

Local News Solutions 2024

Stronger Newsrooms for Stronger Communities

Presented by:



*Revenue, reach & reporting to enhance trust,
expand inclusiveness & elevate business resiliency*



COLAB
COLORADO NEWS
COLLABORATIVE



**COLORADO
MEDIA
PROJECT**



coloradopress
ASSOCIATION NETWORK

146th Annual Convention
August 22-24, Denver/Thornton

Honor Roll



At left, Radio 1190 won two awards from the Intercollegiate Broadcasting System. Above, two CMCI alumni are part of News21's student reporting project at Arizona State University.

Through projects for fellowships, classes and campus media organizations, students in the College of Media, Communication and Information at CU Boulder were recognized with various awards for excellence in reporting.

Two graduates were accepted into the News21 student reporting project and their coverage, **"America after Roe,"** won three awards: a Mark of Excellence Award from the Society of Professional Journalists, the Robert F. Kennedy Human Rights Organization's College Journalism Award and a People's Voice from The Webby Awards.

SPJ Region 9 awarded five Mark of Excellence awards to Radio 1190 and the CU Independent. Radio 1190 also was recognized by the Intercollegiate Broadcasting Systems for best news director and best public affairs program.

Four graduate students, in partnership with Boulder Reporting Lab, won two first-place awards in SPJ's Top of the Rockies Contest for **"Hidden Hazard: Boulder's Million-Ton Coal Ash Problem."**



College of Media, Communication
and Information

UNIVERSITY OF COLORADO **BOULDER**

colorado.edu/cmci

Welcome to the 146th Annual Convention of the Colorado Press Association



Welcome to the Colorado Press Association's Annual Convention! I am thrilled to have you here with us. Our gathering is more than just an event; it's a testament to our shared commitment to the future of journalism and the vital role it plays in our society.

Dire warnings of the death of newspapers have been around practically since newspapers were first printed. Yet, we have persevered, adapting to new

challenges and evolving with the times. For the last 145 years, the Colorado Press Association has been right there with you, helping our state's news organizations navigate an ever-changing media landscape. Today, the media industry faces unprecedented challenges, from the rapid evolution of digital technologies to the shifting economic landscape and the relentless spread of misinformation. These challenges test our resilience, creativity, and unwavering dedication to delivering truthful, impactful journalism.

As we approach the 2024 elections, our role in keeping democracy strong has never been more critical. The integrity of our electoral process depends on accurate,

unbiased reporting and the dissemination of reliable information. It is our responsibility to ensure that the public is well-informed, enabling them to make educated decisions at the ballot box.

At the Colorado Press Association, we recognize these hurdles and are steadfast in our efforts to support you. What I hope for, at the end of this convention, you're filled with inspiration to continue to meet these challenges, and you've got more tools, knowledge and cohorts to do it. We've heard your calls for more support and we have curated a series of workshops, panels and discussions that address key issues and provide news you can use.

Together, we will explore innovative strategies and share insights that can help us adapt and excel. By fostering collaboration and learning from each other, we aim to strengthen our collective ability to serve our communities with high-quality, reliable news.

Thank you for your dedication to the craft of journalism and for joining us this weekend. I look forward to seeing you, and don't hesitate to tell me what we can do to make the CPA as valuable to you as you are to us.

Linda Shapley
President, 2024-25

TABLE OF CONTENTS

Map	5
Hall of Fame	6
Speakers	9
Schedule	14
Media Services Guide	24
Past Presidents.....	28
Staff and Board.....	30



The platform for news.

Newspack is a publishing and revenue platform for independent news organizations. It's designed to keep you on the leading edge of digital technology, help you develop a loyal audience, and move you toward long-term sustainability. A project of WordPress.com, the Knight Foundation, and the Google News Initiative, it was developed by journalists and technologists who collectively have more than 100 years of digital publishing experience.

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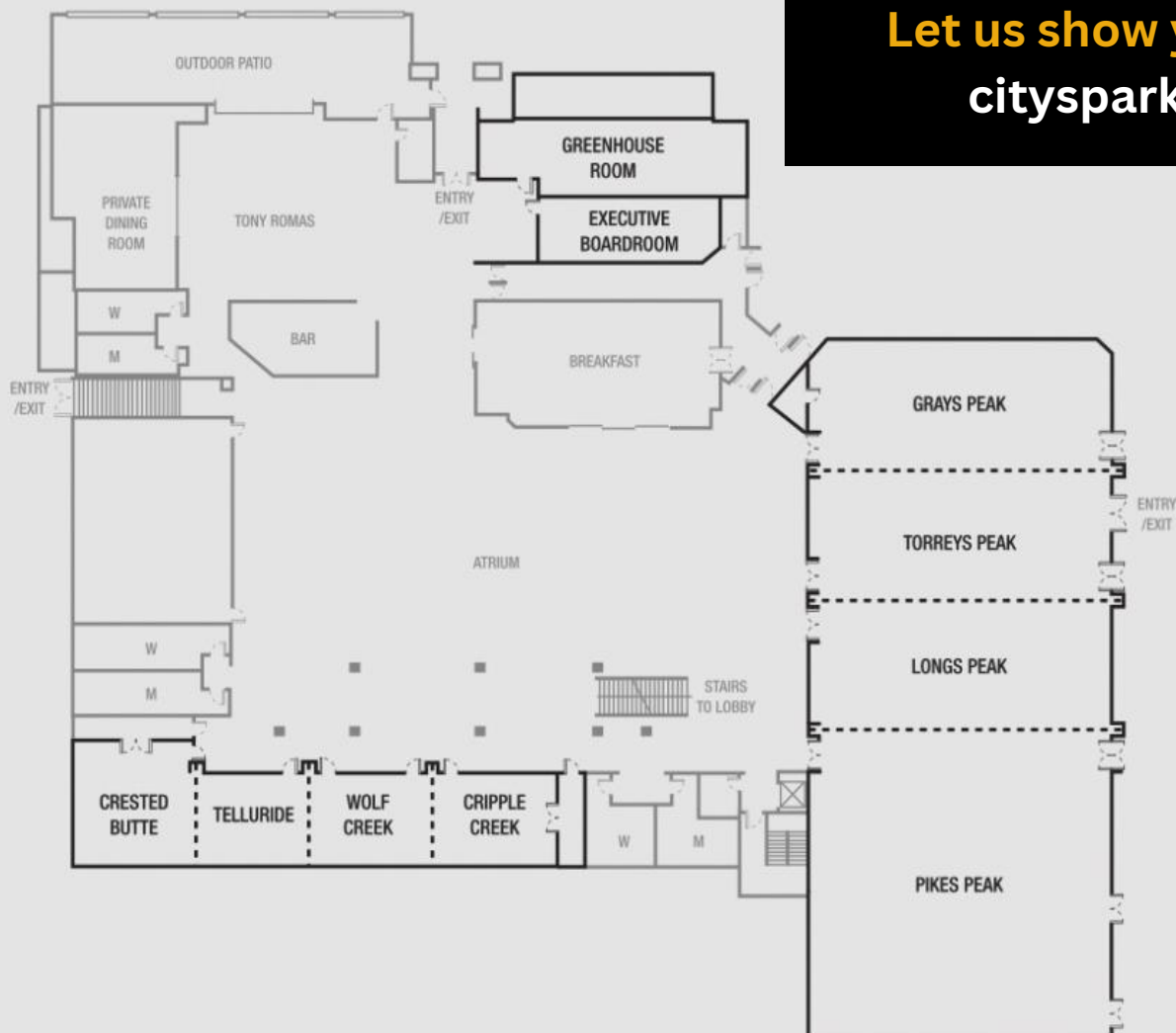
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146th ANNUAL CONVENTION August 22-24 • Denver/Thornton HALL OF FAME

ALBERT J. MANZI



Started newspaper career at Times-Leader Newspaper in early 1983. Worked in the circulation department serving as customer service manager, home delivery manager, single copy manager, and assistant circulation director and in 1986, circulation director, a post held until 1995. Daily circulation increased from 20,000 copies to over 51,000.

In 1995, promoted to Vice President of Operations. Oversaw the installation of a \$15 million printing facility and the start-up of the first Man-Roland Geo-Man press in the nation.

In 1997, named one of the nation's top young newspaper executives by Presstime Magazine.

In 1998, promoted to Vice President of Marketing. During his tenure, the Times Leader set new revenue, circulation and profit records.

In December 1999, recruited by the Pulitzer Company, owners of the Provo Utah Daily Herald, as General Manager. Over the next three years, Al and his team made several strategic purchases of weekly papers, HomeChoice Magazine and converted the home delivered Shopper to mail delivery.

Named CEO, President and Publisher in February of 2003. The management team he assembled established the Daily Herald Publishing Company as a vibrant, fast growing company and a recognized community leader. Named 2004 Business Person of

the Year by Provo/Orem Chamber of Commerce.

Named President and CEO of Prairie Mountain Publishing and Publisher of The Camera in July 2006. Prairie Mountain Publishing was comprised 11 newspapers and websites in Colorado, including The Camera, The Colorado Daily, Broomfield Enterprise and the Eastern Colorado Publishing group. Later in 2011, PMM purchased the Lehman Publishing group that included the Longmont Times-Call, the Loveland Reporter-Herald, Canon City Daily Record and the Hometown Weekly, along with a state of the art printing facility in Berthoud Colorado.

