

# 2017 New England Newspaper CONFERENCE

Massachusetts ▲ Connecticut ▲ Rhode Island ▲ New Hampshire ▲ Maine ▲ Vermont



- ▲ 2017 NEWSPAPERS OF THE YEAR
- ▲ PUBLIC OCCURRENCES
- ▲ ALLAN B. ROGERS EDITORIAL AWARD
- ▲ MORLEY L. PIPER FIRST AMENDMENT AWARD
- ▲ BOB WALLACK COMMUNITY JOURNALISM AWARD
- ▲ AP SEVELLON BROWN NEW ENGLAND JOURNALIST OF THE YEAR

**Registration  
now open!**

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# 2017 New England Newspaper CONFERENCE



CROWNE PLAZA HOTEL, NATICK, MA, OCTOBER 12, 2017

**8:00 am Registration and Coffee**

**9:00 am Roundtable Breakout Sessions**

Discuss pressing issues in our industry with newsroom leaders from around New England. Choose one of the following moderated roundtable discussions to start your day.

- **Digital Marketing Services** - Strategies for creating and growing your in-house agency  
*Discussion led by:*  
Shawn Palmer, SVP, Chief Revenue Officer, RJ Media Group  
Daryl Hively, Founder and CEO, Guarantee Digital and The Digital Media Lab
- **How to handle the handlers: PR & public safety** – bridge or barrier to info?  
*Discussion led by New England Society of News Editors (NESNE)*  
*Panelists:*  
John Guilfoil, JG Public Relations  
Norman Miller, police reporter, MetroWest Daily News  
Emily Sweeney, reporter, Boston Globe  
*moderator:* Richard Lodge, managing editor, The Daily News of Newburyport
- **Are carriers independent contractors or employees** – how recent decisions may impact your newspaper  
*Panel members to be announced*

**10:00 am Featured Speaker**



**Diversifying Revenue Streams – break out of the familiar to increase your revenue and audience**

**David Woronoff**, Publisher, The Pilot, Southern Pines, NC, and finalist for the 2017 Mega-Innovation Award

**11:15 am Keynote Speaker**



**The Newspaper sur-THRIVAL Guide – newspaper 101 in the 21<sup>st</sup> century**

**Tom Yunt**, Chief Operating Officer for United Communications Corporation

**12:30-2 pm New England Newspaper Awards Luncheon**

- ❖ 2017 New England Newspapers of the Year
- ❖ Publick Occurrences Awards
- ❖ Allan B. Rogers Editorial Award
- ❖ Morley L. Piper First Amendment Award
- ❖ Bob Wallack Community Journalism Award
- ❖ AP New England /Sevellon Brown Journalist of the Year

**\$109** *per person*  
**member rate**  
*non-members \$285*

*Price includes full day admission and awards luncheon, or purchase luncheon separately for \$79 pp*



# 2017 New England Newspaper CONFERENCE

CROWNE PLAZA HOTEL, NATICK, MA, OCTOBER 12, 2017

**New England Society  
of  
News Editors**

## Journalism Conference

generously sponsored by  AT&T and the *Academy of New England Journalists*

**2:15 pm**     *Featured Speaker*



### From breaking the news to making the news

**Glen Johnson**, on bringing his skills as a veteran political reporter and editor to the world stage as a top aide to U.S. Secretary of State John Kerry

**3:30 pm**     **Using analytics to drive newsroom decisions**

#### *Panelists:*

Jason Tuohey, Deputy managing editor, digital platforms and audience engagement, Boston Globe

Carlos Virgen, Digital news director, The Day of New London

Tom Zuppa, Managing editor, The Sun of Lowell

*moderator* Tim Cotter, managing editor, The Day, New London, CT

**4:45 pm**     **NESNE Business Meeting**  
election of new officers

**5 - 7 pm**     **NESNE and Yankee Quill Cocktail Reception**

**7:00 pm**     **Yankee Quill Awards Dinner**



**Thursday, October 12**

Crowne Plaza  
1360 Worcester St., Natick, MA 01760

*Register by September 27, 2017*

### Questions?

Please contact Megan Sherman,  
m.sherman@nenpa.com (781) 281-7284

# 2017 Yankee Quill Awards Dinner



October 12, 2017 ❖ Crowne Plaza, Natick, MA

5 p.m. Cocktail Reception *(cash bar)*

7 p.m. Dinner and Awards Presentation

The Academy of New England Journalists, founded by Sigma Delta Chi in 1960, honors extraordinary newspaper men and women for their lifetime of achievement and distinction in New England journalism. Please join us as we pay tribute to this year's Yankee Quill Award winners for their exceptional contributions to their communities and our industry.

