine attorney Marshall Nelson will examine the state of the reporter's privilege in the northwest states and in the federal courts and U.S. Congress. McKenna was an early signer of the amicus brief of the attorney general in the Judith Miller case, and Maleng has been a longtime advocate of legislating a shield statute in Washington state. Nelson is a nationally recognized First Amendment practitioner.

2:45 p.m. **The Spokesman-Review Coverage of Mayor Jim West**

Spokesman-Review Editor Steve Smith will lead a panel of reporters and editors from the Spokesman-Review on an examination of the investigative news coverage of Spokane Mayor Jim West's online activities in the possible misuse of his office. All aspects of the news coverage will be examined including the use of an Internet forensic investigator.

3:45 p.m. **AP Hour: Attracting the Elusive Young Reader**

Panelists will answer the question: What do young readers want from their newspaper?
The Associated Press Seattle Bureau Chief Nancy Roberts Trott introduces AP's pilot project for young readers and shares data from focus groups that the news cooperative conducted over the past year.

5:00 p.m. **Reception**

Silent showing of Associated Press photo winners

6:00 p.m. **Awards Dinner**

- Dolly Connelly Award for Excellence in Environmental Journalism
- Print Quality Awards
- Ted M. Natt First Amendment Award
- Washington Associated Press Staffer of the Year Award
- Speaker: Arthur Brisbane, Senior Vice President, Knight Ridder
- Annual Resolutions

Friday, Nov. 11, 2005

8:30 a.m. **Continental Breakfast**

9:00 a.m. **Great Ideas Roundtable**

Presiding: Rufus Woods, past PNNA president, and publisher, The wWnatchee World

This expanded Roundtable session has proved to be the most popular session at many press association meetings. With a well-prepared facilitator, primed with a multitude of subjects covering all aspects of the newspaper business, you will take home ideas that will more than pay for the conference. Come prepared to share your best money-making ideas. Question your peers about how to handle a difficult problem that has arisen at your shop. What are you doing to hold off the outflow of classified? Show a copy of the new HOMES magazine that you print and insert each Saturday. Any good ideas about how to integrate the sale of Internet advertising with your traditional ad sales efforts? How should we market and charge for our online newspaper? What can you add to the mix? Come prepared to join the discussion on a multitude of topics.

10:45 a.m. **PNNA Business Meeting**

Presiding: Denny Waller, PNNA president

- President's Report
- Introduction of Officers and Board Members
- Treasurer's Report
- Labor Report

12:30 p.m. Adjournment