Later PMM purchased the Canon City Shopper, the South Platte Sentinel and finally the Greeley Tribune in 2020.

Al ended his 40 plus year media career with his retirement in July 2023. He currently serves as a member of the finance committee for the Colorado Press Association and on the Broomfield Chamber Board of Directors.

Tons of non profit support through the years, United Way, Boulder Chamber, I have a dream of Boulder County etc.

Manzi lives in Broomfield with his wonderful and supportive wife, Ann Marie, his son Jeremy and two cats, Chloe and Monster.

KEN AMUNDSON



Ken Amundson, who retired May 31, 2024, after 51 years in journalism, lives in Loveland. He began his career in Marshall, Minnesota, moved on to Dubuque, Iowa, and finally to Colorado in 1987 as managing editor of the Loveland Reporter-Herald. He spent 25 years with Lehman Communications at Loveland, Longmont and other Lehman properties. He served on the company's board of directors, the editorial board, and his final position with the company at the time of the company's sale was as editor and general manager of the Reporter-Herald. He helped oversee the construction of the company's \$20 million printing plant in Berthoud including negotiating the contract with the German press manufacturer, ManRoland.

He then worked for two years as general manager of Ballantine Communications' newspaper division under Richard Ballantine. And for the past decade he worked in various positions with BizWest Media LLC, the business journal publisher in Northern Colorado. During that time, he was vice president of operations, publisher of the Wyoming Business Report and for the past several years managing editor of BizWest.

He served as president of the Colorado Press Association in 2001 at which time the association secured new legislation requiring governments to record executive sessions and giving citizens access to those recordings when executive sessions were improperly conducted.

He defines himself as a "community journalist," which he defines as a journalist who is deeply imbedded in the community that is being covered: Understanding and living with the issues a community faces, providing in-depth coverage of those issues and, on the editorial (opinion) side, helping to craft solutions, helping to guide the community to a better place.

He is married to JoEllen (46 years) and father to son Josh Amundson who lives with his family in Windsor and daughter Kristen Mauck who lives with her family in Thornton.

ROSALIND "BEE" HARRIS



Rosalind J. Harris also referred to and known as Bee is the owner, publisher and art director of the Denver Urban Spectrum newspaper. She has been "spreading the news about people of color" since 1987. DUS has provided a platform for hundreds of aspiring and diverse journalists for 37 years.

As an active member in the community, Bee has served on many boards in the capacity of an advisor and/or director including Cleo Parker Robinson Dance, Visit Denver, the Coalition Against Global Genocide, the Colorado Press Association and many others.

Over the years, she has mentored and trained more than 250 youth ages 13 to 17 in the field of journalism with the Urban Spectrum Youth Foundation.

Over the years, she and Denver Urban Spectrum have received numerous awards. Bee was inducted into the Colorado Women's Hall of Fame in 2020.

She has two sons, two grandsons, and 4-year-old great granddaughter, Desiree.

Previous Hall of Fame Inductees

2023 | Jeff Roberts, CFOIC

2023 | Alfonzo Porter (posthumously inducted)

2023 | Lonnie Nixon

2022 | Houston Waring, Littleton Independent,
(posthumously inducted)

2022 | Percy Connaroe (posthumously inducted)

2022 | Patricia Calhoun, Westword

2019 | Ed Lehman, Longmont Times-Call
(posthumously inducted)

2019 | Richard Ballantine,
Ballantine Communications

2019 | Merle Baranczyk, Arkansas Valley Publishing

2018 | Morley Ballantine, Durango Herald

2018 | Garret Ray, Littleton Independent

2018 | Randy Bangert, Greeley Tribune

2017 | Robert Hoag Rawlings, The Pueblo Chieftain
(posthumously inducted)

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FEATURED SPEAKERS

DAN HARRIS

Co-founder, Ten
Percent Happier



Dan Harris spent 21 years as an anchor and correspondent at ABC News, where he hosted Nightline and the weekend editions of Good Morning America. He also spent years in the field, covering combat, natural disasters, and presidential campaigns. After having an on-air panic attack, he turned to meditation, which he always thought was for robed gurus and unwashed hippies. In 2014, he published the #1 New York Times bestselling book, 10% Happier. In 2016, he launched the 10% Happier podcast. It now has over 600 episodes and regularly ranks among the top 100 shows.

JAY ROSEN

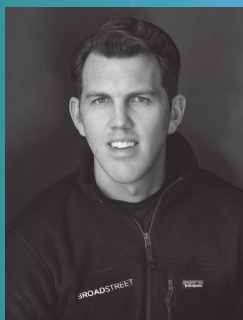
Journalism Professor,
New York University



Jay Rosen has been teaching journalism at New York University since 1986. He is the author of Press Think, a blog about journalism and its ordeals (www.pressthink.org), which he introduced in September 2003. In 1999, Yale University Press published his book, What Are Journalists For?, which is about the rise of the civic journalism movement during the pre-internet era. In 2017 he became director of the Membership Puzzle Project, funded by the Knight Foundation, Democracy Fund and Luminato. It studies membership models for sustainability in news. Rosen is also an active press critic with a focus on problems in the coverage of politics. On Twitter he is @jayrosen_nyu.

KENNY KATZGRAU

CEO/Publisher, Broadstreet/
RedBankGreen



Kenny Katzgrau, majority owner of RedBankGreen and founder of Broadstreet, shares his vision for revitalizing community journalism. He discusses strategies to help hyperlocal websites and small community weeklies thrive. Katzgrau's approach involves enhancing advertising efficacy and community engagement through digital tools, advocating for news that not only informs but also engages and uplifts the community. He calls for a balance of serious journalism with elements of fun, suggesting that a vibrant local news outlet can profoundly impact its community by reflecting a broader, more inclusive view of news coverage. Katzgrau provides very practical tips on making digital advertising work for local businesses and for long-term financial sustainability of news outlets.

BERNICE CHAO

Creative Lead, R/GA
Associates/Executive Creative
Director, TDW+Co, Founder of
Asians in Advertising



Bernice Chao is an award-winning creative leader who has collaborated with some of the world's top brands. As one of the few female Asian American creative directors in the industry, she is dedicated to shaping the AANHPI community through her work with Asians in Advertising, a global non-profit organization. This organization empowers the next generation of talent through podcasts, events, mentorship, and scholarship programs.

Chao is the author of the award-winning bestseller The Visibility Mindset and has delivered talks on over 100 prestigious stages, including SXSW, the World Bank, Harvard, and SpaceX. In addition to her professional achievements, she is a professor at Loyola Marymount University. Her contributions have earned her numerous accolades, including induction into the AAF Hall of Achievement, the She Runs It Working Mother of the Year Award, and the ADCOLOR Catalyst Award.

CANDICE FORTMAN

JSK Fellow, Stanford
University



Candice Fortman is the former executive director of Outlier Media, a non-profit newsroom that centers and responds to the needs of Detroit residents. In her role at Outlier, she worked to root the organization and ensure it made consistent and timely progress in achieving its mission while building a sustainable newsroom that challenges traditional models. Before joining Outlier, Fortman was the marketing and engagement manager at WDET 101.9, Detroit's NPR station. She is the former host of News Guest, a podcast that explores newsroom sustainability and leadership. Fortman sits on the board of Cityside, which operates Berkeleyside and The Oaklandside in the San Francisco Bay Area. She is an advisory board member for OpenNews. She also serves as an advisor to Baltimore Beat, a non-profit newsroom with a mission to honor the tradition of the Black press and the spirit of alt-weekly journalism. Fortman was a 2021 JSK Community Impact Fellow and will head to Stanford University in the fall of 2024 as a residential JSK Fellow.

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146th ANNUAL CONVENTION
August 22-24 • Denver/Thornton

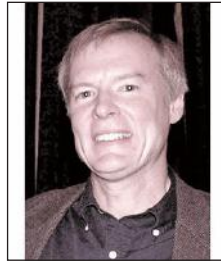
SESSION SPEAKERS



MICHELLE ANCELL
Colorado State University
Senior Instructor and
Media Communication



BLAIR BARNA
City Spark
VP of Sales



DOUG BELL
Society of Professional
Journalists
President



**SHAVONNE
BLADES**
Yellow Scene Magazine
Publisher



JOSH BRANDAU
Nota
Co-Founder and CEO



**RALEIGH
BURLEIGH**
The Sopris Sun
Editor In Chief



JO CARROLL
Colorado State University
Researcher



**TODD
CHAMBERLIN**
The Sopris Sun
Executive Director



**ELIZABETH
CLEMONS**
Sunlight Search
Director of Research



**LEE ANN
COLACIOPPO**
The Denver Post
Editor



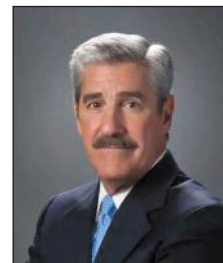
MAEVE CONRAN
Rocky Mountain
Community Radio
Managing Editor



AMBER COTÉ
Rock Mountain
Public Media
Senior Director of
Community Relations



PATRICK FERRUCCI
University of
Colorado-Boulder
Associate Professor and
Journalism Chair



JOHN FERRUGIA
Colorado News
Collaborative
Journalist/Coach



JENNY FISCHER
Colorado State University
Co-Director, Deliberative
Journalism Project



