



**BET ON US**

**DEADWOOD, SD**  
OCTOBER 14-16, 2021





**Beau Ravellette,  
President, SDNA**

**Ravellette Publications,  
Philip**

*Welcome to Deadwood for the 138th SDNA meeting and for the fifth get-together of newspaper folks from both South Dakota and North Dakota. It's been a long time coming to get this convention off the ground.*

*We originally planned to meet here in Deadwood during the spring of 2020, but we were forced, by the COVID-19 pandemic, to postpone twice, before finally settling on this October date.*

*The meeting of the two Dakotas every two years began in 2013 with a joint convention in Rapid City. In 2015, we met in Bismarck. In 2017, we were in Aberdeen and in 2019, Medora. It's been great to make new friends and share ideas and stories with colleagues across the border.*

*Deadwood and the Black Hills have a rich history of newspapering, so it is fitting that we are here to celebrate our industry and to learn from one another.*

*We have tried to pack a lot into a short period of time so that you can get the most bang for your buck. And speaking of money, we invite you to explore Deadwood and all it has to offer, including the opportunities to win big at any of the fine gaming establishments here.*

*It's been an honor and privilege to serve as president of SDNA this past year and follow in the footsteps of my father, Don, who served as SDNA president in 2000-2001.*

*Again, thank you for attending and please let us know if there is anything we can do to make your convention experience more enjoyable. We hope you enjoy!*



## 2020-2021 South Dakota Newspaper Association Board of Directors



**Beau Ravellette**  
President  
...  
Ravellette  
Publications, Philip



**Robert Slocum**  
First  
Vice President  
...  
Timber Lake Topic



**Garrick Moritz**  
Second  
Vice President  
...  
Garretson Weekly



**Kristi Hine**  
Third  
Vice President  
...  
True Dakotan,  
Wessington Springs



**LeeAnne Dufek**  
At-Large Director  
...  
Hamlin County  
Publishing,  
Castlewood



**Cory Myers**  
At-Large Director  
...  
Argus Leader Media,  
Sioux Falls



**Letitia Lister**  
Immediate  
Past President  
...  
Black Hills Pioneer,  
Spearfish



**David Bordewyk**  
Executive Director



**Amy Dalrymple,  
President, NDNA  
Bismarck Tribune**

*Welcome to the fifth joint convention of the newspaper associations of North Dakota and South Dakota! After a long year apart, we're excited to join together for fellowship, learning and celebrating the long tradition of quality journalism in the Dakotas.*

*For many of us, this will be our first major gathering since our lives were upended by the pandemic, and the chance to network and join together is more important than ever before. We've all had to get creative to meet the challenges of the last year and a half, and comparing notes and sharing ideas will help us as we navigate toward a bright future ahead.*

*Our sessions this year center on creating conversations about the road before us, from building revenue ideas during changing times to bringing journalism students to the table to examine the future of news. We'll learn more about new approaches to generating readership, how to find those hidden story gems in our community, and important industry news at both the local and national levels. We'll all walk away with more tools and ideas that can enhance our work in the coming years.*

*We've also got a silent auction to benefit our foundations, and after last year's convention and auction cancellation, they could both use a boost. Be sure to check out all the auction items, and remember what a worthy cause they support when you consider placing your bids.*

*Deadwood has a long history that goes back to the Black Hills gold rush, when thousands flocked to the area in search of prosperity and riches. It's a town that embraces its traditions and history, and celebrates them in new ways every day. Our newspapers share some of those themes: while the way we do our work has changed over the last 150 years, we are steeped in tradition, and we challenge ourselves to find new ways to celebrate our history. Throughout all the years and all the changes, one thing remains steadfast: our commitment to our communities. It's something we can all bet on.*



## North Dakota Newspaper Association Board of Directors



**Amy Dalrymple**  
President  
...

Bismarck Tribune



**Matt Von Pinnon**  
Past President  
...

Forum of  
 Fargo-Moorhead



**Amy Wobbema**  
First Vice  
President  
...

New Rockford  
 Transcript



**Cole Short**  
Director  
...

Hillsboro Banner



**Lesa Van Camp**  
Director  
...

Valley News & Views



**Allison Olimb**  
Director  
...

Walsh County Press



**Alyssa Meier**  
Director  
...

BHG, Inc.



