



**2010 NASNA Conference:** Thursday July 29 – Sunday August 1

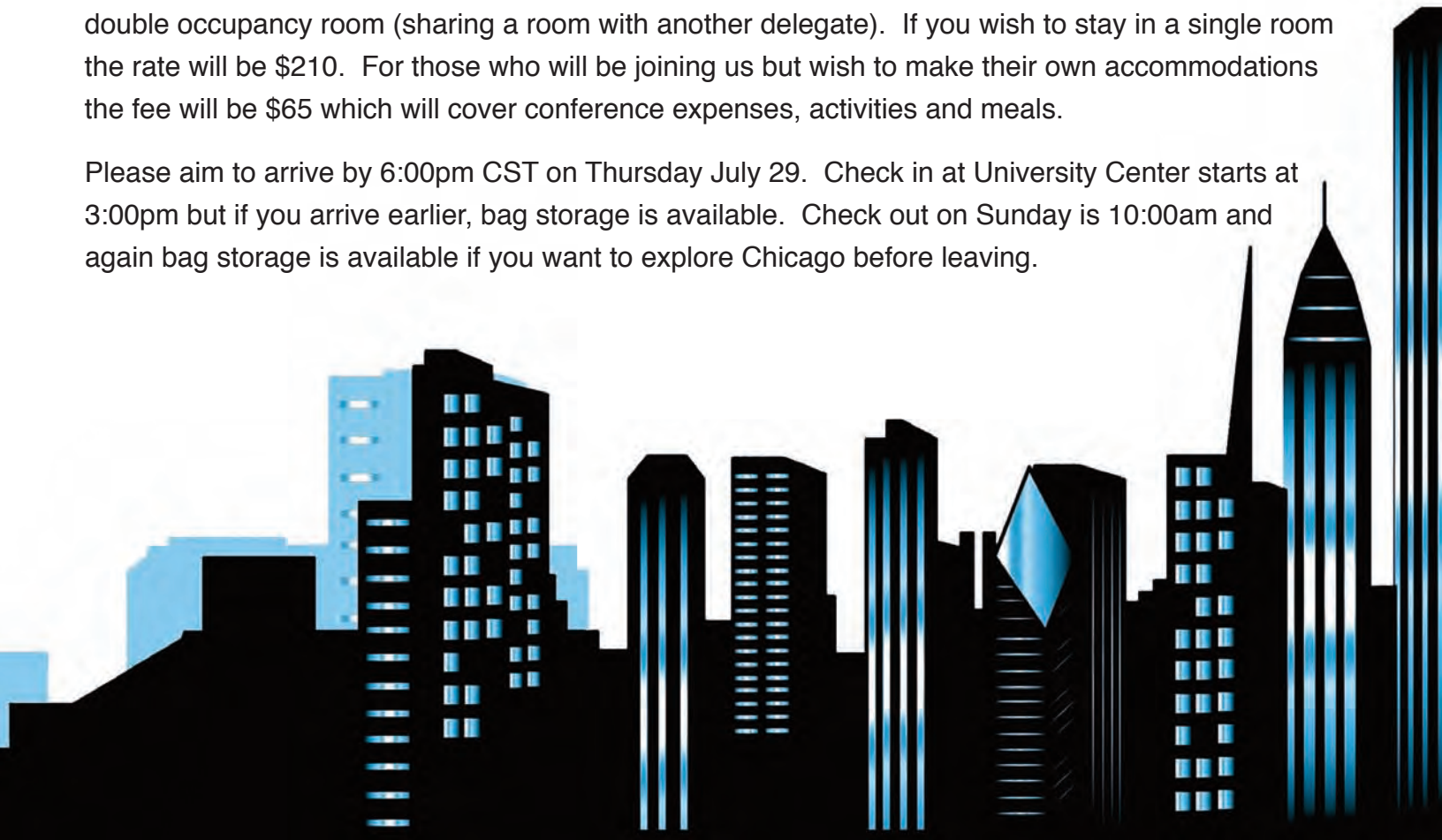
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### **General information:**

Delegate fees: Thanks to the efforts by StreetWise and NASNA we are able to make the delegate fees as low as possible. Delegate fees include the following: all meals, welcome reception, conference materials, local transportation, accommodations (Thursday night – Sunday morning), evening activities, and all other conference expenses. This year's delegate fee is \$150. This fee assumes a double occupancy room (sharing a room with another delegate). If you wish to stay in a single room the rate will be \$210. For those who will be joining us but wish to make their own accommodations the fee will be \$65 which will cover conference expenses, activities and meals.