LAURA FRANK
Colorado News
Collaborative
Executive Director



BEN GERST
Nota
Co-Founder, Chief Product
and Technology Officer



MICHAEL GRANT
Get Current Studio
Founder & CEO



DAN GRECH
BizHack Academy
Founder & CEO



TINA GRIEGO
Colorado News
Collaborative
Managing Editor

Local News Solutions 2024

146th ANNUAL CONVENTION
August 22-24 • Denver/Thornton

SESSION SPEAKERS



**ANDREA FAYE
HART**
Tiny News Collective
Membership Director



JENNIFER HEFTY
USA TODAY Network
Director of Audience for
Local Newsrooms



COREY HUTCHINS
Colorado College's
Journalism Institute
Co-Director



**MARLA
JONES-NEWMAN**
People and Culture
Vice President



DERRICK KOO
Newspack
Product Engineering Lead



SARAH KURZ
Rose Community
Foundation
Chief Impact Officer



JENNIFER MELLO
August Policy Strategies
Founder



JEREMY MIMS
Pirate Audio
Co-Founder



SAM MOODY
Colorado Media Project
Associate Director



**HECTOR
PANIAGUA
MORALES**
Enterate Latino
Editor/Publisher



FRANK MUNGEAM
Local Media Association
Chief Innovation Officer



BRAIDON NOURSE
The Denver Post
Freelance Sports Reporter



**JENNIFER
OLDHAM**
Oldham Company
Journalist



VINEET PANJABI
Quintype
Chief Sales Officer



DAVE PERRY
Aurora Sentinel
Editor and Publisher



DANIEL PETTY
ProPublica
Director of Audience
Strategy



NOELLE PHILLIPS
The Denver Post
Reporter



**TIM
REGAN-PORTER**
Colorado Press Association
CEO



ELENA RENKEN
SciLine
Manager, Journalism
Projects & Multimedia



TERESA RISTOW
BlueLena
Audience Strategist

Local News Solutions 2024

146th ANNUAL CONVENTION
August 22-24 • Denver/Thornton

SESSION SPEAKERS



JEFF ROBERTS
Colorado Freedom of
Information Coalition
Executive Director



KIM SALVAGGIO
Rocky Mountain Public
Media
Chief CEA Officer,
Community Equity Access



VICKY SAMA
University of Colorado
Boulder
Director of Student News



**LISA
SCHLICHTMAN**
The Metropolitan
Advisor



STEFANIE SERE
Rocky Mountain
Community Radio / KLZR
Digital Editor / News
Director



ADAM SESSIONS
Broadstreet
Account Executive



JAMES STEINDLER
The Sopris Sun
Contributing Editor



ANN MARIE SWAN
The Durango Herald and
The Journal
Former Opinion Editor



**BRANDI
SWICEGOOD**
Sunlight Search
Executive Director



SAM TABACHNIK
The Denver Post
Reporter



**MARYANNE
TALBOTT**
Alamosa Citizen
Co-Founder and Editor



**JOHANNA ULLOA
GIRÓN**
The Colorado Trust
Building and Bridging
Power Program Manager



MEGAN VERLEE
Colorado Public Radio
Features Editor



LIZ WHITE
Local Media Association
Second Vice Chairman,
LMA Board



SARA WHITLOCK
SciLine
Scientific Outreach
Manager



CAROL WOOD
Founder
Emerge Media Group



**JOEY & LINDSEY
YOUNG**
Kansas Publishing
Ventures
Majority Owner

The Youth Agenda

[The yooTH ə'jendə]

noun.

A policy platform created by young people, for all people.

see also: young Colorado's priorities, the world young people dream of, what guides New Era's everyday work



Reproductive Rights



Affordable Housing



Immigrant Rights



Health Care +
Mental Health



Student Debt +
Economic Justice



Climate Justice



LGBTQ+ Rights +
Gender Expression



Democracy Reform

New Era Colorado
Action Fund is
organizing young
people to win on the
Youth Agenda in this
year's elections.

In a messy election
year, we're focusing on
our issues and our
futures.

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146th ANNUAL CONVENTION August 22-24 • Denver/Thornton SCHEDULE

THURSDAY, AUGUST 22

8:00 a.m. - 12:00 p.m.

Press Forward Colorado Funder Table

Private Dining Room

12:00 p.m. - 5:00 p.m.

Colorado Media Project Summit

Grays Peak & Torreys Peak

5:00 p.m. - 5:30 p.m.

CPA Welcome and Legislative Awards

Atrium

5:30 p.m. - 7:00 p.m.

Opening Reception

Tony Romas

7:00 p.m. - 8:00 p.m.

10% Happier at Work & in the Community

Pikes Peak, Longs Peak, Torreys Peak, Grays Peak

A talk and Q&A with Dan Harris. Ticketed public event.

8:00 p.m. - 9:00 p.m.

Dan Harris Book Signing

Greenhouse Room

FRIDAY, AUGUST 23

7:00 a.m. - 8:00 a.m.

Registration

Atrium

Cash breakfast available

8:00 a.m. - 9:00 a.m.

Opening Session & Keynote

Main Ballrooms (Pikes Peak, Longs Peak, Torreys Peak)

Welcome, activity, keynote from Jay Rosen

9:00 a.m. - 10:50 a.m.

Solution Roundtables Block 1

Main Ballrooms (Pikes Peak, Longs Peak, Torreys Peak)

Solution roundtable sessions are 25-minute sessions, repeated three times with share-outs and time for changing tables. The block will start with introductions of the roundtables in the block.

1. 10 ways to optimize the audience funnel

Reach, Revenue

Teresa Ristow | We'll review the funnel concept and strategies to turn your fly-by audience into engaged, loyal readers who support your work. Share challenges you have with moving readers down the funnel and walk away with a list of tactics for email list growth, engagement, conversion, retention and advocacy.

2. Building support for a free press in the legislature

All

Jennifer Mello | Join CPA contract lobbyist Jennifer Mello for a Q&A session focused on the challenges and strategies involved in protecting a free press in the state legislature. Jennifer will answer your questions on topics like building legislative support, cultivating relationships with lawmakers, navigating transparency issues, the future of public notices, and securing government advertising dollars.

3. Design tips & reviews (website & newsletters)

Design

Michael Grant | Join Michael Grant, editorial experience designer and founder of Get Current Studio, for an interactive session on optimizing website and newsletter design. Michael will start with some essential design principles and then review websites and newsletters requested by participants. Michael will draw from his experience with diverse media outlets, including the Star Tribune and San Francisco Chronicle. Participants are encouraged to bring examples for feedback. Whether you're a seasoned designer or just starting, you'll leave with actionable insights tailored to your needs.

4. Ethical, actionable AI for news

Operations, Reporting

Frank Mungeam | What are the best immediate applications of AI in newsrooms today? Which uses are OK and which raise ethical questions? How do you decide where to draw the line on AI use, and how should you communicate that both within the newsroom and to your audiences? Join this table talk for a practical discussion about navigating AI uses and ethics.

5. How to get a media job

Student

Doug Bell | Seasoned journalist Doug Bell, with a remarkable 40-year career in the field, will share invaluable insights and practical advice on navigating the competitive landscape of journalism job opportunities. Drawing from his vast experience, Bell will offer guidance on building a standout portfolio, honing essential skills, networking effectively, and leveraging digital platforms. Attendees will gain a comprehensive understanding of the industry's

Local News Solutions 2024

146th ANNUAL CONVENTION
August 22-24 • Denver/Thornton

SCHEDULE

demands and how to position themselves for success in securing their dream jobs in journalism.

6. How to recognize and not amplify election misinformation

Reporting

Elena Renken, Sara Whitlock | This election season is already awash with misleading information, from everyday exaggerations, to deviously edited legitimate footage, to sophisticated deepfake audio and video reels. This roundtable will highlight signs to watch for, and describe research-backed approaches—ranging from key questions to always ask yourself before believing what you see or hear, to digital tools like reverse image search—that can help you avoid inadvertently giving a bigger voice to false claims.

7. How we landed big stories and how you can replicate

Reporting

Lee Ann Colacioppo, Noelle Phillips, Sam Tabachnik | Join The Denver Post team for an insightful roundtable session on how they landed some of their biggest stories. Discover the strategies and techniques they used, and learn how you can replicate their success in your own newsroom. Bring your questions and get practical tips on story development, sourcing, and investigative journalism from one of Colorado's leading news organizations.

8. Lessons from news entrepreneurs: What all newsrooms should know

Reach, Revenue

Andrea Faye Hart | Andrea Faye Hart, the newly appointed membership director for Tiny News Collective, brings a wealth of experience from her work with news startups like MLK50 and City Bureau. Based on Tiny News Collective case studies and Andrea's startup work, she will share key lessons that all newsrooms can learn from the entrepreneurial spirit and innovative approaches of early-stage news founders. This session will explore how traditional newsrooms can adopt these strategies to foster innovation, community engagement and financial sustainability.

9. Make a media kit that sells in 2024

Revenue

Kenny Katzgrau | Join Kenny Katzgrau, publisher of <http://redbankgreen.com/> and creator of Broadstreet, for a hands-on session on creating effective media kits. Learn the seven must-haves for any media kit, see real examples from successful publishers, and get a ready-to-use template in Google Slides. This session will help you design a media kit that is simple, engaging, and effective in converting leads into clients. Perfect for publishers, editors, and sales managers looking to optimize their advertising strategy.

