



**North and East Texas Press Association  
and  
West Texas Press Association  
Convention Schedule  
April 8 - April 10, 2021  
Rockwall, TX SpringHill Suites Dallas Rockwall  
Rooms \$119 a night/ Convention \$100  
Book NOW!! DEADLINE March 8  
972-961-5100**

**NETPA & WTPA 2021 Convention Schedule**

**Thursday, April 8**

8:00 a.m. -	Golf tournament at Buffalo Creek Golf Club
3:00 p.m. -	Registration desk opens
4:00 p.m. -	WTPA board meeting
4:30 p.m. -	NETPA board meeting
5:00 p.m. -	NETPA & WTPA Joint board meeting
6:30 p.m. -	First timers meeting
7:00 p.m. -	Dinner & bingo

**Friday, April 9**

8:00 a.m. -	Registration desk opens
8:30 a.m. -	Breakfast and welcome from Mayor Jim Pruitt of Rockwall

9:00 a.m. - **Creative ways to generate local content** – Brad Blakemore  
 10:00 a.m. - **Real journalism roundtable discussion**  
 10:45 a.m. - **Break**  
 11:00 a.m. - **Selling Total Audience and Advanced Digital Advertising**  
 - Jake Mienk and Lange Svehlak  
 12:00 Noon - **Lunch with columnist John Moore**  
 1:00 p.m. - **The 3 R's of Cumulative and Acute Stress**  
 - Kelly Jones of Wise Health System  
 1:45 p.m. - **Break**  
 2:00 p.m. - **How to get the most from photography as a reporter**  
 - Photographer Mike Stone / Reuters  
 3:00 p.m. - **Free time to explore Rockwall**  
 6:30 p.m. - **President's reception**  
 7:00 p.m. - **Dinner**  
 NETPA Sam C. Holloway and Tom Mooney Awards  
 WTPA Harold Hudson Memorial Award  
 NETPA Live Auction  
 WTPA Silent Auction

**Saturday, April 10**

8:00 a.m. - **Registration desk opens**  
 8:30 a.m. - **General membership meeting**  
 Memorial report  
 Financial report  
 NETPA Board nominations  
 WEPA Board nominations  
 TPA Presidential report  
 TPA legislative update  
 9:30 a.m. - **Making Money with Email Marketing** - Greg Heiman / SITE IMPACT  
 10:30 a.m. - **Awards Brunch**  
 Winners of the NETPA Better Newspaper Contest by Jake Mienk  
 Winners of WTPA Contest by Maria Weaver

**REGISTRATION FORM**

Complete Registration Form and Mail with Payment to:  
 North \$ East Texas Press Association, Cher Thompson, Sec./Treas., P. O. Box 879, Granbury, Texas 76048

Newspaper or Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 Email \_\_\_\_\_  
 Name \_\_\_\_\_  
 Name \_\_\_\_\_  
 Name \_\_\_\_\_  
 PAYMENT OPTIONS (circle) Visa MasterCard Amex Disc Check # \_\_\_\_\_  
 Credit card number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Credit Card Billing address if different from above: \_\_\_\_\_  
 Billing City/State/Zip \_\_\_\_\_  
 Amount you authorize to charge: \_\_\_\_\_ Signature: \_\_\_\_\_

\$100 per person  
 Saturday Brunch  
 Awards Lunch  
 Only  
 \$50  
 per person