Please aim to arrive by 6:00pm CST on Thursday July 29. Check in at University Center starts at 3:00pm but if you arrive earlier, bag storage is available. Check out on Sunday is 10:00am and again bag storage is available if you want to explore Chicago before leaving.



## Conference Schedule

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### Thursday July 29

3 - 6 Check in at University Center (UC)

6:15 & 6:30 Board bus to StreetWise

7 - 9 Opening reception at StreetWise

### Friday July 30

8:30 - 9:30 Breakfast at Conference Center

9:30 Opening and welcome

10 Speed networking

10:30 Break

11 - 12:30 Workshop Session 1

12:30 - 2 Lunch at UC

2 - 3 Workshop Session 2

3 Return to UC

3:15 Board bus to Cellular Field

3:45 General Session: NASNA Annual Meeting  
White Sox Conference Center

5:30 Enjoy ball park, dinner

7:10 White Sox game (fireworks after game)

9:30 & 10 Board bus to return to UC

### Saturday July 31

9 - 9:30 Breakfast

9:30 - 10:30 Workshop Session 3

10:30 - 11 Break

11 - 12:30 Workshop Session 4

12:30 - 2 Lunch at UC

2 - 3 Workshop Session 5

3 - 3:30 Break

3:30 - 5 Workshop Session 6

5:30 Return to UC

6 & 6:30 Board Bus to Awards Dinner

7 - 9:30 Awards

9:30 & 10 Bus back to UC

### Sunday August 1

Breakfast and check out by 10

*\*Schedule subject to change\**



# Workshop presenters and descriptions *draft*

## Session #1

### *What do foundations want in a grant?*

Presenter: Mark Hallett, McCormick Foundation and TBA

What does a foundation find interesting in a letter of intent and/or grant application? What stands out to foundations as green flags or red flags? How do small grassroots non-profit journalism and social services organizations compete for dollars with much larger non-profit organizations? Come listen to this panel discussion from the McCormick Foundation and the Chicago Community Trust [Community Foundation] to get a unique perspective on how to best succeed with grant applications.

### *Expanding editorial content by including a variety of voices*

Presenters: Greg Flannery and Margo Pierce, *Streetvibes*

If street papers exist in order to help vendors, then vibrant, informative content is essential. Without the financial resources available to mainstream newspapers, how do street papers provide readers with content that makes them want to keep buying copies? What kind of quality control can editors provide? How can street papers carve out a journalistic niche that turns vendor sales from "charity purchases" to "must-have" newspaper sales? This workshop will provide some ideas but will also be an open discussion for ways to improve.

### *Conflict resolution*

Presenter: TBA

This training focuses on the skills designed to assist individuals to negotiate their own disputes. Trainees learn both how to negotiate with others to create more durable and meaningful resolutions, and how to more effectively communicate with others in order to decrease instances of disputes themselves.

## Session #2

### *Using the Street News Service as a platform for vendor voices*

Presenter: Erin Anderson, Doctoral student at Pittsburgh

One of the exciting features of the new Street News Service website, launching in May is a global platform for vendor blogs. This exciting initiative aims to engage vendors' voices in the street paper movement at a global scale, connecting them with broad audiences and new opportunities to build relationships across boundaries. This workshop will provide an overview of the project, including the technical platform and the diverse modes of communication it supports, from photography to video, audio-blogging to written word. Building on the facilitator's experience with a pilot vendor blogging workshop series, we will discuss available technologies, potential workshop formats, and activities for getting started. Come learn how your street paper can be among the first to get involved in this unique collaboration.

### *Starting from scratch, developing a donor base from the ground up (101)*

Presenter: Kathleen Porch, *Real Change*

You need money but don't have many (or any) donors. Where do you look for new donors? How do you persuade new donors to support you, even in a tight economic situation? Maybe you are excited to fundraise or maybe the thought of fundraising leaves you vaguely ill. This workshop will focus on fundraising basics for those new to or uncomfortable with fundraising. Core fundraising principles will be customized for non-profit journalism and the street newspaper model. The session will cover ways to be an effective fundraiser while wearing many other hats in your organization and not having much (or any) past fundraising experience.