10. Optimizing your “Best of” platform for engagement and profit

Revenue

Blair Barna | Join Blair Barna from CitySpark as he guides you through the intricacies of maximizing your “Best of” platform. Whether you're a seasoned pro or just getting started, Blair will share actionable strategies to boost engagement and revenue. Learn best practices that have proven successful across various markets and discover new opportunities to enhance your platform's impact.

11. Sentinel story sprint: 11 interns. 10 stories. 3 videos. 2 weeks. 1 experiment.

Reach, Reporting

Michelle Ancell, Dave Perry, Braidon Nourse, Jo Carroll, Jenny Fischer | How interns, retired editors, the Colorado Media Project and Aurora Sentinel Community Media joined forces to fill gaps in local news coverage while providing professional experience for emerging journalists.

12. Strategic philanthropy

Revenue

Sam Moody, Sarah Kurz, Johanna Ulloa Girón | “How should my newsroom approach foundations for funding? What do philanthropic funders care about? What kinds of projects or work can we fund with grants? Do foundations do anything other than make grants?” If you've ever asked yourself these kinds of questions, this is your opportunity to sit down with a few Colorado funders with experience supporting local media and ask us instead! Join Sam Moody, Associate Director of the Colorado Media Project, and Sarah Kurz, Chief Impact Officer of the Rose Community Foundation and Vice Chair of the Colorado Media Project Executive Committee, for a conversation about how Colorado newsrooms can think about and strengthen their relationships with funders - and more importantly, their relationships with the communities they serve.

13. Training with Earn Your Press Pass

Reach, Reporting

Joey & Lindsey Young | All Colorado Press Association members have access to a free on-demand training program called Earn Your Press Pass. The course is designed to teach basic journalism skills to someone with no previous training in the subject, opening up the hiring pool in your community to help you recruit freelancers, part-timers or even full-timers to fill your reporter positions. Created by veteran high school teacher and community journalist Lindsey Young, the training is practical, easy to understand and frees up your valuable time for more important things around your newsroom. Find out more about Earn Your Press Pass from co-publishers Joey and Lindsey Young of Kansas Publishing Ventures.

14. Transitioning to nonprofit: What for-profit newsrooms need to know

Operations, Revenue

Laura Frank | For newsrooms exploring the transition from for-profit to nonprofit, this session, led by COLab's Laura Frank, will focus on answering your key questions. Laura will address critical steps and considerations, such as legal requirements, fundraising strategies, and board governance. The session is designed to help participants navigate the nonprofit conversion process and determine if this model aligns with their organization's goals. Bring your questions and gain valuable insights into the benefits and challenges of becoming a nonprofit news organization.

15. Turning a story into a multimedia, multiplatform package

Reach, Reporting

Maeve Conran, Stefanie Sere | Discover the techniques to transform a single story into a compelling multimedia package for multiple platforms. Whether starting with a written article or an audio piece, this session will cover the essentials of crafting a robust story that includes audio and visuals. Learn to tailor your story's voice, length, and assets for different platforms, including newsletters, social media, web and traditional media. Gain insights into integrating various media formats to enhance audience engagement and reach across multiple platforms. Join us to elevate your storytelling skills in a multimedia world.

11:00 a.m. - 12:00 p.m.

Workshop Block 1

Diversifying revenue streams and why you should start now

Revenue. Crested Butte.

Joey & Lindsey Young | Almost two years ago, Joey and Lindsey Young, co-publishers of Kansas Publishing Ventures in south central Kansas, put their company in the hands of three university researchers and took the plunge to try new ideas for revenue with their flagship community weekly, Harvey County Now. Hear all about the experiment, how these ideas transformed their business in unexpected ways and how you can use what they learned in your own newsroom.

What comes next: Engaging and covering communities after the election

Reach, Reporting. Grays Peak.

Jay Rosen, Tina Griego, Megan Verlee, Kim Salvaggio, Amber Coté | As the dust settles after a major election, communities are often left navigating a new political landscape, and local newsrooms face the challenge of helping their communities deal with these new realities while staying relevant and engaged themselves. This

session will delve into effective strategies for engaging with communities in the aftermath of an election. This session will be facilitated by Jay Rosen, one of the architects of the Citizens Agenda approach; Tina Griego and Megan Verlee, who led the Voter Voices project; and Kim Salvaggio and Amber Coté, who led the Above the Noise project. Through discussions and exercises, these facilitators will help newsrooms navigate post-election reporting and community engagement effectively.

InDesign and Google Drive tips & tricks

Design. Cripple Creek.

Michael Grant | Join Michael Grant, founder of Get Current Studio, for a hands-on workshop focused on enhancing your skills in InDesign and improving your workflow with Google Drive integration. Michael will share practical tips and tricks, drawing from his extensive experience in editorial design. Whether you're looking to speed up your workflow, improve your layout designs, or master advanced techniques with these tools, this session is packed with actionable insights. Perfect for both beginners and experienced designers, you'll leave with new tools and strategies to elevate your visual storytelling and workflow.

Writing winning grant proposals

Revenue. Wolf Creek.

TBA | Join us for a practical workshop on grant writing, designed to help you navigate the grant application process with confidence. Whether you're new to grant writing or looking to enhance your skills, this session will provide you with valuable tips on identifying funding opportunities, crafting compelling proposals, and avoiding common pitfalls. You'll learn how to align your project goals with funder priorities, write clear and persuasive narratives, and create realistic budgets. This workshop is perfect for anyone seeking to improve their grant writing effectiveness and secure funding for their projects.

"The numbers are BS" – how to create a positive culture of audience analytics

Reach. Telluride.

Jennifer Hefty | This workshop with Jennifer Hefty, director of audience for local newsrooms at USA TODAY Network, will talk through some tips on how you can create a positive culture around audience analytics in your newsroom (rather than a punitive one) and convince even the most skeptical journalists of its importance. We will also dive into general tips on developing key performance indicators (KPIs) to understand and grow audience reach and engagement. We will save time to workshop report creation so you can walk away with an actionable dataset for your newsroom – using the tools you have access to! Bring your questions and enhance your understanding of audience analytics.

Local News Solutions 2024

146th ANNUAL CONVENTION
August 22-24 • Denver/Thornton

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12:00 p.m. - 5:00 p.m.

Colorado News Philanthropy Lab workshop

Revenue. Greenhouse Room.

Frank Mungeam, Liz White, other coaches | This is a closed workshop session for current members of the 2024 CO News Philanthropy Lab.

12:00 p.m. - 1:30 p.m.

Lunch keynote and panel

Main Ballrooms

12:00 p.m.: Grab food and network

12:30 p.m.: Keynote

Together we thrive: Harnessing inclusivity for business success

Bernice Chao, founder of Asians in Advertising and a creative lead, will explore how inclusivity drives success in creative industries. Drawing from her extensive experience, Bernice will share strategies for fostering diverse storytelling, building inclusive teams, and ensuring authentic representation. Her presentation encourages thinking broadly about inclusiveness, beyond just checking boxes, and considers many different dimensions to avoid or bust stereotypes. These lessons from the advertising field are highly relevant to publishers, editors, reporters, sales teams, and audience specialists, helping them better reflect and serve their community in reporting, engagement, marketing, and more to enhance reporting, reach and revenue.

12:45 p.m.: Panel

Authentic inclusion: Reflecting, serving and connecting to the full range of our multifaceted communities

Moderated by **Dan Grech**, CEO of BizHack and former news director for WLRN, this panel gathers a diverse group of professionals to discuss how news organizations can inclusively serve their communities. Panelists include **Bernice Chao**, award-winning advertising creative leader and author of *The Visibility Mindset*; **Johanna Ulloa Girón**, Advocacy Program Manager at the Colorado Trust; **Kim Salvaggio**, Chief CEA Officer of Rocky Mountain Public Media; **Candice Fortman**, former Executive Director of Outlier Media; and **Joey and Lindsey Young** of Kansas Publishing Ventures. The discussion will delve into the intricacies of fostering inclusivity through intentionality, active listening, tailored approaches, understanding community needs, and recognizing how organizations are perceived. This session aims to provide practical strategies for enhancing reporting, engagement, marketing, and overall community connection.

1:45 p.m. - 3:35 p.m.

Solution Roundtables Block 2

Main Ballrooms

Solution roundtable sessions are 25-minute sessions, repeated three times with share-outs and time for changing tables. The block will start with introductions of the roundtables in the block.

1. Engaging audiences through social media

Reach

Jennifer Hefty | Join Jennifer Hefty, director of audience for local newsrooms at USA TODAY Network, for an interactive roundtable on developing social media strategies in an era where all platforms seem to be deprioritizing news. The session will be driven by participants' questions and biggest pain points, covering topics such as effective social media and commenting policies, strategies to attract younger audiences, how to get started on emerging platforms without overtaxing your staff, the most important platforms right now, setting and measuring social media objectives, and more. Bring your questions and learn best practices to enhance your newsroom's social media presence and engagement.

2. Finding and using public records for powerful reporting

Reporting

John Ferrugia | Bring your own questions about stories you're tackling or want to do. COLab's John Ferrugia will provide personalized advice and help brainstorm solutions to investigative challenges, making this a highly interactive and practical session.

