

FRIDAY, APRIL 5

# FUTURIZING THE NEWS

WITH TIM HARROWER



**TIM HARROWER** has been an award-winning editor, designer and columnist at such newspapers as the Times-Union (Rochester, N.Y.) and The Oregonian (Portland, Ore.). He now consults on print and online design, teaches journalism and runs a dog-and-frog ranch deep in the Oregon woods.

- As an author, his Inside Reporting and Newspaper Designer's Handbook have influenced and inspired a new generation of journalists.
- As an editor, he's won numerous national awards, including the prestigious Penney-Missouri award for feature editing both at The Oregonian and the Times (a weekly in suburban Portland).
- As a writer, his daily column, The Edge, drew national attention for its ground-breaking mix of text, graphics and humor.
- As a lecturer, he's spoken to thousands of professionals, teachers and students at seminars around the country. He's given dozens of keynote addresses, led hundreds of workshops, and taught writing courses as adjunct professor at Portland State University.
- As a designer, he transformed The Oregonian into one of the best-designed newspapers in the world (according to the Society of News Design). He's now moving into Web design and multimedia.

## Writing for Non-Readers

9:00 - 10 a.m.

Are readers bored by all those dull 15-inch stories? Unfortunately, yes. Here's how to make your paper or website more engaging and reader-friendly by rethinking and repackaging news and features into useful, interactive sidebars, fact boxes, checklists and other innovative chunks. And we'll show how writers, editors, photographers, and designers can collaborate more effectively.

crash course in new media introduces the skills and software you'll need to become effective online.

## 12 Tips for Futurizing Your Packaging & Design

1:30 - 3:30 p.m.  
When it comes to writing stories and design-

ing pages, we all keep making the same mistakes. With hundreds of examples from print and the web, this session provides a wide-ranging list of do's and don'ts, from fonts to photos and infographics to grids.

## 101 Swipeable Ideas

3:45 - 4:30 p.m.

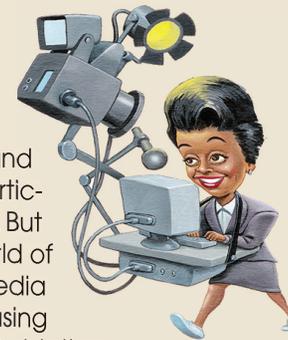
The big finale: a fast-paced parade of the coolest, cleverest headlines, typography, story ideas, and design gimmicks you've ever seen, terrifically swipeable ideas to use in your own stories.



## Everything You Need to Know to be a Digital Journalist

10:15 - 11:30 a.m.

Ideally, every news site should have Video, Audio, Slide-shows, Blogs, and User Participation. But the world of new media is confusing and intimidating. Where do you begin? Our



SECOND ANNUAL **2013 PPA SILENT AUCTION**

Please bring items for the Silent Auction to be held all day Friday, April 5. Proceeds fund our PPA Scholarship program!

## 2013 PPA Convention Speakers

### US REP. MAC THORBERRY



A fifth generation Texan, Mac Thornberry of Clarendon has strong ties to the people he serves in the U.S. House of Representa-

tives. Mac is a lifelong resident of the 13th District of Texas. His family has been ranching in the area since 1881 - a family business in which Mac remains actively involved.

Mac shares the values of the people he represents and continues to fight for the things that are important to them. He is a longtime advocate of lower taxes and limited government. Boosting domestic energy production, protecting private property rights, and reforming health care are top priorities for Mac. He strongly supports cutting government spending and creating the kind of policies that encourage economic growth, rather than suffocating it.

Additionally, as one of the few Members of Congress personally involved in agriculture, Mac understands the challenges agricultural producers face and has been a key player in efforts to support

**ALSO APPEARING: The 2013 PPA Hall of Famers, and the 2012 Better Newspaper Contest Winners!**

producers in the 13th District.

Mac has established himself as a leader in national security, an area in which he continues to be given new responsibilities. He serves as the Vice Chairman of the Armed Services Committee where he also leads the Subcommittee on Emerging Threats. He also continues to serve on the House Permanent Select Committee on Intelligence.

### TUMBLEWEED SMITH



In his 40 professional years, Tumbleweed has interviewed some true Texas characters and assembled the largest private collection

of oral history in the United States. He writes a syndicated weekly newspaper column and teaches broadcasting at the university level. As the creator and producer of The Sound of Texas, one of the longest running syndicated radio programs in Texas, Tumbleweed seeks fascinating people who embody the spirit of the lone star state and brings them into the homes and hearts of thousands.

SATURDAY, APRIL 6

# Dealing with disasters

PRESENTED BY THE  
TEXAS NEWSPAPER FOUNDATION



Few can argue that Texas communities have been hit with more fierce and unexpected climate and man-contributed problems over the past months. From tornadoes and drought to massive wildfires and blizzards, these disastrous situations have brought additional pressures to Texas newspapers.

