





Welcome, everyone, to Aberdeen and the 135th SDNA convention. This also is the third joint convention for SDNA and NDNA. We are excited and glad you are here.

We have a terrific program planned and I know you will leave here with new ideas, new energy and inspiration to make your newspaper and your community better.

Real news is our business. It's not just a convention theme. It's real.

The work that all of us do to inform our readers and community with credible, trusted news and information cannot be

taken for granted. Sometimes I am afraid it is.

We must do all we can to tell our story.

When our newspaper hits the street (or the internet), we stand behind it. It's the culmination of a lot of work by our staffs to make sure the information in our newspaper is factual and as close to the truth as we know it. Whether it be the front-page school board story or the highlights from the Friday night ballgame on the sports page.

Newspaperman Al Cross of Kentucky wrote recently that Americans' trust of "the mass media" is at the lowest point ever according to national surveys and that it's not just national news organizations citizens don't trust.

Cross wrote that the Pew Research Center found in early 2016 there was little difference in the trust of local and national news outlets. About 22 percent of Americans said they trust local news outlets a lot, and 18 percent said that of national news sources. Recently, rural and community journalists have voiced concern that the attacks on "big media" are hurting "little media," too.

Big media, little media. It makes no difference. We all are in the same business.

And that business is real news.

So, let's enjoy our time together this weekend and let's go forward with a renewed energy and inspiration as standard-bearers and leaders for journalism that our communities can trust.

**– Jeremy Waltner  
SDNA President  
Freeman Courier**



Welcome to the third joint convention of the newspaper associations of North Dakota and South Dakota!

Last year at the National Newspaper Association convention in Nashville, SDNA President Jeremy Waltner and I started putting our heads together to brainstorm some special twists for this year's joint convention. Along with the work of staff members of the two associations, we think we've got some ideas that'll make this convention a lot of fun, while also rejuvenating the professional enthusiasm

of our members.

For instance: I'm not one to back down from a challenge. Nor am I one to relish the idea of a bit of embarrassment, even the good-natured variety.

So I'm going to do my best to direct the embarrassment at Jeremy in the first NDNA-SDNA presidents' 50-50 challenge. I know the odds are long, because this convention is on Jeremy's turf, but we've challenged one another to see who can sell the most 50-50 tickets. (We each get two "helpers" and that is where I'll have the advantage!) The loser will be eating some crow, but the foundations of both associations will benefit from this fundraiser. Two lucky attendees will also be picked to receive the other half of the proceeds. So have your pocketbooks ready in the hospitality room and have fun watching your presidents sell, sell, sell.

It won't be the only friendly competition between the states, as we once again will feature the "Best of the Dakotas" general excellence competition pitting South Dakota and North Dakota newspapers against one another in five circulation classes. The state with the most winners takes home the "Dakota Marker" travelling trophy.

This year's convention features sessions for everyone - advertising, news, circulation and web - and we're particularly excited about a panel discussion that includes four speakers who were involved in various ways with the news coverage of the Dakota Access Pipeline protests.

And of course there are the Better Newspaper Contest awards, which reward and validate the good and important work being done by newspapers across both Dakotas.

On a personal note, I want you to know how honored I am to have been entrusted by you to spend this past year as your president. It has been both highly educational and professionally gratifying to have this opportunity, and I thank you for it. It's been a year in which we have collectively proved that newspapers, true to our convention theme, provide "real news," and that they are neither dead nor dying.

– Sara Plum,  
NDNA President  
Benson County Farmers Press

## Thursday, April 27:

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- Afternoon **Board Meetings**  
SDNA (*Missouri River*)  
NDNA (*Ringneck*)
- 6:30 p.m.: **Welcome Reception** Scott Wild: Wild Trivia Tour  
(*Gold Rush*)

## Friday, April 28:

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- 7:30 a.m. **Registration Desk & Silent Auction Open**  
(*Dakota Event Center Lobby*)
- 8:00 a.m.: **Breakfast**  
(*Dakota*)
- 9:00 a.m. **Trade Show Opens**  
(*Dakota Event Center Lobby*)
- 9:30 a.m.: Concurrent Sessions:  
1) **"Sales by the Numbers"**  
Tim Smith (*Gold Rush*)  
  