3. Fostering healthy cultures and career paths for journalists of color

Operations, Reporting

Michael Grant | Join Michael Grant, an editorial designer and diversity advocate, for a roundtable discussion on creating supportive newsroom environments and career pathways for journalists of color. Drawing on his work with the Toolkit for Journalists of Color, this session is aimed at both journalists of color and newsroom leaders who are dedicated to attracting, training, and nurturing diverse talent. We'll explore strategies for retaining journalists of color, ensuring newsrooms reflect community diversity, and better serving audiences through inclusive and representative reporting. Participants will share experiences, challenges, and best practices to foster thriving environments.

4. From classroom to newsroom: Transformative partnerships for local journalism

Reporting

Corey Hutchins, Laura Frank | Anyone with interest in growing more news-academia partnerships in Colorado is invited to come join this brainstorming session. With a stone soup approach, we'll explore the strengths and needs of classrooms and newsrooms to see how we can work together toward reinventing journalism and journalism education. The discussion will be led by Corey Hutchins of Colorado College and Laura Frank of COLab and University of Denver.

5. How to engage your audience through every step of the funnel using Newspack

Reach, Reporting

Derrick Koo | We will walk through an audience engagement checklist. We'll provide newsletter optimization tips, explain how to streamline email address collection, and discuss how to optimize the use of campaigns.

6. Inboxes and earbuds: How newsletters and podcasts work better together

Reach

Jeremy Mims | Did you know that podcasts and email newsletters have a lot in common? Both are powerful, open platforms that enable newsrooms to build connections, provide in-depth coverage, showcase sponsors, and establish trust. Whether you have a newsletter, a podcast, or both, this roundtable will show you how these two mediums can complement and strengthen each other.

7. Redefining ad sales: Client growth objectives, strategic design and marketing partnerships

Revenue

Shavonne Blades | Research shows that 86% of people have banner blindness. You have greater odds of surviving an airplane crash than someone clicking on your banner ad. This opens up an opportunity for local news to sell more than standard advertising. Help your local businesses achieve results by focusing on growth objectives, leveraging strategic design, and forming impactful marketing partnerships with you. Ideal for newsrooms or sales teams of all sizes, this discussion will show that you don't need a large advertising or marketing department to implement these effective strategies. Join us to transform your client relationships and drive growth with innovative solutions.

8. Resume tips and reviews

Operations, Student

Doug Bell | Join Doug Bell and a team of experienced editors from across Colorado for a roundtable focused on improving your resume. Doug will kick things off with a few general tips, then participants can have their resumes

reviewed by industry professionals for personalized feedback. Whether you're a journalism student or a seasoned reporter looking for new opportunities, this session offers valuable insights to help you stand out in a competitive field.

9. Strategies to drive print ad revenue

Revenue

Todd Chamberlin | Driving print ad revenue involves leveraging local connections and personalized strategies. Focus on hyper-local targeting by highlighting community-specific interests and needs. Build strong relationships with local businesses and offer bundled packages that include print ads and community event sponsorships. Use high-quality, eye-catching formats to make ads stand out. Offer special sections or features that spotlight local stories and businesses. Create loyalty programs or discounts for repeat advertisers and early bookings. Expand distribution by partnering with local organizations and using community networks to increase reach. Lastly, provide exceptional service and gather feedback to continually refine your approach based on local advertiser needs. These are just a few of the strategies to develop a successful print revenue stream.

10. Street smart tactics to reach overwhelmed advertisers

Revenue

Adam Sessions | Have you ever been ghosted? Ever had trouble getting your advertisers to pick up the phone, to reply to your proposal, or to spend any money at all? What are the best tactics to make it to the next step? At this roundtable discussion, learn the best tips and tricks your peers use to get digital sales quicker and with less friction.

11. Tackling the challenges of today's student journalist

Reporting, Student

Vicky Sama, Allie Seibel, Hannah Parcels, Cooper Baldwin, Jack Armstrong, Paul Czarnecki, Chloe Ragsdale, Greg Egbert, Isabel Guzman | Today's student journalists face new challenges in managing their news outlets. The problems include public trolling over their coverage of controversial stories such as the Israeli/Palestine student protests and the heated upcoming elections. This has made it difficult to recruit new student journalists and, in some cases, to receive support from university administration. In this session, moderated by CU Boulder's Director of Student News Vicky Sama, student journalism editors from universities around the state will tackle these challenges with the hopes of finding solutions in open discussions with the convention's audience.

12. Transform your newsroom with SaaS-based digital publishing solutions

Operations, Reporting

Vineet Panjabi | As the digital landscape evolves, audiences crave immersive experiences beyond traditional storytelling. We'll explore how visual storytelling and connected content captivate audiences and elevate engagement. In this session, Vineet Panjabi, Business Head at Quintype, will showcase Quintype's digital-first publishing platform for immersive storytelling and distribution, editorial workflow with bespoke integrations with print systems, AI assistant for content enhancement, creating a reader revenue funnel (identity > subscriber > paid subscriber), and no-code website/page builder for faster time-to-market.

13. Unlocking revenue with self-service solutions

Revenue

Blair Barna | In this roundtable, Blair Barna discusses the growing potential of self-service platforms, from calendar listings to advertising. Explore how automating certain services can free up your staff and create new income streams. Blair will share insights on the advantages of self-service, from cost efficiency to empowering your clients with easy-to-use tools.

14. Using assistive AI to repurpose and distribute news across platforms: Insights from Nota founders

Reach, Revenue

Josh Brandau, Ben Gerst | Join the founders of Nota to learn more about practical applications of assistive AI in the newsroom. Nota is an Enterprise SaaS company building tools that allow you to optimize, repurpose, and distribute your content within your existing workflow.

3:35 p.m. - 4:00 p.m.

Ice cream truck break (presented by Software Consulting Services)

In front of Tony Romas

Pick up tickets from sponsor tables. Truck will be there from 2:30-4:30 p.m.

4:00 p.m. - 5:00 p.m.

Workshop Block 2

Can We Say DEI? Exploring the Evolving Discourse on Diversity, Equity, and Inclusion

Operations, Reach. Telluride.

Kim Salvaggio, Amber Coté | In today's socio-political landscape, the discourse on Diversity, Equity, and Inclusion (DEI) is both dynamic and complex. This panel session will provide an in-depth exploration of how DEI is perceived,

implemented, and discussed in contemporary media, shedding light on the challenges and opportunities that arise in this ever-evolving field. Our discussion will center on several key areas: evolving DEI language, challenges in implementation, the impact of non-engagement, and real-world examples. This panel aims to equip participants with a comprehensive view of current DEI discourse, offering actionable insights to enhance your own media practices and organizational strategies.

Deepening your coverage with evidence

Reporting. Cripple Creek.

Elena Renken, Sara Whitlock | According to the Voter Voices Survey led by Colorado Public Radio, Colorado news consumers are highly interested in economic, democracy, and environmental issues in the upcoming elections — topics often covered during campaign season as “political issues” when in fact each has been methodically studied by scientists for decades. This workshop will help you better inform your audience on these issues by teaching practical skills to add research-backed evidence, facts, and solutions into your reporting. You'll learn to generate fresh, evidence-driven story angles, find scientist sources with relevant expertise, and enrich your reporting with meaningful data while avoiding classic reporting pitfalls. Whether you're covering city hall or breaking news, evidence-backed context will make your reporting stand out by revealing the bigger picture and checking politicians' claims. This workshop will be led by staff from SciLine, a free, editorially independent service for journalists that connects local reporters with the scientific evidence and expertise they need. Story ideas for discussion are welcome as we cover strategies to enhance local journalism during election season.

Driving audience growth: Proven strategies for newsrooms

Reach, Revenue. Wolf Creek.

Daniel Petty | Join ProPublica's director of audience strategy for a comprehensive workshop on driving digital audience growth and revenue for newsrooms. Daniel will explore a range of strategies, from essential, low-hanging fruit like optimizing newsletter sign-ups to advanced techniques like creating sophisticated audience funnels. This session is relevant for nonprofit newsrooms, digital-only outlets, and traditional print and broadcast organizations, offering valuable insights for one-person operations to larger newsrooms with dedicated audience specialists.

How to sell digital advertising in 30 minutes in 2024

Revenue. Grays Peak.

Kenny Katzgrau | Broadstreet's founder street-level strategies to handle a sale and get a friction free close and a happy client. No ghosting while maximizing profit margin. Even a rookie can follow these steps. You'll learn asimple

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146th ANNUAL CONVENTION
August 22-24 • Denver/Thornton

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system for handling inbound sales requests, a simple system for “hunting” down sales, and a perspective that will make you and your team want to sell more.

Recruiting using earn your press pass

Operations, Reporting. Crested Butte.

Joey & Lindsey Young | The Youngs are co-publishers of three community weekly newspapers in south central Kansas. In addition to running their newspapers, they have developed an on-demand training program called Earn Your Press Pass, which is designed to train a lay person to be able to write a variety of stories for their local newspaper. The Youngs use this program in their own newsroom, and EYPP has been deployed in over 20 states, including Colorado, where it is a free resource to press association members. Learn how to use this training to recruit freelancers, part-timers and even full-timers into your newsroom.

5:00 p.m. - 5:30 p.m.

Share out and wrap up for day + CFOIC Awards

Main Ballrooms

5:30 p.m. - 7:00 p.m.

Young Professionals Reception

Tony Romas

Reception for all attendees in honor of young professionals

7:00 p.m. - ?

