From Executive Director Don Smith

Hello everyone,

Welcome to the WVPA’s Convention 2016 here at Lakeview Golf Resort & Spa in Morgantown. Lakeview Resort offers wonderful access to Morgantown, West Virginia University and its Reed College of Media — where two of our activities are scheduled — and still provides that wonderful resort atmosphere. Hopefully, you’ll have time to golf, visit the spa and the excellent fitness facilities.

For our newspaper staff members, Convention 2016’s program offers an exciting array of activities and possibilities for growth.

This weekend’s theme “West Virginia — Focusing on the Opportunities” centers the conversation on areas of development and growth in the coming years. The goal is to give both editorial and advertising departments a preview of what experts around the state see for the near future. Provided with the most accurate forecast of the future possible, our publishers, editors and advertising directors can make informed decisions about staffing, coverage, marketing, special sections, software purchases and online developments to help ensure our newspapers remain vital and the most influential news and advertising sources in the state.

We are also excited about our partnership with WVU. From exciting new journalism programming at the Reed College of Media, to accessing information from University’s experts and research data, to seeing the new “Journalist’s Survival Kit,” this weekend promises wonderful insight.

Equally exciting is the WVPA partnership with industry, business and social leaders from around the state. Our newspaper staffers will meet and discuss the future with representatives from the Governor’s office, WV Division of Tourism, WV Bureau of Senior Services, WV Lottery, WVU Division of Marketing, WVU School of Business & Economics, Columbia Pipeline Group, AARP, AEP, Highmark BCBS, Frontier Communications and Canaan Valley Institute.

Questions we hope to answer: Where will there be growth? Where will there be jobs? Where are the greatest areas of need? How does business and industry want to market and promote such information?

As part of convention, we’re excited to have editors and advertising directors participate in panel discussions alongside these government, business and industry leaders.

There are many positive developments and areas of growth in West Virginia. At Convention 2016, we hope to focus on and speed up delivery of that information to our newspapers.

As for Morgantown, “new” might be the most accurate description of its atmosphere and growth. If you haven’t visited Morgantown, West Virginia University or Reed College of Media’s Innovation Center recently, you are in for a treat.

At Convention 2016, you will learn about new work being done at WVU, about the newest techniques in journalism at the Reed College of Media and about the many new offerings in Morgantown, including the West Virginia Black Bears baseball team during our trip to a game on Friday. It’s an exciting time in the old college town.

It’s a busy three days. You’ll find all the information you need in our program. Be sure you note the bus and shuttle schedule for the Reed College of Media events and the baseball game, or visit the registration area near the lobby for directions to drive yourself. Make sure you visit the registration area each day for all updates and information. For ongoing updates, follow us on twitter at @wvpress and #wvp2016.

Follow the convention on our app — available for Apple on the App Store and Android on Google Play — and get online directions, schedule, photos, vendors and more.

Finally, make sure you visit the hospitality suite each evening for refreshments, conversation and networking.

Enjoy your convention,

Don
THURSDAY, AUG. 4

3 p.m.
Convention registration/information desk opens
Lakeview Resort, convention area
Visit the registration/information desk to sign-in and pick up convention materials and updates. It's also a chance to visit the WVPA Better Newspaper Contest advertising and editorial displays, informational booths, vendors and the WVPA Foundation Silent Auction area.

3 p.m.
Board of Directors meeting
Lakeview Resort, Ward Christopher Room
The West Virginia Press Association and West Virginia Press Services board of directors meeting.

6:15 p.m.
Shuttle bus departs for President's Reception
Lakeview Resort parking lot
Shuttle buses will transport guests from Lakeview Resort to the President's Reception at WVU's new Media Innovation Center on the Evansdale Campus.
NOTE: Guests can drive directly to the Media Innovation Center, located in the Evansdale Crossing Building at 62 Morrill Way, Morgantown, WV 26506. Attend the reception and complete registration later.

6:30 p.m.
President’s Reception
West Virginia University’s Media Innovation Center in the Evansdale Crossing Building, fourth floor
West Virginia Press Association President Ed Dawson, publisher of The Herald Dispatch in Huntington, welcomes members and guests to Convention 2016. Guest speakers include U.S. Sen. Shelley Moore Capito, WVU Vice President Dr. Clay Marsh, executive dean of Health Sciences; and remarks by state and local government leaders. Guests can tour the Media Center, including demos of cutting-edge journalistic technology.

The reception is presented by WVU University Relations.
9 p.m.  
Hospitality suite opens

Lakeview Resort  
Members and guests are invited to the WVPA hospitality suite for snacks, refreshments and conversation.  
The hospitality suite is presented by West Virginia Oil and Natural Gas Association.

