



111th PPA Convention

July 23-24, 2021
AMARILLO, TEXAS



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

TENTH ANNUAL

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!

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.