Dinner on your own

CPA Board Dinner

Private Dining Room

SATURDAY, AUGUST 24

8:00 a.m. - 9:00 a.m.

Registration

Atrium

Cash breakfast available

Past Presidents Breakfast

Private Dining Room

8:30 a.m. - 9:00 a.m.

CPA Annual Meeting

Main Ballrooms

9:00 a.m. - 9:30 a.m.

Welcome and Saturday Keynote

Main Ballrooms

Welcome, keynote from Kenny Katzgrau

9:30 a.m. - 11:20 a.m.

Solution Roundtables Block 3

Main Ballrooms

Solution roundtable sessions are 25-minute sessions, repeated three times with share-outs and time for changing tables. The block will start with introductions of the roundtables in the block.

1. Amplify Colorado: Leveraging the diverse source tool to connect your communities and newsroom

Reach, Reporting

Tina Griego, Laura Frank | Journalists and newsroom leaders will come out of this session with the knowledge and skills to leverage Amplify Colorado to create more equitable and representative news coverage, ultimately strengthening the relationship between newsrooms and the diverse communities they serve.

2. Democratizing journalism

Reach, Reporting

Candice Fortman | Join the former executive director of Outlier Media for an insightful session on democratizing journalism. She'll discuss how newsrooms might include communities in the processes of journalism and empower underserved communities by prioritizing their information needs. Candice will lead a discussion of the intricacies of engaging diverse audiences, disrupting traditional news models, and ensuring journalism serves everyone. Learn practical strategies for listening to and understanding community needs, challenging stereotypes, and adopting innovative practices to make journalism more inclusive and effective.

3. Design tips & review (print)

Design

Michael Grant | Join the founder of Get Current Studio for an interactive session on effective and engaging print design. Michael will start with some essential design principles and then review newspapers and layouts requested by participants. Michael will draw from his experience with diverse media outlets, including the Star Tribune and San Francisco Chronicle. Participants are encouraged to bring examples for feedback. Whether you're a seasoned designer or just starting, you'll leave with actionable insights tailored to your needs.

4. Enhancing business and operations in news organizations

Operations

Carol Wood | Join Carol Wood for an interactive and dynamic discussion on strengthening the business and operational foundations of your news organization. In this session, you'll explore strategies to ensure your new

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organization thrives, enabling you to continue producing excellent journalism. Bring your questions and get practical tips on improving operational structures, monetization, and problem-solving. Engage with peers, share insights, and walk away with actionable advice to elevate your organization's success.

5. Fresh perspectives: Community contributions and evolving opinions

Reporting

Hector Paniagua Morales, Ann Marie Swan | Many newspapers have dropped editorial and opinion pages, but some communities still seek spaces to explore differing perspectives. In response, innovative newspapers are finding new ways to incorporate community voices. Join this solutions roundtable to hear from a few publications on their approaches to opinion content and community contributions. This session is a conversation where all participants can share ideas, discuss current trends, and explore future strategies for engaging and representing diverse perspectives through opinion and editorial pages and community contributions.

6. Harnessing first-party data for revenue and audience growth

Reach, Revenue

Blair Barna | CitySpark's vice president of sales dives into the importance of first-party data collection in a world increasingly wary of third-party cookies. Learn how to effectively gather and utilize emails, phone numbers and other data to segment your audience and drive revenue growth. This session will equip you with the knowledge to take control of your data strategy, ensuring long-term success.

7. Hiring ad salespeople: The easier way to do it

Operations, Revenue

Kenny Katzgrau | Finding and hiring effective ad salespeople is a ubiquitous and seemingly monumental challenge for newsrooms. In this session, we'll explore an innovative approach to tackling this issue by breaking down the role into specialized sub-roles. Learn how to rethink your hiring process to find the right people for each specific task, potentially utilizing part-time or outsourced staff. This strategy can streamline your hiring process and enhance your sales team's effectiveness.

8. Integrating youth voices in local newsrooms

Reach, Reporting

James Steindler, Raleigh Burleigh, MaryAnne Talbott | This roundtable session will explore how to develop and improve youth journalism programs that provide meaningful learning experiences for students while benefiting newsrooms. We'll discuss how students can bring energy,

fresh perspectives, and help expand reach and output, but only with a clear vision and carefully crafted programs. We'll also cover strategies for attracting students to these programs. Facilitated by leaders of youth journalism programs across the state, this session is designed to share insights and best practices for working with students of different ages and backgrounds.

9. Mental health in the newsroom: How to create a culture of well-being

Operations

Marla Jones-Newman | Discover strategies for fostering a culture of well-being in the newsroom. This session will explore the importance of prioritizing mental health in journalism and provide practical guidance for creating an environment that supports the well-being of newsroom professionals. Industry expert and mental health advocate, Marla Jones-Newman, will share best practices for recognizing and addressing stressors, promoting self-care, and fostering open dialogue about mental health challenges. Join this discussion to learn how to cultivate a newsroom culture that promotes the mental well-being of journalists, ultimately enhancing their ability to deliver accurate and impactful news stories.

10. Navigating public records: Dealing with uncooperative officials

Reporting

Jeff Roberts | Join Jeff Roberts, executive director of the Colorado Freedom of Information Coalition and president of the National Freedom of Information Coalition, for a roundtable discussion on how to handle situations where public officials are reluctant to release records. Jeff will guide participants through troubleshooting strategies and best practices, drawing on his extensive experience in advocating for transparency. This session is designed for journalists and anyone facing challenges in accessing public information, offering practical solutions and an opportunity to share your own experiences.

11. Profitable podcasting: Strategies for monetizing local podcasts

Revenue

Jeremy Mims | Podcasting is a powerful way to engage your audience, attract subscribers, and generate revenue. However, creating a profitable podcast can be challenging. How do you balance your team's time, focus, and energy while producing episodes your listeners love? Whether you're a seasoned podcaster or new to the medium, this roundtable provides the ultimate playbook for developing a profitable podcast for your organization.

12. Reviving rural news: Transforming the business model of community journalism

Revenue

Patrick Ferrucci | Join Patrick Ferrucci for a solutions roundtable based on his co-authored book, *Reviving Rural News*. This session will explore the innovative Press Club model, which uses memberships, events, and newsletters to better engage communities and create sustainable paths for local journalism. Learn how to adapt traditional financial strategies to modern readers' habits, ensuring the survival and growth of rural news outlets. This roundtable will be valuable for practitioners looking to implement real-world changes in their news organizations.

13. Shaping CPA's evolution: How can we better serve newsrooms and the Colorado local news ecosystem?

Operations

Lisa Schlichtman, Tim Regan-Porter | Join us for a roundtable discussion on the future of CPA and its role in supporting you. This session will tackle some of the big questions shaping the future of the association: What do you want out of your membership? What should membership mean and what should it require? How do we navigate the future of public notices and where they should be published? Whether you're a current member or exploring membership, this is your chance to help shape the direction of CPA to ensure it continues to support and strengthen local journalism in Colorado.

14. There's still time! Tools and resources to help shed light on political candidates before the election

Reporting

Brandi Swicegood, Elizabeth Clemons | The election is less than three months away, but there's still time to provide your readers critical information about the candidates they're about to choose from. In this roundtable session, we will share fears about potential missed reporting opportunities when it comes to covering candidates, brainstorm about what voters want/need to know about candidates, and share some quick, helpful resources and strategies you can act on to help your audience make informed decisions at the ballot box. You'll take away ideas about how to effectively research candidates and what resources and tools you can deploy to meet the needs of your audience in this important moment.

11:30 p.m. - 12:30 p.m.

Workshop Block 3 / Unconference

**Building trust through transparency and storytelling:
Sharing your newsroom's narrative**

Reach, Revenue. Crested Butte.

Dan Grech | Journalism is built on trust. This trust is essential for attracting audiences that in turn generate revenue through advertising, subscriptions, philanthropy and memberships. The news industry is in crisis due in part to a breakdown of this trust. This workshop introduces a powerful but often ignored technique to rebuild trust: values-based storytelling. This approach involves highlighting your organization's founding mission and connecting it to the personal values and stories of all team members—from senior leadership to reporters to ad sales teams to audience specialists. By sharing how individual beliefs align with the broader mission of the institution and of journalism, we can strengthen audience trust and build more resilient news organizations. This interactive workshop will help participants uncover and articulate their values-based story, both for the media organization where they work and for themselves individually.

From problems to solutions: Collaborative solutions journalism approaches

Reporting. Grays Peak.

Jennifer Oldham | Journalists and newsroom leaders will have a clear understanding of how to apply the Solutions Journalism approach to climate coverage and more, and will leave with actionable ideas and collaborative strategies to enhance their reporting.

Making time by optimizing your editorial workflow

Design, Operations, Reporting. Cripple Creek.

Michael Grant | Does your print operation run like a well-oiled machine? Or do you spend time copying and pasting, tracking down items in multiple systems and with multiple people, dealing with duplicated and sometimes inconsistent information and generally getting buried in the minutiae of getting the printed product out the door? Learn how to get your operations humming so you can focus on growth and innovation.

12:30 p.m. - 3:30 p.m.