FRIDAY, AUG. 5

8:30 a.m.  
Trustees meeting

Lakeview Resort, Hospitality Suite  
WVPA Foundation Trustees Meeting

9 a.m.  
Convention registration/information desk opens

Lakeview Resort, convention area  
Attendees can visit the registration/information desk to sign-in and pick up convention materials and updates.  
It's also a chance to visit the WVPA Better Newspaper Contest advertising and editorial displays, informational booths, vendors and the WVPA Foundation Silent Auction area.  
*Breakfast at Lakeview Resort is included in attendee’s room package.*

10 to 11:30 a.m.  
Session 1: West Virginia’s Aging Population — Recognizing Needs and Potential  
Lakeview Resort, Governor’s Ballroom  
A large portion of West Virginia’s population is nearing the “golden years.” For the state’s newspapers and economy, the aging population’s needs and interests represent a tremendous growth opportunity. This roundtable discussion brings experts on aging and the newspaper industry together to focus on these opportunities.

Discussion components include:
- Age Friendly Communities:  
  What are they and how will they take shape?
- Health care:  
  What will the delivery system look like in the future?
- Senior Needs:  
  Resources for seniors and their care-givers
- Newspaper Industry:  
  How will this message be delivered?
- The session’s overall goal:  
  Strengthening the bridges for coverage, communications and marketing.

Panelists:
- Jean Seltzfund  
  Exec. VP, AARP-National
- Cathy McAlister  
  Communications Manager, Highmark BCBS
- Nancy Cipoletti  
  Director of Alzheimer’s Programs  
  WV Bureau of Senior Services
- Newspaper Side Panel:  Mike Myer, editor, Wheeling News Register & Intelligencer; Misty Poe, editor, Fairmont Times West Virginian; Mike Mallow, ad director, Moorefield Examiner; Samantha Smith, advertising manager, The Charleston Gazette-Mail.

Noon  
Advertising Awards Luncheon  
Lakeview Resort, Reflections Dining Room  
The WVPA recognizes the top individual advertising efforts in the state, along with the top newspapers in each circulation division. Linda Arnold will emcee.  
The luncheon is presented by Highmark Blue Cross Blue Shield.

2:30 to 4 p.m.  
Session 2: Can We Carry the Message?  
Lakeview Resort, Governor’s Ballroom  
A discussion of newspaper advertising programs in relationship to the goals and marketing-advertising needs of business, industry, social and government leaders.

Panelists:
- Sharon Martin  
  Executive Vice-President, Marketing, WVU
- Tommy Young  
  Director of Marketing, WV Lottery
- Jeri Matheney,  
  Corporate Communications, Appalachian Power

Visit our vendors and silent auction event!
5 p.m.  
Friday night social: Dinner and trip to Monongalia County Ballpark for a West Virginia Black Bears game
Lakeview Resort, Reflections Dining Room
Enjoy socializing, dinner and refreshments before boarding a bus to a 7 p.m. W.Va. Black Bears game.

The dinner is presented by Orion Strategies.

9 p.m.  
Hospitality suite opens
Lakeview Resort
Members and guests are invited to the WVPA hospitality suite for refreshments and conversation. The hospitality suite is presented by West Virginia Oil and Natural Gas Association.

SATURDAY, AUG. 6

9 a.m.  
Registration/information desk opens
Lakeview Resort, convention area
Sign-in and pick up convention materials and updates. Visit the WVPA Better Newspaper Contest advertising and editorial displays, informational booths, vendors and the WVPA Foundation Silent Auction area.

Breakfast at Lakeview Resort is included in attendee’s room package.

General Membership Meeting
Lakeview Resort Governor’s Ballroom
The WVPA staff will present updates on operations, dues, financial reports and budgets.

9:30 a.m.  
Canaan Valley Institute Water Treatment Facility, near Morgantown: Site Tour
Near Morgantown

A special trip to Canaan Valley Institute’s new state-of-the-art water treatment facility, located just 10 miles from Morgantown.

NOTE: This tour is limited to eight reporters and advance commitment required.

10 to 11:30 a.m.  
Session 3: Jobs and Economic Growth in West Virginia
Lakeview Resort, Governor’s Ballroom
A newspaper industry-focused discussion with state business, industry, social and government leaders.

Coverage and Function: How does the newspaper industry cover and assist in development of the state’s future workforce and economy

On the Job: Where are areas of employment growth? What is the role of tourism and the hospitality industries?

In Focus: Extraction industries’ future needs and goals

Leadership: The direction and needs of state government

Panelists:
Chris Stadleman
Governor’s Chief of Staff
Amy Goodwin, Commissioner
WV Division of Tourism
Scott Castleman
Communications Manager, Columbia Pipeline Group
Brian Lego
Professor, WVU School of Business & Economics
Newspaper Side Panel: Ed Dawson, editor, Huntington Herald-Dispatch; Dave Emke, editor, The Journal in Martinsburg; Pam Bennett, ad director, Wheeling News Register & Intelligencer; Ann Hedges, ad director, Spencer Newspapers.

