

Join us in Amarillo to reconnect with area newspaper folks, share ideas, and improve your skills while having fun!

# FRIDAY, July 23

### **Past Presidents Luncheon**

Golden Spread Rural
Electric Cooperatives hosts
our welcome luncheon as we
honor the past presidents of the
Panhandle Press Association
and their contributions to
journalism in our region.

# **New Online Audiences**

The PPA All-Stars lead a roundtable discussion on connecting with your community in new ways through podcasts and livestreams.

# **WTAMU** Reception

Join us at West Texas A&M

University's Amarillo Center to see one of downtown's best and newest facilities that will be hosting our work sessions for this year's convention.

# FRIDAY night, July 23



# PPA at Hodgetown!

The Hereford Brand takes us out to the ballgame for a great night of *Amarillo Sod Poodles* baseball, good food, and family fun! Register ASAP for this activity as seating is limited and will be booked on a first come, first served basis. It's guaranteed to be one of the most fun outings in the history of the Panhandle Press. You won't want to miss it!

# Saturday, July 24 Sharpen Your Skills!

Adobe Certified Instructor Russell Viers makes learning fun as he returns to PPA to demonstrate ways to improve your workflow in Adobe Creative Suite Saturday morning and also show us tips and tricks for using Adobe InDesign for ad building and page design on Saturday afternoon.

# **Ethical Issues**

The PPA All-Stars lead a roundtable discussion on finding your way through the ethical dilemmas and controversial situations in the newspaper business.

# And also featuring...

The PPA Hall of Fame, the Silent Auction, and the Better Newspaper Contest!

Hall of Fame Ballot Deadline: June 30 • Hotel Deadline: July 2 • Registration Deadline: July 9

PPA SILENT AUCTION SUPPORTING PPA SCHOLARSHIPS

Please bring items for the Silent Auction to be held Saturday night, July 24. Proceeds fund our PPA Scholarships!



# Registration Form 111th Annual Convention of the Panhandle Press Association

July 23-24, 2021 • Amarillo, Texas

Courtyard Marriott Amarillo Downtown

Room Reservation Deadline: July 2, 2021

PPA Room Rate

\$139 PER NIGHT / 806-553-4500

RATE INCREASES AFTER JULY 2, 2021!

Newspaper or Company Name Street				_City			PhoneState	ate	Fax		
Please PRINT the name you would like on your badge. Please check events each person plans to attend.	Check If 1st Timer	JULY 23 NOON WELCOME LUNCHEON SALUTE TO PPA PAST PRESIDENTS In This Moment 707 S. Polk	JULY 23 1:30 - 2:30 LIVESTREAMS & PODCASTS In This Moment 707 S. Polk	JULY 23 4:30 P.M. WTAMU RECEPTION WT AMARILLO DOWNTOWN CENTER	JULY 23 6:00 P.M. PPANIGHT AT HODGETOWN SOD POODELS BASEBALL HODGETOWN BASEBALL STADIUM	JULY 24 9:00 A.M. ADOBE WORKFLOW W/RUSSELL VIERS WTAMARILLO DOWNTOWN CENTER	JULY 24 NOON  PPA HALL OF FAME LUNCHEON  In This Moment 707 S. Polk	JULY 24 1:30-3:00 P.M. ADOBE INDESIGN W/RUSSELL VIERS WT AMARILLO DOWNTOWN CENTER	JULY 24 3:30-4:30 P.M. ETHICS PANEL WT AMARILLO DOWNTOWN CENTER	JULY 24 7:00 p.m. Better Newspaper Contest Awards DINNER In This Moment 707 S. Polk	JULY 24 7:00 p.m. HOSPITALITY LOCATION TBA
REGISTRATION FEES: One full registration required	fill		n required			Cancellations must be received by 5 n m. July 12, 2021, to receive a refund of	nst he receive	d by 5 n m	Inly 12 202	1 to receive	a refind
(Registration Includes All Meals)	Ad	AdultsChildren (7-18)	_ @ \$115 each _ @ \$50 each		m C re s	registration. Registrants must make their own hotel arrangements by calling the Courtyard Amarillo Downtown at 806-553-4500. Mention PPA when making reservations. Room cost is \$139 per night and the PPA rate deadline	istrants must marillo Down tions. Room	make their on the make the mak	outy 12, 202  own hotel arr  one-553-450  one night an	angements by  Mention  d the PPA re	v calling PPA wl
Additional meal tickets:@ \$@ \$ @ \$	325 e 330 e 325 e	<ul><li>@ \$25 each for Friday Luncheon</li><li>@ \$30 each for Saturday Luncheon</li><li>@ \$25 each for Saturday Awards Dinner</li></ul>	Luncheon ay Luncheon ay Awards Di	nner	fo <b>P1</b>	for hotel reservations is <u>July 2</u> . Mail convention registration form to: Panhandle Press Association, c/o Roger Estlack, P.O. Box 1110, Clarendon, TX 79226.  TO PAY BY CREDIT CARD, CALL 806-874-2259.	ations is <u>July</u> n, c/o Roger l	2. Mail convo Estlack, P.O. TO PAY BY	. Mail convention registration form to: Panhandle stlack, P.O. Box 1110, Clarendon, TX 79226. TO PAY BY CREDIT CARD, CALL 806-874-2259.	ation form to arendon, TX 2D, CALL 80	: Panhan 79226. 16-874-22

