



SDNA / NDNA NEWSPAPER CONVENTION

October 14-16, 2021

The Lodge at Deadwood

100 Pine Crest Lane, Deadwood, SD
877-393-5634

Rooms have been blocked at the hotel. Mention
you are attending the newspaper convention.

**Registration will
open soon at sdna.com**

COVID-19 safety protocols will be strongly encouraged
for all convention attendees.

Tentative Convention Agenda

Subject to Change/Updates. Current as of 9-30-2021.

THURSDAY, OCT. 14

- 2:00 p.m. SDNA Board Meeting
- 5:00–7:00 p.m. Opening Reception at
Sanford Lab Homestake Visitor Center, Lead

FRIDAY, OCT. 15

(All convention events & programs at The Lodge at Deadwood)

- 8:30 a.m. Registration and Silent Auction/Trade Show Open
- 9:15 a.m. “Journalism’s Future” - discussion with SDSU
journalism students about their expectations.
- 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 4 Decades Teaching
Journalism” – Lyle Olson / Retired SDSU
Journalism Chair
 - “When Fire Breaks Out” – Kristi Hine /
The True Dakotan, Wessington Springs
 - “Newspaper-less Was Not an Option.
Our Community Stepped Up.”
– Tim Aughenbaugh / Kingsbury Journal
- 3:00 p.m. Two Concurrent Sessions:
 1. “How to sell digital advertising - selling total
audience” – Thad Swiderski / eType Newspaper
Services
 2. “New Approaches to Finding Hidden Stories in
Your Community” – Bart Pfankuch / South Dakota
News Watch
- 4:00 p.m. SDNA Annual Meeting / NDNA Board Meeting
- 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 Foundation
President
 - “Key Take-aways from COVID-19 Oral History Project”
– Teri Finneman / U. of Kansas Journalism Professor
 - Plus more TBA
- 10:00 a.m. Convention Adjourns