

# 112th PPA Convention March 25-26, 2022 HEREFORD, TEXAS



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

## **FRIDAY, March 25**

### **Welcome Luncheon**

Golden Spread Rural Electric Cooperatives hosts our annual welcome luncheon as we renew friendships and make new connections! Texas Center for Community Journalism Director Austin Lewter will be our guest speaker and will share all the great training opportunities TCCJ offers for community newspapers at no cost!

### **Connect with Readers**

Friday's early bird session will focus on new and innovative ways to connect with your audience using podcasts and livestreams. Austin Lewter will lead the

discussion about what's working in the industry.

### **BRAND Reception**

Join us at the new offices of the Hereford BRAND and learn about how this great Panhandle paper was saved from near extinction to become a vital part of the community again.

### **FRIDAY night Texas Humor!**

For more than 40 years, Tumbleweed has interviewed some true Texas characters



and assembled the largest private collection of oral history in the US for his long-running syndicated

newspaper column and radio show. His stories will leave you laughing and realizing that crazy characters aren't just in your town; they're all over the state!

### **Saturday, March 26 Better Writing!**

Whether you're a seasoned professional or new to the business, writing is a skill that can continually be improved, and the TCCJ is here to help. Improve your paper by improving your writing!

### **Better Design!**

Bring your papers for a TCCJ-led discussion about what's good and what could be better in terms of design to make your paper more pleasing to readers and advertisers and more profitable, too!

### **Better Ethics!**

The PPA All-Stars lead a roundtable discussion on finding your way through the ethical dilemmas we face 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: March 11 • Hotel Deadline: March 11 • Registration Deadline: March 11*

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# **PPA SILENT AUCTION SUPPORTING PPA SCHOLARSHIPS**

Please bring items for the Silent Auction to help fund our PPA Scholarships! The auction will run throughout the convention and close Saturday night after the awards dinner.



# **PANHANDLE PRESS ASSOCIATION**

## **2022 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 **March 11, 2022**. Winners will be announced during the annual convention at the Hall of Fame Banquet on Friday, March 25, in Hereford.

**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.

**Roger Estlack** Roger Estlack has been the editor and publisher of The Clarendon Enterprise since October 1995. During his tenure, Roger has become a leader of his community, a champion of its progress, and a fearless critic of those who act dishonorably. He has served on the boards of the PPA, West Texas Press Association, and Texas Press Association; has served as president of both PPA and WTPA; and has been the secretary of PPA since since 2013. In 2017, he was recognized with the Harold Hudson Memorial Award by the West Texas Press Association. For the last 26 years, he has fought for community improvements and kept his finger on the pulse of the community while covering everything from local events to the hometown boy in the United States Congress. Among the many articles he has written, he has covered Open Meeting Act violations, posted severe weather information, editorialized against religious bigotry, helped bring high speed Internet to local communities, and supported the restoration of the 1890 Donley County Courthouse and the 1946 Mulkey Theatre. In particular, his reports on COVID's early and deadly impact on Donley County residents, in tandem with those of County Judge John Howard - a local doctor whose aggressive approach to early testing likely saved many lives - created a worthy model for other community newspapers in their coronavirus reporting and coverage. Roger's live podcasts with local officials during those first few months of COVID-fueled fear and isolation honored the most essential role of a good newspaper: providing a compelling forum for community conversation.

**Return completed ballot in your company envelope to:  
Jeff Blackmon, PPA President, PO Box 673, Hereford, TX 79045**

**MUST BE RECEIVED BY March 11, 2022.**