NOTE: There are two options for lunch

Noon — Option 1
WVPA Board Luncheon
Lakeview Resort, Chestnut Dining room
The board of directors hosts lunch for attendees and guests to allow for additional networking and conversation. The luncheon presented by Frontier Communications.
Noon to 4 p.m. — Option 2
Reed College of Media: Lunch, Tour and Training

-report

WVU’s Media Innovation Center in the Evansdale Crossing Building, fourth floor

Reporters, photographers, editors and others are invited to see what’s news in journalism. Convention 2016 offers an afternoon of instruction, discussion and networking.

Noon: Enjoy a box lunch and grab a seat.

12:05 Welcome: Five things to know for digital and social media success in West Virginia.
WVU Ogden Prof. of Innovation Nancy Andrews

12:25 to 1:25 p.m.: Make a difference with better photography
The best camera is the one in your hand — make the most of the photos you take with your phone. Hands-on, phones-on shooting session will make your visual report stronger. Plus we’ll introduce you to some cool things to do with those photos, such as how to make Before/After sliders with free software.
WVU Assist. Prof. Mary Kay McFarland and Lecturer David Smith

1:25 to 2:20 p.m.: Don’t be boring — making better phone video
Building on the phone photography session, this hands-on, phones-on shooting and EDITING session will help you create better videos with greater ease.
WVU Assist. Prof. Mary Kay McFarland and Lecturer David Smith

2:30 p.m.: AP Look Ahead
Associated Press’ Dorothy Abernathy leads a discussion for initial plans for the annual AP Legislative Lookahead seminar, which will preview the 2017 legislative session in Charleston.

3:30 p.m.: Growing your audience and brand
Explore Facebook & Twitter best practices, from writing posts to using social content in stories to the details of managing a newsroom account and understanding analytics. Plus, taking virtual to reality with the “Post PokeParty” at The Dominion Post to launch its Snapchat account and help grow the its Facebook presence.

DP Multimedia Coordinator Amanda DeProspero, Multimedia Journalist Emomy Cowen, and Prof. Andrews

All sessions include take-home materials to assist you with sharing your knowledge to the newsroom.

NOTE: Guests can drive directly to the Media Innovation Center, located in the Evansdale Crossing Building at 62 Morrill Way, attend the event and register afterward. Or, they can ride the shuttle from Lakeview Golf Resort and Spa.

3:30 p.m.
Session 4: Journalism Resources — Making the Job Easier

Lakeview Resort, Governor’s Ballroom

WVU News and Information Assistant Director John Bolt and WVU Teaching Assistant Professor Tom Stewart outline two resources available to West Virginia journalists in Journalism Resources — Making the Job Easier. Bolt and his staff will discuss University’s efforts to make experts and research available to the West Virginia media. Reporters and editors can contact the University and its staff for comment, analysis, and research on numerous topics. Stewart and a team of West Virginia editors recently completed a revise of WVPA “Reporter’s Field Guide,” an advisory booklet to help journalists handle issues with public meetings, public records, state code and FOIA issues.

6 p.m.
Editorial Awards Reception
starts at 6 p.m., with dinner at 7 p.m.

Lakeview Resort, Chestnut Dining room

The WVPA recognizes the top individual editorial efforts in the state, along with top newspapers in each circulation division. The evening closes with the presentation of the Adam Kelly Premier Journalist Award.

The reception and dinner presented by The Dominion Post newspaper.

9 p.m.
Hospitality suite opens
Lakeview Resort

The hospitality suite presented by West Virginia Oil and Natural Gas Association.
Visit our Vendors!
You might win a getaway for two at Canaan Valley Resort

It's easy ... pick up a vendor card, visit and get a sticker from all of them, then drop your card off at the registration desk. Don't forget to write your name on the card! Winner will be drawn Saturday evening.

DETAILS AT REGISTRATION DESK
West Virginia Press Association Foundation
THANKS TO THESE CONVENTION SPONSORS

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Ryan Bailey
Regional Sales Manager
(304) 344-3535
Ryan.Bailey@FTR.com

Jeff Kay
Regional Sales Manager
(304) 216-7606
Jeffrey.Kay@FTR.com
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AARP Real Possibilities in
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When you only have a hammer, everything looks like a nail.

Orion Strategies is a firm large enough to bring an entire toolbox of public relations, government affairs, polling, creative services, media production, news monitoring, grassroots advocacy, social media and association management to our clients.

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Charleston Office
206 Capitol Street · 3rd Floor
Charleston, WV 25301

Buckhannon Office
29 E. Main Street · Suite 3
Buckhannon, WV 26201
SHAPING THE FUTURE OF WEST VIRGINIA

Faculty conducting life-changing research. Students discovering their passions. Mountaineers working together to create change in their communities. All are part of a university committed to making life better for West Virginians.

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JOHN BOLT, JOHN.BOLT@MAIL.WVU.EDU
APRIL KAULL, APRIL.KAULL@MAIL.WVU.EDU