



Oregon Newspaper  
Publishers Association

## 2017 ONPA Convention at Tetherow Resort

### THURSDAY-PM- July 13th

3:30-4:30pm ONPA Board Meeting

5:30 -6:00pm Past President's Reception

6:00-7pm Reception – All welcome

7:00pm- Awards Banquet / Hall of Fame award to GM “Jerry Reed”

Hospitality Suite – All Welcome

### FRIDAY – July 14th

8 am-9am Breakfast

9:00-9:30am **Business meetings** AP &- ONPA

9:30-10:15am- Legislative Session-

ONPA lobbyists: Greg Peden & Kelsey Wilson with the Gallatin Group

10:15-10:30- break

10:30-11:45am **Building Trust in the Era of Fake News-** Vivian Schiller

11:45- 1:00 pm **Get People to Pick Up Your Paper** - Kevin Slimp

*In addition to hearing Kevin's presentation, you can also meet with Kevin one-on-one to get your questions answered and gain additional information tailored just for you and your newspaper.*

Email Laurie Hieb at [laurie@orenews.com](mailto:laurie@orenews.com) to schedule your half an hour appointment with Kevin Slimp.

1:00-2:15pm **General Excellence Luncheon**

## **About our presenters....**

### **Vivian Schiller**

#### Building Trust in the Era of Fake News

We're in the midst of a perfect storm: the press at its lowest level of trust in generations. A White House that calls the media the enemy of the people. A rise in fake news bordering on epidemic. Together these factors undermine a once common agreement between facts and truth. The resulting impact on society has been swift and severe. As social networks become the center of our media world, once accepted arbiters of truth have given way the dominance of the news feed, where the power of "share" is reigns supreme.

What's a small news organization to do? Already buffeted by economic issues, independent news organizations are challenged to build trust and reach audiences all while making sure the lights stay on. But as Rahm Emmanuel one said, "A crisis is a terrible thing to waste". In this session we'll dissect the state of the media and look at options for a strong independent press and an informed citizenry.

### **Kevin Slimp**

#### Getting People to Pick Up Your Paper

Kevin Slimp is a familiar name in the newspaper industry. His columns are carried by industry-related journals on four continents and his groundbreaking research related to the state of newspapers has made him a sought-after speaker at conventions internationally.

Kevin will discuss what is happening in newspapers right now, and how we can use that information to improve what we do at our own newspapers. His topic, "How to Get People to Pick Up Your Paper," has drawn huge audiences at industry conventions this year and you will be glad you joined us to hear Kevin in person.

As one publisher from Omaha told Kevin after hearing him speak in Des Moines in April, "I honestly didn't know who you were before walking into this room, but that was the best convention session I've ever attended. This information is invaluable!"