

# Agenda for ISWNE conference

## WEDNESDAY TO SATURDAY — JULY 14 TO 17

(all times are Central U.S. time zone) All sessions will be in webinar format unless otherwise noted.

### WEDNESDAY, JULY 14

• **12:45 to 1 p.m. Welcome**, overview of conference

*ISWNE President Deborah Givens*

• **1 to 1:45 p.m. Forget about it: unpublishing and the "Right" to be Forgotten**

With virtual versions of stories living forever online and being easily searchable, publishers are facing an increasing number of calls to unpublish stories. Further, many members of the public are pushing their governments to enact a so-called "right" to be forgotten. This session will look at the key legal and ethical questions surrounding these debates in the United States, Great Britain and Canada and suggest several practical measures that publishers can use to deal with these requests.

*Jean Mancke, Missouri Press Association hotline attorney  
Ian Murray, ISWNE board member  
Gordon Cameron, group managing editor of Hamilton Community News*

• **1:45 to 2 p.m.: break**

• **2 to 2:45 p.m. Threats to journalists increasing – including arrests**

In 2007, Tom Boney, publisher of *The Alamance News* in North Carolina, was arrested for refusing to leave an airport authority meeting that he felt should have been open. In 2020, one of his reporters was arrested while covering a march to the polls event. John Hueston of *Aylmer Express* in Ontario and his son, Brett, were arrested in 2017 while gathering information about a car that drove off a cliff. Boney and Hueston will talk about their experiences along with discussion of the growing number of journalists facing arrest during the past year while doing their jobs – covering protests.

*ISWNE member Brett Wesner, chairman of the board of the National Newspaper Association, will moderate.*

• **2:45 to 3 p.m.: break**

• **3 to 4 p.m.**

**Celebrating the 2020 Golden Quill and Dozen winners and Eugene Cervi Award winner.**

*ISWNE Executive Director Chad Stebbins will lead.*

• **5 p.m. Social Break: Hotline Live**

An interactive group discussion. What would you usually ask your colleagues around the world through the ISWNE Hotline? We'll bring up some of those topics here and dive in. Will be held by Zoom chat.

*ISWNE board member Andy Schotz will lead.*

### THURSDAY, JULY 15

• **1 to 1:45 p.m.**

**The opinion arena: soliciting letters and columns; fact-checking; local vs. national.**

Hear how others do it.

*Speakers TBA*

*ISWNE board member Andy Schotz will moderate.*

• **1:45 to 2 p.m.: break**

• **2 to 2:45 p.m.**

**TownNews session:** Tools and best practices to increase digital subscription revenue (making it easier for readers to subscribe and getting the right offer in front of the right person).

*Rick Rogers, chief revenue officer  
Introduced by Chad Stebbins, his former teacher*

• **2:45 to 3 p.m.: break**

• **3 to 3:45 p.m.**

**How can we get along?** The relationship between government agencies and newspapers has taken a different approach during the past decade. How can newspapers work with public information officers in disseminating the news and vice versa? In this session, there will be a discussion with the following PIOs: Meg Ragonese, Nevada Department of Transportation; Anne McMillin, Churchill County government; and 1st Lt. Emerson Marcus, Nevada National Guard. Steve Ranson will also lend some insight since he served as a deputy PIO for the Wyoming Game and Fish Department and PIO for the Nevada Guard's Joint Force Headquarters and interim commander for the 106th Public Affairs Det.

*Led by former ISWNE President Steve Ranson*

• **5 p.m.**

**Social break: AP style quiz**

How well do you know Associated Press style (as of 2021)? Compete for prizes and bragging rights. Will be held by Zoom chat.

*ISWNE board member Andy Schotz will lead.*

### FRIDAY, JULY 16

• **1 to 1:50 p.m.**

**Using Facebook effectively.** Dorinne Mendoza of Local News Partnerships for Facebook will show how newspapers can use Facebook effectively to increase their community engagement. She will feature five ISWNE papers that are performing well: one in England, one in Canada, and three in the U.S.

*ISWNE board member Ian Murray will introduce.*

• **1:50 to 2 p.m.: break**

• **2 to 2:45 p.m.**

**Figuring out Facebook to do journalism (part 1)**

Facebook is a vast platform that can help journalists with news gathering, storytelling and connecting with followers. Learn the tools that can help that work.

Led by Lynn Walsh, an Emmy Award-winning freelance journalist, project manager for the Trusting News project and a past national president of the Society of Professional Journalists

*Introduced by ISWNE board member Andy Schotz*

• **2:45 to 3 p.m.: break**

• **3 to 3:45 p.m.**

**Figuring out Facebook to do journalism (part 2)**

*Led by Lynn Walsh*

• **3:45 to 4 p.m.: break**

• **4 to 4:30 p.m.**

**"A study of retention and recruitment at weekly U.S. newspapers."** Hear from Jessica Walsh and Jill Martin of the University of Nebraska, the winner of this year's ISWNE/Huck Boyd Competition: Strengthening Community News.

*David Gordon will introduce.*

• **5 p.m.**

**Social break:** Editorial critique best practices  
Every year, the editorial critique is the heart of the ISWNE conference, as members give valuable constructive feedback of each other's opinion pages. The critique was again done virtually this year, in the weeks leading up to the conference. Will be held by Zoom chat.

*Critique organizer Tim Waltner will share some of the most useful tips and ideas that came up during each critique session.*

### SATURDAY, JULY 17

• **10:30 to 11:45 a.m.**

**Business meeting.** We will honor members we have lost in the last year, talk about future conferences and consider nominees for ISWNE officer and board positions. It will be by acclimation if the races are uncontested.

*Will be held by Zoom chat.*

• **11:45 to noon: break**

• **Noon to 1 p.m.**

**Celebrating the 2021 Golden Quill and Dozen winners.** The honorees will include ISWNE's first-ever student division winner.

*ISWNE Executive Director Chad Stebbins will lead.*

• **Social break: getting through the pandemic Starting 15 minutes after the end of the Golden Quill session celebration**

We almost got away with it: Given how the COVID-19 pandemic has shaped the industry since March 2020, we would be remiss if we didn't at least talk about some of the challenges we've faced, the successes we've had and what business will look like for weekly newspapers when things get back to "normal." Will be held by Zoom chat.

*Gordon Cameron, group managing editor of Hamilton Community News, will moderate.*

• **Conclusion: Farewell and wrap-up**