Yearly dues (if not already paid)

TOTAL AMOUNT ENCLOSED

CONVENTION SIGN-UP DEADLINE: July 9, 2021

# PANHANDLE PRESS ASSOCIATION 2021 Hall of Fame Ballot

Each paid member of the Panhandle Press Association receives one Hall of Fame ballot and may **vote for up to two nominees**. Please mark your choices and return to the address below by **June 30**, **2021**. Winners will be announced during the annual convention at the Hall of Fame Luncheon on Saturday, July 24, 2021, in Amarillo.

Wanda Brooks Wanda Brooks started her journey in the news paper business in August of 1994 when the publisher at that time Mike Coggins contacted Wanda about an office manager position at the Moore County News-Press that he felt she would be a good fit for. In 1994, The News Press was under ownership of Southern Newspapers Inc. It was in 2000 that Lancaster Management · Inc. bought out Southern. Wanda stayed on as the Office Manager and became more involved in the community and her job. She saw many publishers come and go in her time as the office manager; and in 2008 after 14 years of tenure, she felt she was ready to apply for the position of publisher. She was very passionate about the newspaper business and its affect on the community. After she announced her retirement in December of 2017, she was named publisher emeritus on Dec. 12, 2017. She was awarded the three highest achievements in the company of papers her size in 2015 for best over all newspaper, best collection percentage and best operating performance. She served on the board of the Panhandle Press Association the entire length of her time as publisher of the Moore County News-Press and served as the President of Panhandle Press Association from 2013-2014.

**Grady Joe Harrison** Grady Joe Harrison (1929-2020) and his wife and partner, Jo Ann, represent the dedication and deep community knowledge of the mom-and-pop weekly newspaper operation, as publishers of the Texas Spur for nearly four decades. A sports fanatic and an Army veteran who once worked for The Stars & Stripes, Joe Harrison came to Spur after graduating from Texas Tech University in 1957 and bought the newspaper the following year. He and Jo Ann ran the business until 1996, receiving the General Excellence Award from the West Texas Press Association, among several awards in news writing, sports writing, column writing, and advertising initiative. They sheperded the transition from Linotype to phototypesetting to the digital era. Spur benefited from the couple's chronicling of its life, as well as their service in school, sports, church, and civic activity. A journalism internship has recently been established to carry on their legacy.

\_\_\_\_\_\_Jo Ann Pirtle Harrison Jo Ann Pirtle Harrison (1931-2020) worked alongside her husband, Joe, at The Texas Spur for most of the nearly 40 years they owned the newspaper. Jo Ann, who married high school sweetheart Joe in 1949 and came to Spur with him and their first son in 1957, parlayed her college coursework and experience as a secretary in the banking industry into 35 years as the newspaper's advertising director. She was also active in school, sports, church, and civic life, and received the highest citizen award in the state of Texas for women, "The Yellow Rose of Texas," by then Gov. Mark White. She was voted Spur's Citizen of the Year in 1984. Joe and Jo Ann are fondly remembered by former employees for their steady principles, dedication to community, and work ethic. A journalism internship at the Texas Spur has recently been established to carry on their legacy.

Return completed ballot in your company envelope to: Roger Estlack, PPA Secretary, PO Box 1110, Clarendon, TX 79226

**MUST BE RECEIVED BY JUNE 30, 2021.**