CPA Better News and Hall of Fame Awards

Main Ballrooms

12:30 p.m.: Grab food and drinks

1:00 p.m.: Keynote from Candice Fortman

1:20 p.m.: Hall of Fame induction

2:00 p.m.: BNC Awards

2:45 p.m.: Member awards

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FOR FREEDOM OF THE PRESS

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With a dedicated attorney in **Colorado**, the **Reporters Committee for Freedom of the Press** ensures local journalists and news organizations pursuing important enterprise and investigative reporting don't have to face legal challenges alone.



RACHAEL JOHNSON is the Reporters Committee Local Legal Initiative attorney for **Colorado**.

CONTACT HER AT
970-486-1085 or rjohnson@rcfp.org
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BlueLena accelerates audience growth and digital transformation by deploying world-class technology, and delivering the expertise and professional services to develop and sustain subscription, membership and donation models for long-term success. Our integrated technology and managed services support a diverse mix of over one hundred non-profit and for profit newsrooms, native digital and print plus digital publications, as well as established and new media brands.

Metro Creative Graphics, Inc.

Metro Creative Graphics, Inc. is a leading provider of advertising, creative, editorial and sales support resources designed to help media companies boost revenue and streamline production with their print and digital products. Metro is unmatched in serving the needs of today's publishers with ready-to-use spec ads, stock-quality images, copyright-free editorial features, print special sections, themed websites, sales and marketing support, and digital ad development tools. The company's responsiveness and passion for performance has been helping publishers create, sell and profit beyond their business expectations for over a century.

The Colorado Freedom of Information Coalition

The Colorado Freedom of Information Coalition is a nonpartisan alliance of groups, news organizations and individuals dedicated to ensuring the transparency of state and local governments by promoting freedom of the press, open courts and open access to government records and meetings. CFOIC helps Coloradans understand and use the Colorado Open Records Act, the Colorado Criminal Justice Records Act and the Colorado Open Meetings Law, as well as the rules governing court access. We also monitor legislation, judicial decisions and violations of the state's open government laws.

SciLine

SciLine is an editorially independent, nonpartisan, entirely free service that connects reporters to vetted scientist-sources and research-based evidence on deadline. We are based at the nonprofit American Association for the Advancement of Science and are fully supported by philanthropies, so everything we offer is free. Our team of former journalists and PhD scientists will get you connected quickly to a scientist whose expertise and communication skills match your needs. We also offer broadcast-quality interviews with scientists from diverse backgrounds who have data-rich insights into topics in the news. And we offer free training to reporters and newsrooms on how to skillfully integrate science into local news stories while avoiding classic pitfalls. www.sciline.org sciline@aaas.org

Quintype

Quintype Technologies Inc. is a media-tech company headquartered in New York. Its core offering is a digital-first publishing technology platform that empowers publishers to create, distribute, and monetize content seamlessly. With the recent acquisition of Listen First Media (LFM), Quintype has expanded its capabilities to social media and digital analytics solutions. This strategic move enables Quintype's clients to gain deeper insights into audience engagement, trends, and preferences across various social media platforms.

Newspack

Newspack is a publishing and revenue platform for independent news organizations. It's designed to keep you on the leading edge of digital technology, help you develop a loyal audience and move you toward long-term sustainability. A project of WordPress.com, the Knight Foundation and the Google News Initiative, it was developed by journalists and technologists who collectively have over 100 years of digital publishing experience.

Advantage Newspaper Consultants

Advantage Newspaper Consultants (ANC) has delivered revenue solutions to media and newspaper companies for over 26 years. Led by a team with decades of leadership and experience, our media specialists are ready to identify prime advertisers in your market and close annual advertising deals with your team. We bring focus to any project, provide invaluable sales training and motivate your team to succeed.

The Reporters Committee for Freedom of the Press

The Reporters Committee for Freedom of the Press is a nonprofit organization that provides pro bono legal support and resources to advance First Amendment freedoms and protect the newsgathering rights of journalists. Through its Local Legal Initiative, the Reporters Committee has an attorney based in Colorado to provide local news organizations with the direct legal services they need to pursue enterprise and investigative stories in their communities.

Software Consulting Services

Family-owned and employing a US-based staff, SCS has long been a trusted vendor for publishers of all shapes and sizes – including software for advertising, accounting, production management, content/editorial, online self-service, and digital asset management. SCS offers 24/7/365 support with NO PER CALL CHARGES and our staff is one of the most experienced and creative in the industry.

PopMount

PopMount is a strategic media partner that helps publishers monetize their existing content through content keepsakes and award plaques. They create and fulfill high-quality products like Hardi-Plaques, acrylic plaques, crystal plaques, and various awards, allowing customers to preserve and display their stories. PopMount offers an end-to-end solution, including e-commerce setup, marketing assistance, manufacturing, and fulfillment, with a 40% revenue share, enabling publishers to increase profits with minimal effort. Their products provide a modern alternative to traditional magazine and newspaper framing, making cherished moments last a lifetime.

Nota

Nota provides a suite of AI-powered tools designed for publishers to reformat and optimize content across text, audio, and video formats. Their products include tools for generating headlines, summaries, videos, and images, as well as optimizing content for SEO and social media. By streamlining the content creation process, Nota helps publishers increase engagement, reduce production time, and boost content distribution. Their innovative tools aim to expand the reach and impact of stories, making content creation more efficient and effective.

CitySpark

CitySpark, Inc. is the leading provider of local event listings and management solutions for publishers, as well as home to cutting-edge audience Best Of / Readers' Choice balloting technology. With a comprehensive suite of tools, self-service advertising options, and a commitment to our clients' success, CitySpark, Inc. is trusted by more than 1,200 organizations of all sizes.

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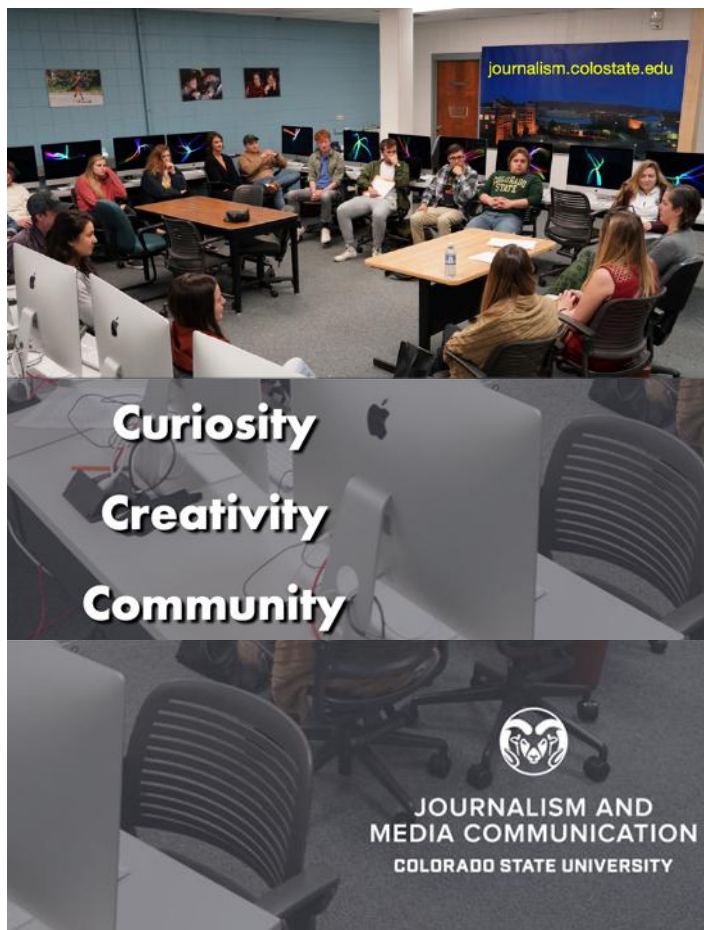
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1886 | W.G. Smith*

Golden Globe

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Denver WNU; Denver Mercury

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Canon*

City Clipper

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Fruita Star

1891-93 | A.E. Pierce*

Denver Eye; A.O.U.W. Record

1894 | J.E. Temple*

Denver Western Newspaper
Union

1895 | C.H. Frowine*

Manitou Daily Journal

**1896-98 | Charles S.
Sprague***

Colorado Springs Telegraph

1899 | Clarence O. Finch*

Castle Rock Journal

1900 | Howard Russell*

Ft. Collins Express

1901 | I.N. Bunting*

Grand Junction Sentinel

1902 | J.T. Lawless*

Lamar Sparks

**1903 | Otto H. Wangelin
Boulder***

Herald

1904-05 | H.J. Holmes

Glenwood*

Springs Avalanche

1906 | O.E. Blair*

Trinidad Chronicle-News

1907 | Charles E. Adams*

Montrose Press

1908 | Guy U. Hardy*

Canon City Record

1909 | George E. Hosmer*

Ft. Morgan Herald

1910 | Frank A. Moore

Florence*

Paradox

1911 | Henry F. Lake, Jr*

Gunnison News-Champion

1912 | John Barkhausen*

Denver Democrat

1913 | W.E. Cain*

Cheyenne Wells Republican

1914 | George McCormick*

Fort Collins Express

1915 | Charles H. Leckenby*

Steamboat Pilot

1916 | Roy Ray*

Windsor Poudre Valley

1917 | David C. Elliott*

Colorado Springs Telegraph

1918 | J.A. Barclay*

Grand Junction News

1919 | C.F. Wadsworth*

Denver WNU; resigned (term
completed by S.A. Crary,
Lamar News)

