

## Weekly Newspaper

Inland member fee for the seminar is **\$399** for the first registrant from a newspaper and **\$369** for additional registrants from the same paper. Nonmember fee is **\$539**. Checks should be payable to Inland Press Foundation.

Name \_\_\_\_\_

Name for badge \_\_\_\_\_

Title \_\_\_\_\_

Newspaper \_\_\_\_\_

Mail Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Amount of enclosed payment \_\_\_\_\_

**Visa   MasterCard   American Express**

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Name on card *(please print)*

**Return this form and fees to:**

**Inland Press Foundation**

701 Lee St., Suite 925, Des Plaines, IL 60016

FAX: (847) 795-0385

Register online at [www.inlandpress.org](http://www.inlandpress.org)

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### Hotel Information

Rooms can be reserved at the Hilton St. Petersburg Bayfront, 333 First Street South, St. Petersburg, FL 33701 by calling (727) 894-5000 or (800) 445-8667. Rooms are **\$149**, single or double occupancy. Cut-off date for room reservations is **Jan. 24, 2006**.

Return this form and fees to:

**Inland Press Foundation**

701 Lee St., Suite 925

Des Plaines, IL 60016

**Phone:** (847) 795-0380

**Fax:** (847) 795-0385

**E-mail:** [inland@inlandpress.org](mailto:inland@inlandpress.org)

**Register online at:** [www.inlandpress.org](http://www.inlandpress.org)

Inland Press Foundation

# Weekly Newspaper Conference

New business strategies  
presented specifically  
for non-daily newspapers

Thursday - Saturday

**February 23 - 25, 2006**

Hilton St. Petersburg Bayfront  
St. Petersburg, Florida

**Inland**  
*Works for you*

## Thursday February 23

12:30 p.m.  
**Registration**

1 p.m.  
**Welcome and Introductions**  
Weekly Committee Chairmen **Kathleen Ballanfant**, publisher, Village News/Southwest News, Bellaire, Texas, and **Andy Johnston**, director of operations, Wednesday Journal, Oak Park, Ill.

1:30 p.m.  
**Effective Marketing Techniques for Non-Daily Newspapers**  
Strategies to promote your non-daily paper for increased circulation sales, improved brand-building, and greater readership.  
*With Mark Cohen, vice president - eastern publishing group, Morris Communications, Jacksonville, Fla.*

3 p.m.  
**Visit to the Poynter Institute**  
Participants will enjoy a tour with historian and Poynter Library Director David Shedden. The tour will be followed by:

**The Multi-Tasking Media Consumer**  
Poynter's Howard Finberg reviews the valuable observational data found in Ball State University's "Middletown Media Studies" report released this year. Learn the "true" behaviors and media consumption habits of the American public.  
*With Howard Finberg, director, Interactive Learning, the Poynter Institute, St. Petersburg, Fla.*

A reception in The Great Hall will follow at 5 p.m.

## Friday February 24

7:30 a.m.  
**Coffee and Danish**

8 a.m.  
**How to Pay Sales Reps to Improve Productivity**  
Ways to organize and motivate your sales staff to achieve gains in productivity and performance.  
*Clint Schroeder, advertising director, Northwest Herald, Crystal Lake, Ill.*

9:30 a.m.  
**There's Money in the Nooks and Crannies of Postal Delivery**  
Practical insight on cost savings and postal policies beneficial to weekly newspapers.  
*Max Heath, vice president of Landmark Community Newspapers, Shelbyville, Ky., and the industry's representative on the U.S. Postal Service's Mailers Technical Advisory Committee.*

10:45 a.m.  
**Circulation Idea Exchange**  
A discussion on circulation-building ideas for weeklies. Bring your success stories.  
*Moderator: Bob Perlberg, publisher, Ogemaw County Herald, West Branch, Mich.*

Noon  
**Luncheon**  
Presentation of the "Nation's Best Non-Daily Newspaper" competition awards.

1:30 p.m.  
**The Team-Building Toolbox**  
It's not enough to talk about teamwork. You need to experience it and be able to facilitate it once you return to your newspaper. Learn team-building activities you can perform with your staff that will result in improved performance. Also, a primer on how to improve your company culture to attract the best and brightest employees.  
*With Dan Chiodo, publisher, The Joplin (Mo.) Globe*

4 p.m.  
**Problem-Solving Idea Exchange**  
The perfect chance to address questions you have about your business or find solutions to nagging problems.

5 p.m.  
**Adjournment**

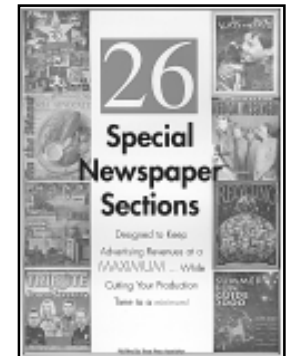
6 p.m.  
**Special Event**  
A Hawaiian luau at Cha Cha Coconuts located on The Pier in St. Petersburg.

## Saturday February 25

8:15 a.m.  
**Success is in the Numbers: Assuring Return on Investment**  
Learn the financial "rules to live by" that enable small newspapers to succeed.  
*John Tompkins, president, News Media Corp., Rochelle, Ill., owner of weeklies in five states.*

9:30 a.m.  
**New Publications to Yield New Revenues**  
Proven special sections and niche publication ideas that generate new revenue for weekly newspapers.  
*Ken Long, advertising manager, Texas Press Association*

Participants will receive this 97-page special sections idea book published by Texas Press Association.



10:45 a.m.  
**New Revenue Idea Exchange**  
Share your newspaper's successful new revenue project. Pay for your trip with ideas from this session.

Noon  
**Adjournment**