**Sarah Elmquist Squires**  
Executive Director



# Friday, Oct. 15

## Featuring



**Jim Helland**



**Jeremy Waltner**



**Robert Slocum**



**Lyle Olson**



**Kristi Hine**



**Teri Finneman**



**Thad Swiderski**



**Bart Pfankuch**

- 8:30 a.m.** Registration & Silent Auction/Trade Show Open Continental Breakfast
- 9:15 a.m.** "Journalism's Future: Discussion with SDSU Journalism Students About Their Expectations"
  - **Jim Helland** / SDSU Journalism
- 10:00 a.m.** "Making the Leap: From Subscriptions to Memberships"
  - **Jeremy Waltner** / Freeman Courier
- 11:00 a.m.** "Building Revenue and Readership through Digital Projects"
  - **Robert Slocum** / Timber Lake Topic
- Noon** Lunch
- 1:30 p.m.** General Session Quick Takes:
  - "What I Learned from Four Decades Teaching Journalism"
    - **Lyle Olson** / Ret. SDSU Journalism Chair
  - "When Fire Breaks Out"
    - **Kristi Hine** / True Dakotan, Wessington Springs
  - "Student Journalists Tackling News Desert Crisis"
    - **Teri Finneman** / U. of Kansas Journalism Professor
- 3:00 p.m.** Two Concurrent Sessions:
  - "How to Sell Digital Advertising - Selling Total Audience"
    - **Thad Swiderski** / eType Newspaper Services (*Pine Crest C*)
  - "New Approaches to Finding Hidden Stories in Your Community"
    - **Bart Pfankuch** / South Dakota News Watch (*Roosevelt*)
- 4:00 p.m.** SDNA Annual Meeting (*Roosevelt*)

## Friday, Oct. 15

- 6:00 p.m.** Reception
- 7:00 p.m.** Presidents' Banquet with Awards and Honors
- Silent Auction Ends

## Saturday, Oct. 16

- 8:30 a.m.** – Breakfast with General Session Quick Takes:
- “NNA Update”
    - **Matt Adelman** / NNA Fdn. President
  - “I Didn’t Know How We Were Going to Survive”
    - **Teri Finneman** / U. of Kansas Journalism Professor
  - “Update on N.D. Non-profit News Cooperative”
    - **Sarah Elmquist Squires** / NDNA Executive Director

- 10:00 a.m.** Convention Adjourns

### Featuring



**Matt Adelman**



**Teri Finneman**



**Sarah Elmquist Squires**

### 2020 South Dakota Hall of Fame Inductees



**Charley & Norma Najacht**

Charley and Norma Najacht, a husband and wife team with more than four decades of experience in weekly newspaper publishing, are the newest inductees into the South Dakota Newspaper Hall of Fame. The Najachts began their newspapering career in 1972 at Hot Springs where Charley became publisher of the Hot Springs Star. That was followed by stints for the couple at a newspaper in Broken Bow, Neb., and Cameron, Mo., before they returned to South Dakota in 1999 to purchase the Custer County Chronicle and the Hill City Prevailor. They later purchased the Winner Advocate. Both Charley and Norma have been recognized by their peers for their incredible newspapering talents and accomplishments. Over the years each has won more than 100 awards in SDNA's annual contests for writing, commentary, photography and advertising.



## Convention Sponsorships

Thank you to the following companies and organizations for their support of our convention. Their sponsorship benefits our associations 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.

### GOLD SPONSORS

Bismarck Tribune • Coda Ventures, LLC  
Column • Edward Jones • MDU Resources  
Modulist • Rapid City Journal  
South Dakota Electric Utility Companies

### SILVER SPONSORS

BEK Communications • BEK News • Brady Martz  
eType Newspaper Services • Great River Energy  
North Dakota Farm Bureau • North Dakota Farmers Union • Oneok  
SDSU School of Communications & Journalism  
South Dakota Community Foundation  
South Dakota News Watch  
South Dakota Rural Electric Association

### ADDITIONAL SPONSORS

Editor & Publisher • Metro Creative

*Thank You!*