Recognizing the situation, the Texas Newspaper Foundation is providing a program — Dealing with Disasters — for the Panhandle Press Association and other regional groups of the Texas Press Association. Other sponsors of this program are the Texas Press Association, the Association of Electric Companies of Texas and the Texas A&M Forest Service.

“Dealing With Disasters” is the theme for this year’s Panhandle Press program on Saturday, April 6.

In addition to hearing from editors who have battled blazes and blizzards, representatives of first responder units, the Texas A&M Forest Service and Texas utilities will be on hand to assist publish-

ers and editors with preparing for — not just responding to — situations that affect not only the community, but newspaper publishing and newspaper staff families.

Coordinating the program is **GRIFF SINGER**, a long-time Texas editor-reporter and now a retired professor at The University of Texas at Austin. Confirmed participants are **MARK ENGBRETSON**, managing editor of the Lake Country Sun, Graford; **AMANDA ROGERS**, news editor at The Canyon News; and **JOE KOZLOWSKI**, a Wildland Urban Interface Specialist with the Texas A&M Forest Service based in Merkel. A first responder and a representative of an electric utility serving the Panhandle region also will be on the panel.

Attendees will receive a helpful guides and resources to assist in planning to deal with disasters. And to cap off the program, editors and publishers will participate in a mock disaster drill.

(Pictured clockwise from top left: Griff Singer, Amanda Rogers, Joe Kozlowski, and Mark Engebretson.)



# Registration Form

## 103rd Annual Convention of the Panhandle Press Association

*April 4-6, 2013 • Clarendon, Texas*

**Holiday Inn Amarillo West Medical  
Center**  
**Registration Deadline: March 29, 2013**  
**PPA Room Rate**  
**\$99 PER NIGHT / 806-322-4777**  
*RATE INCREASES AFTER MARCH 21!*

Newspaper or Company Name \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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| Please PRINT the name you would like on your badge. Please check events each person plans to attend. |  | April 4<br>6 p.m.<br><br><b>Welcome Reception</b><br><br>The Plaza<br>2101 S. Soney Rd.<br>Amarillo, TX | April 5<br>7:30-9:00 a.m.<br><br><b>Registration &amp; Breakfast</b><br><br>Holiday Inn<br>Amarillo West<br>Medical Center | April 5<br>9-10:00 a.m.<br><br><b>Writing for Non-Readers w/ Tim Harrower</b> | April 5<br>10:15-11:30 a.m.<br><br><b>Everything You Need to Know to be a Digital Journalist w/ Tim Harrower</b> | April 5<br>Noon - 1:15 p.m.<br><br><b>Luncheon with U.S. Congressman Mac Thornberry</b><br><br>Holiday Inn | April 5<br>1:30 - 3:30 p.m.<br><br><b>12 Tips for Futurizing Your Packaging &amp; Design w/ Tim Harrower</b> | April 5<br>3:45-4:30 p.m.<br><br><b>101 Swipeable Ideas w/ Tim Harrower</b> | April 5<br>7 - 8:30 p.m.<br><br><b>Hall of Fame Banquet w/ Tumbleweed Smith</b><br><br>Holiday Inn | April 6<br>8 - 11 a.m.<br><br><b>Dealing With Disaster w/ TPA</b><br><br>Holiday Inn | April 6<br>Noon<br><br><b>Awards Lunch</b><br><br>Holiday Inn |
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**REGISTRATION FEES**

(Includes all meals)

Adults \_\_\_\_\_ @ \$90 each \_\_\_\_\_  
 Children (7-18) \_\_\_\_\_ @ \$25 each \_\_\_\_\_

Additional meal tickets: \_\_\_\_\_ @ \$20 each for Friday Luncheon \_\_\_\_\_  
 \_\_\_\_\_ @ \$25 each for Friday Banquet \_\_\_\_\_  
 \_\_\_\_\_ @ \$15 each for Saturday Lunch \_\_\_\_\_

Yearly dues (if not already paid) \_\_\_\_\_

TOTAL AMOUNT ENCLOSED \_\_\_\_\_

Cancellations must be received by 5 p.m. March 29, 2013, to receive a refund of registration. Registrants must make their own hotel arrangements by calling the **Holiday Inn Amarillo West Medical Center at 806.322.4777**. Mention PPA when making reservations. Room cost is \$99 per night and the deadline for hotel registration is March 21. **Mail registration form to: Panhandle Press Association, c/o Ashlee Estlack, P.O. Box 1110, Clarendon, TX 79226.**

**REGISTRATION DEADLINE: MARCH 29, 2013**