## This year's honorees



**Robert Ambrogi** is presented the Quill for serving as the founding editor of Lawyers USA and editor-in-chief of Massachusetts Lawyers Weekly, and his relentless commitment to the public's right to know through his blog posts and consulting and his successful efforts in overhauling the open meeting and public records law in Massachusetts as executive director of the MNPA.



**Robin Young** is presented the Quill for her work on "Here and Now" and as a major contributor to the advancement of both television and radio journalism since the 1970s, when she hosted one of TV's first news magazines on WBZ-TV in Boston. The committee recognizes Young's contributions to television in Boston and at NBC and her distinguished career at WBOS, WBUR and National Public Radio, along with her rich involvement in community outreach..



**James Franklin** (posthumously), colonial printer, publisher and author. He is the older brother of Benjamin Franklin. James launched one of the first papers in America, the New England Courant that took religious zealots and the King of England to task, landing James in jail. He was eventually forced to Newport, R.I., where he continued newspapering. Upon his death, his wife Ann Smith Franklin published the Newport, R.I., Mercury, and was the country's first female newspaper editor. In 2008, she received the Yankee Quill for her pioneering work.

**\$85** per person  
Reserved tables available

To reserve your seats, please fill out the attached reservation form,  
or make online reservations at [www.nenpa.com](http://www.nenpa.com) or click [here](#)

For more information or to reserve a table please contact Megan Sherman, [m.sherman@nenpa.com](mailto:m.sherman@nenpa.com), (781) 281-7284

# 2017 New England Newspaper CONFERENCE

October 12, 2017  
Crowne Plaza  
Natick, MA

Reserve your tickets with this form  
or register online at [www.nenpa.com](http://www.nenpa.com) or click [here](#)

**Register by Wednesday, September 27, 2017**

Contact Person _____	Newspaper/Organization _____
Title _____	
Address _____	City/State/Zip _____
Email _____	Telephone _____

*How many in your party?*

**# Attending**

**Totals**

## Member Rates

### Conference Tickets

*(includes award luncheon)*

\_\_\_\_\_ x \$109 each = \$ \_\_\_\_\_

### Member guests – (award luncheon only)

\_\_\_\_\_ x \$79 each = \$ \_\_\_\_\_

### Non member conference tickets

*(includes award luncheon)*

\_\_\_\_\_ x \$285 each = \$ \_\_\_\_\_

### Yankee Quill Dinner

\_\_\_\_\_ x \$85 each = \$ \_\_\_\_\_

**Total Enclosed = \$ \_\_\_\_\_**

**Please list the name and title (if any) of each attendee in your party on the next page.**

*Reserved tables are available for the luncheon and Yankee Quill Dinner – simply call Megan Sherman at (781) 281-7284*

Please print and send this form along with your check to: **New England Newspaper & Press Association, One Arrow Drive, Suite 6, Woburn, MA 01801**, or fax it with your credit card information to **339-999-2174**, or visit [www.nenpa.com](http://www.nenpa.com) to [register online](#).

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email [m.sherman@nenpa.com](mailto:m.sherman@nenpa.com)  
for more information**

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# New England Newspaper Conference Guest List

Please list the name and title (if any) for each attendee in your reservation, and note which events they plan to attend. If you have additional attendees, please list them on a separate sheet.

	All Day Conference	Awards Luncheon Only	Yankee Quill Dinner
#1 Attendee _____ Title _____ Email _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#2 Attendee _____ Title _____ Email _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#3 Attendee _____ Title _____ Email _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#4 Attendee _____ Title _____ Email _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#5 Attendee _____ Title _____ Email _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#6 Attendee _____ Title _____ Email _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#7 Attendee _____ Title _____ Email _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#8 Attendee _____ Title _____ Email _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Discounted  
Hotel Reservations  
Available



Discounted room rates (\$152/night) are available at the **Crowne Plaza, Natick**. Call **1-800-265-0339** and ask for the NENPA room block or book your room [clicking here](#) by Wednesday, **September 27**.

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Please call NENPA at 781 281 7284 or email [m.sherman@nenpa.com](mailto:m.sherman@nenpa.com) for more information