

# The Oklahoma Publisher

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**EMAIL MERGER:** If your email is hosted by Yahoo, changes are coming. Make sure your contacts and folders are backed up.

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**DONATE TO ONF** to receive this Will Rogers print. Details at [OkPress.com/will-rogers](http://OkPress.com/will-rogers).



## Attend the June 9-10 OPA Convention

### OPA CONVENTION

BRIGHT IDEAS FOR NEWSPAPERS  
*Print & Beyond*

Register now to attend the 2017 OPA Convention, June 9-10, at the Skirvin Hilton Hotel in downtown Oklahoma City.

This two-day event provides many educational sessions and invaluable networking opportunities. The Better Newspaper Contest Awards will be presented Saturday night, June 10, at the annual awards banquet.

#### FRIDAY, JUNE 9

The annual OPA Business Meeting starts at 3:00 p.m. Friday, June 9, with the election of 2017-2018 OPA officers and directors.

News Flash begins at 3:45 p.m. This fast-paced session covers a range of topics by multiple OPA members and provides a great opportunity to pick up some new ideas that could work at your newspaper.

Kyle Killingsworth, a strategic human resources consultant with over 25 years of experience, will present "Business as UnUsual" at 5:00 p.m. Friday.

This session teaches how to navigate change in your organization, re-recruit good people, take care of "me" issues, improve productivity and avoid common pitfalls in times of change.

Killingsworth is an adjunct instructor of the PHR/SPHR Certification Course at OSU/Oklahoma City. He has completed postgraduate work at the University of Michigan in Strategic Human Resources Planning and is certified by the Society of Human Resources Management as a Senior Human Resources Professional.

Plan to visit with vendors at a cocktail reception to learn about the products and services they offer at 6:00 p.m.

Friday's activities conclude with a welcome dinner and scavenger hunt sponsored by the Oklahoma Indian Gaming Association. After dinner, join a team to explore the historic Skirvin Hilton and compete for the title of 2017 Scavenger Hunt Champions.

#### SATURDAY, JUNE 10

Head to the Blooper Breakfast at 9:00 a.m. Saturday where OPA Executive Vice President Mark Thomas will show you newspaper gaffes that make you guffaw. The Blooper Breakfast is sponsored by OERB.

Oklahoma Governor Mary Fallin will join OPA members at 10:00 a.m. for her annual question-and-answer session. After Gov. Fallin's session, Oklahoma's congressmen — Sen. James Lankford, Sen. Jim Inhofe, Rep. Jim Bridenstine, Rep. Tom Cole, Rep. Frank Lucas, Rep. Markwayne Mullin and Rep. Steve Russell — are invited to take the stage to answer members' questions.

Past presidents of the Oklahoma Press Association will be recognized at the Awards Luncheon at noon Saturday. The ONG Column and Editorial Sweepstakes Awards, OGE Photo of the Year Awards, OPA Digital Media Awards, OPA Print Quality Award and Joseph H. Edwards Outdoor Writer of the Year award will be presented during the luncheon.

#### CONCURRENT SESSIONS

Don't miss the concurrent sessions beginning at 1:30 p.m. Saturday.

Tim Harrower will present three sessions, starting with Writing for Non-Readers. Harrower is author of *The Newspaper Designer's Handbook* and *Inside Reporting*. He is an award-winning editor, designer and columnist at newspapers including the Times-Union in Rochester, N.Y., and *The Oregonian* in Portland. Harrower will show you ways to make news more engaging by thinking and repackaging stories into useful, interactive sidebars, fact boxes, checklists and other innovative chunks.

Concurrently, Jason Maly will present "Mobile Growth Strategies: Engaging and Monetizing an Evolving Audience." In his role as senior product manager-mobile at CNHI (Community Newspaper Holdings, Inc.), Maly oversees the development, implementation and management of mobile technology partnerships. Maly has 26 years experience in media sales and marketing, with over 10 years specifically focused on digital media, new business development and mobile product management.

At 2:30 p.m., Harrower will present "7 Tips for Futurizing Your Packaging and Design." Using examples from print and the web, Harrower provides a list of do's and don'ts, from fonts to photos, graphics to grids.

"Hot Circulation Ideas for Community Newspapers" also will be presented at 2:30. This session features a panel of newspaper managers who will share their success stories for markets of all sizes.

Harrower's final session of the day, at 3:30 p.m., is "101 Swipeable Design Ideas" featuring a fast-paced show of

#### SESSION SPEAKERS



KYLE KILLINGSWORTH



TIM HARROWER



JASON MALY



MARK ZIMMERMAN

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