1920 | Lois F. Allen*

Canon City Leader

1921 | L.I. Griffin*

Ordway New Era

1922 | Edwin A. Bemis*

Littleton Independent

1923 | J. Leo Sterling*

Canon City Record

1924 | Patrick Byrnes*

Pueblo Indicator

1925 | John N. Green*

Colorado Springs Farm News

1926 | Arthur L. Craig*

Greeley News

1927 | R.J. Ball*

Loveland Reporter-Herald

1928 | A.W. Quin*

Alamosa Journal

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Ft. Morgan Times

1930 | Mary H. Isham*

Brighton Blade

1931 | Ray Lanyon*

Longmont Times

1932 | M.O. York*

Weldona Tribune; resigned
(term completed by T.E.
Nowels)

1933-34 | T.E. Nowels*

Colorado Springs Gazette &
Telegraph

1935 | Charles A. Stoddard*

Craig Empire-Courier

1936 | Charles E. Adams*

Montrose Press

1937 | Harold H. Smith*

Julesburg Grit-Advocate;
resigned (term completed by
John L. Dier)

1938 | John L. Dier*

Alamosa Courier

1940 | Preston Walker*

Grand Junction Sentinel

1941 | J. Ember Sterling*

Hugo Plainsman

1942 | Don Hardy*

Canon City Record

1943 | Rae L. Laird*

Central City Register-Call

1944 | Frank S. Hoag, Jr.*

Pueblo Star-Journal &
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1945 | Rial R. Lake*

Gunnison News-Champion

1946 | Clyde E. Moffitt*

Fort Collins Coloradoan

1947 | Roscoe Bullard*

Wray Gazette

1948 | James Madison*

Sterling Farm Journal

1949 | Dean Hammond*

Del Norte Prospector

1950 | Robert W. Spencer*

Fort Morgan Times

1951 | Richard G. Lyttle*

Meeker Herald

1952 | Lu P. Monroe*

Boulder Camera

1953 | C. Dewey Brown*

Cortez Montezuma Valley
Journal

1954 | Al Burtis*

La Junta Tribune-Democrat

1955 | Lonnie Pippin*

Monte Vista Journal

1956 | Fred M. Betz, Jr.*

Lamar News

1957 | Maurice Leckenby*

Steamboat Pilot

1958 | Glen Edmonds*

Pagosa Springs Sun

1959 | Glenn Prosser*

Estes Park Trail

1960 | John E. Holden*

Loveland Reporter-Herald

1961 | Dale Cooley*

Limon Leader

**1962 | Charles A. Stoddard,
Jr.***

Craig Empire-Courier

1963 | George E. Oyler*

Salida Mountain Mail

1964 | Joe Payton*

Westcliffe Wet Mountain
Tribune

1965 | Laurence T. Paddock*

Boulder Camera

1966 | John Jameson*

Englewood Herald

1967 | Coyne Cooley*

Akron News-Reporter

1968 | Ken Johnson

Grand Junction Sentinel

1969 | Russ Brown*

Cortez Newspapers

1970 | Ed Lehman*

Longmont Times-Call

1971 | Gene Wells

Delta County Independent

1972 | Roy Robinson

Woodland

Park Ute Pass Courier

1973 | Robert W. Spencer, Jr.

Fort Morgan Times

1974 | Charles J. Leckenby

Steamboat Pilot

1975 | Wallace Foster*

Gunnison Newspapers

1976 | Tom Reeves*

Loveland Reporter-Herald

1977 | Wilbur E. Flachman

Eagle Valley Enterprise

1978 | Garrett Ray*

Littleton Independent

1979 | Robert Sweeney

Craig Daily Press

1980 | John Sheldon*

Alamosa Valley Courier

1981 | Percy Conarroe

Louisville Times

1982 | Ruth G. Lehman*

Longmont Times-Call

1983 | Gibb Green

Windsor Beacon

1984 | Tom Betz

Lamar Daily News

1985 | Robert Rawlings*

Pueblo Chieftain

1986 | Don Schlichting

Durango Herald

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Castle Rock Daily News-Press

1988 | Steve Haynes

Monte Vista Journal

1989 | Merle Baranczyk

Salida Mountain Mail

1990 | Barclay Jameson

Pueblo Chieftain

1991 | J.R. Thompson

Rocky Ford Gazette

1992 | Kay Turnbaugh

Nederland Mountain-Ear

1993 | Dennis Dressman

Rocky Mountain News

1994 | Jean Gray

The Haxtun-Fleming Herald

1995 | Bill Kezziah

The Monument Tribune

1996 | Barrie Hartman

Boulder Daily Camera

1997 | Bill Muldoon

Craig Daily Press

1998 | Jacque Scott

Golden Transcript

1999 | Richard Ballantine

Durango Herald

2000 | Jack Wyss

The Pueblo Chieftain

2001 | Ken Amundson

Lehman Communications

2002 | Dorothy Bland

Fort Collins Coloradoan

2003 | Suzanne Schlicht

Steamboat Pilot & Today

2004 | Suzy Meyer

Cortez Journal

2005 | Andy Stone

Colorado Mountain News
Media

2006 | Randy Sunderland

Delta County Independent

2007 | Tom Bredehoft

The Flagler News

2008 | Steve Henson

The Pueblo Chieftain

2009 | Dean Lehman

Longmont Times-Call

2010 | Jeanette Chavez

The Denver Post

2011 | Bob Moore

Fort Collins Coloradoan

2012-13 | Brenda Brandt

The Holyoke Enterprise

2014 | Bryce Jacobson

The Greeley Tribune

2015 | Terri House

The Pagosa Springs SUN

2016 | Keith Cerny

Alamosa Valley Courier

2017 | Bart Smith

The Greeley Tribune

2018 | Matt Lubich

The Johnstown Breeze

2019 | Lisa Schlichtman

Steamboat Pilot & Today

2020 | Mike Wiggins

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2021 | Jerry Healey

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Upcoming Funding Opportunities for Colorado Newsrooms

ABOVE THE NOISE COMMUNITY EVENTS FUND

Grants of up to \$1,500 for newsroom-led community listening, public engagement and/or election-related events. Applications open now through Dec. 31, 2024.

#NEWSCONEEDS END-OF-YEAR CAMPAIGN

\$5,000-\$10,000 matching grants for newsrooms raising community contributions via the Colorado Gives platform. Applications will open in September.

SPOTLIGHT: COLORADO FUND

This new fund will provide grants of up to \$10,000 to help smaller newsrooms (>\$1M budgets) produce more in-depth, accountability, or investigative coverage. Details and application coming this fall.

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Newsroom Resource Database

Clear Filters

Keyword Search

Enter a value

Filter resources by the
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Filter resources by
service provider
(national or in-state)

Service Provider



**FIND RESOURCES FOR
YOUR NEWSROOM**

Organization Name	Description	Issue Area	Resource Type	Access	Resource Link
Tiny News Collective	Ghost Pro Support: Support with launching and maintaining Ghost Pro websites	Digital infrastructure	Business Support Services	Must be a member	https://www.tinynews.co.org/services/
Glen Nelson Center at American Public Media	Next Challenge: "Annual competition awards grants to innovative startups reinventing media & journalism." Connects media startups with industry leaders.	Peer-to-peer networking and resource sharing	Funding	Awarded	https://www.thenextchallenge.com/
Impact Architects	Impact Tracker: "a digital platform to help news organizations, funders, and other stakeholders understand the impact of journalism by defining, measuring, and tracking real world change."	Newsroom business operations	Tool / infrastructure	Multiple pathways	https://www.theimpactarchitects.com/impact-tracker
Hearken	The Citizens Agenda: A guide for generating more responsive, inclusive & useful news coverage for voters	Editorial skills training and development	Best practice resources	Free access	https://www.thecitizenagenda.org/
American Journalism Project (AJP)	Information Ecosystem Research: Outline of AJP services to support research of health and efficacy of local information ecosystem.	Ecosystem development	Business Support Services	Unknown / contact organization	https://www.theajp.org/what-

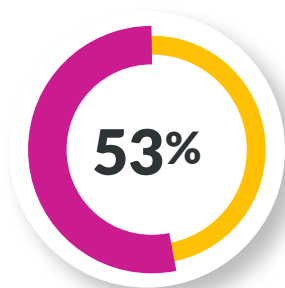
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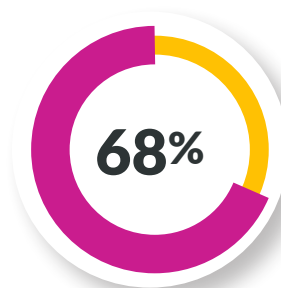
FIGHTING HYGIENE POVERTY

What is hygiene poverty?

Hygiene poverty refers to the inability to afford or even access everyday hygiene products such as diapers, wipes, period products, oral care essentials, soap, shampoo, deodorant and more.



of menstruators struggle
with period poverty



of those with babies
struggle with diaper needs

*according to our "Colorado 2024 Study on Women's Period Poverty, Diaper Need and Hygiene Poverty"

**Colorado's hidden crisis isn't just a statistic, it's a reality many face.
Together we can change that.**

To date, we have provided:

4,600,000⁺
organic period products

220,000⁺
diapers & wipes

264,000⁺
basic hygiene essentials

Join us as the necessary work continues
JusticeNecessary.org

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