

SCHEDULE

Friday, July 17

11:30 p.m. - Registration Desk Opens
- Hereford Civic Center

Noon - Past Presidents Welcome
Lunch - Golden Spread REC
Update & Datacenter Info
Hereford Civic Center

1:30 p.m. – Early Bird Session
Revenue Ideas – Round Table

2:30 p.m. – SHOP HEREFORD

3:30 p.m. - PPA Board Meeting
Holiday Inn Express

6:00 p.m. - Dinner & Entertainment
Hereford Country Club

8:00 p.m. – Hospitality
Hereford Country Club

Saturday, July 18

8:00 a.m. – Breakfast & Registration
Hereford Civic Center

9:00 a.m. – AI in Small Newspapers
w/ Austin Lewter & Jeff Blackmon

10:00 a.m. – Brevity in News Writing
w/ Austin Lewter

11:00 a.m. – InDesign Basics

Noon - Hall of Fame Lunch
w/ Suzanne Bellsynder - Texas
Rural Reporter
Hereford Civic Center

1:30 p.m. – Photoshop Basics

3:00 p.m. - PPA Ethics Panel

6:00 p.m. President's Hospitality
Hereford Country Club

7:00 p.m. - Better Newspaper Awards
& Business Dinner

10:00 p.m. – Hospitality
Hereford Country Club

117TH



CONVENTION • JULY 17-18, 2026

HEREFORD, TEXAS

Join us in Hereford to recon-
nect with area newspaper
folks, share ideas, and
improve your skills!

FRIDAY, July 17

WELCOME LUNCHEON

Golden Spread Rural Electric Cooperatives hosts our annual welcome luncheon as we renew friendships and make new connections! Past Presidents are invited to join us for lunch, and Golden Spread will also bring a featured speaker to discuss Datacenters in the Texas Panhandle.

MAKE MORE MONEY!

Friday's early bird session will focus on new and innovative ways to improve your newspaper's bottom line. PPA members will share revenue ideas in a round table format. Bring your best idea and a notepad!

FUN & FELLOWSHIP!

Friday night will be an evening of fun and entertainment at the Hereford Country Club. Enjoy live music while having a good time with fellow journalists.

SATURDAY, July 18

BE SMART!

Seasoned publishers share how they have implemented AI in small newspapers to increase productivity. Learn how AI can benefit your operation and give you more time to focus on other tasks.

BE BRIEF!

Readers today have a short little span of attention, and it's your job to cram a whole lot of information into a little window of opportunity. Austin Lewter will tell you how to write briefly to fit readers' lifestyles while still conveying the information they need to know.

BE BETTER!

Separate workshops on Adobe InDesign and Adobe Photoshop will focus on the basic skills and shortcuts small newspapers need to get done on deadline. Experienced teachers will show you real world applications that help you get the job done.

AND ALSO FEATURING...

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

Hotel Deadline: JULY 10 • Call Holiday Inn Express in Hereford: 806.553.5770

Registration Deadline: JULY 10

Online Convention Registration at: <https://forms.gle/gHpudsJzgmkyXcfs5>

15TH
ANNUAL

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.