2) **"Amplifying Your Editorial Voice"**  
Tim Waltner (*Missouri River*)
- 10:45 a.m.: Break
- 11:00 a.m.: **Advertising Awards Presentations**  
SDNA (*Gold Rush*)  
NDNA (*Missouri River*)
- Noon: **Luncheon** (*Dakota*)  
  - Best of Dakotas College Awards
  - Oral History Presentation
  - SDNA Distinguished Service Award
- 1:15 p.m.: **Editorial Awards Presentations**  
SDNA (*Gold Rush*)  
NDNA (*Missouri River*) NDNA awards will incl: news,  
photo, all special awards except general excellence and  
sweepstakes; also, induction of "likely" new president.
- 2:15 p.m.: **Dakota Access Pipeline: Protests & The Press**  
Moderated Panel Discussion (*Dakota*)

- 3:30 p.m.: Break
- 3:45 p.m.: Concurrent Sessions:  
1) **"Selling to Different Generations"**  
Tim Smith (*Gold Rush*)
- 2) **"Postal Tips"**  
Helen Sosniecki (*Missouri River*)
- 4:30 p.m.: **Business Meetings**  
SDNA (*Gold Rush*)  
NDNA (*Missouri River*)
- 6:00 p.m.: **Reception**  
(*Dakota Event Center Lobby*)
- 6:30 p.m.: **Banquet**
  - Hall of Fame Inductions
  - General Excellence & Sweepstakes Awards
  - Best of Dakotas Awards(*Dakota*)
- 9:00 p.m.: Hospitality (*Mavericks*)

## Saturday, April 29:

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- 8:00 a.m.: Breakfast (*Dakota*)
- 8:45 a.m.: **"Real news is our business. But will our business still be real in 10 years?"**  
Panel Discussion featuring  
SD & ND publishers (*Dakota*)
- 9:45 a.m.: **Silent Auction Closes**  
(*Pickup items in lobby after final sessions*)
- 10:00 a.m.: Concurrent Sessions:  
1) **"Tips for writing better news stories"**  
Bart Pfankuch (*Gold Rush*)
- 2) **"Digital 101: Making money with your website"**  
Gary Sosniecki (*Missouri River*)
- 11:30 a.m.: Convention Concludes

## Convention Session Presenters



**Helen Sosniaki**



**Tim Waltner**



**Tim Smith**



**Gary Sosniaki**



**Bart Pfankuch**

## Dakota Access Pipeline: Protests & The Press Panelists



**Jason Begay**  
Asst. Professor  
of Journalism,  
University of  
Montana



**Amy Sisk**  
Reporter,  
Prairie Public  
Radio's Inside  
Energy



**Caroline Grueskin**  
Reporter,  
Bismarck Tribune



**Capt. Tom  
Iverson**  
Public Info.  
Officer,  
ND Highway  
Patrol

## Hall of Fame Inductees



**Larry Atkinson**  
Bridge City Publishing  
Mobridge, SD



**Bill Devlin**  
Steele County Press  
Finley, ND



**Bob Mercer**  
Reporter,  
Aberdeen  
American News

## SDNA Distinguished Service Award



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& Tea Weekly



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SDNA



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NDNA



## ***Convention Sponsorships***

*Thank you to the following companies and organizations for their support of our convention. Their sponsorship benefits our association in the planning and hosting of this annual meeting. We are grateful to them and encourage you to express your thanks as well during this convention.*

### Thursday Evening Welcoming Reception

**South Dakota Rural Electric Association // Basin Electric**

### Friday Breakfast

**South Dakota Electric Utility Companies  
Blue Cross Blue Shield of North Dakota**

### Friday AM Break

**TownNews.com**

### Friday Noon Luncheon

**South Dakota Pork Producers  
North Dakota Living Magazine**

### Friday PM Break

**South Dakota Community Foundation**

### Friday Evening Banquet

**South Dakota Beef Industry Council  
North Dakota Famers Union**

### Friday Evening Hospitality

**Dakota Media Group  
(Aberdeen American News, Watertown Public Opinion)  
BEK Communications // Great River Energy  
NewzGroup // Rocket Printing**

### Saturday Breakfast

**MDU Resources Group // North Dakota Farm Bureau**

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