## *Vendor Recruitment and Retention*

Presenters: Israel Bayer, *Street Roots* and TBA

Without vendors street papers have no circulation. When a successful vendor moves on, sales dip. Join us to discuss and learn strategies to recruit individuals to sell the newspaper. More importantly learn how to keep vendors that go through training to leave your attrition rate low. We will explore how to put together a vendor sales training video and how a visual aid helps retain vendors. This workshop will provide ideas from a variety of successful and growing street papers.

## Session #3

### *How often should I "tweet?"*

Presenter: TBA

Social media has taken the world by storm. If you are not using it, you are "old" or "behind the times." But with small staffs how can you jump into such a large arena and expect to make it worth your time. Should we use Twitter or Facebook or start a blog? What about an email newsletter? Should we integrate these different forms of communication and how often should we "tweet?" Not sure what we are talking about or know the answer to those questions, then you need to make your way to this workshop and discussion on how non-profit newspapers and job programs can effectively and efficiently use social media.

### *Building a Community of Committed Volunteers*

Presenters: Elizabeth Ochs, *Street Sights* and Abby Strunk, *Street Sense*

Whether you have paid staff or no staff, volunteers are undoubtedly part of your workforce – if they're not, they should be! Find out how to make the most of those who want to lend a hand. In this roundtable discussion, we'll share ideas for turning readers into committed volunteers. Learn how

to engage different demographics – from middle schoolers to seniors and everyone in between. And, learn how to engage volunteers with different interests and expertise – from writing and editing to fundraising and accounting. We'll also provide strategies for marketing volunteer opportunities, providing orientation, communicating effectively, building community and turning your volunteers into your best brand stewards.

## Fundraising ideas

[Roundtable] Facilitator: TBA

This workshop will provide an opportunity to share unique or successful fundraising ideas and how others may use them to succeed.

## Session #4

### *Good ole fashion design critique*

Presenter: TBA

Let's be honest. Most of us could use some pointers in our design. We could always improve. And what we really want is someone who has a design background to give us a critique of our design and layout and to provide us with some pointers to make improvements. If that fits the description of what you are looking for, then this workshop led by the Chicago Tribune page designer and street paper designers is where you need to be. Bring at least 20 copies of your street paper for this workshop alone.

### *Additional services to offer to vendors*

[Roundtable] Facilitators: Greg Pritchett and Bruce Crane, *StreetWise*

There are many social services in our communities that can provide services to our vendors. This can be a great way to collaborate with other agencies with similar missions. But what are some services that are important for a street paper to provide its vendors or others who come in and seek help. Join us for a discussion on a variety of services that can be helpful to the vendors and how to avoid duplicating services already available.

## *Board development and involvement in fundraising*

Presenter: Pete Kadens, *StreetWise*

The board of directors plays an important role in all organizations. The make up and involvement of the board varies widely between organizations. A hands on board that is interested in helping to raise and develop funds is a great asset to any organization. This discussion and workshop will explore how *StreetWise* was able to grow its board from 4 to 23 committed volunteers while leveraging their connections for additional support to the organization. Learn how to get a committed group with diverse backgrounds working on fundraising onto your board.

## Session #5

### *Editorial partnerships*

[Roundtable] Facilitators: Greg Flannery and Margo Pierce, *Streetvibes*

Street papers have a perspective often missed by the corporate media—the stories, struggles and successes of poor people. But street papers don't have the resources to easily obtain regional or national perspective on the policies and practices that directly affect people on the streets. Collaboration is the answer. By working together, street papers can give readers a bigger picture. After two collaborative efforts, this workshop will examine what has worked, what has failed and how street papers can more effectively collaborate on important stories.

### *Growing your fundraising success (201)*

Presenter: Kathleen Porch, *Real Change*

You have some donors, but want and need more of them and want to learn strategies to deepen their connection to and increase their investment in your street newspaper. Learn tips for how to raise more money from the same set of donors, while adding in new small and large dollar donors and spending less time and money to raise more money. This workshop will focus on basic and advanced fundraising tools for those already doing some fundraising.

## *Strategic Planning*

Presenter: TBA

“Strategy without action is a day-dream, and action without strategy is a nightmare.” While the quote says a lot, the bottom line is that creating a strategic plan for the organization and also creating a plan of action for how to accomplish your goals is essential. This workshop will walk through the process of creating a strategic plan, including which stakeholders to include, the process, and how often you should revisit. Whether you have a strategic plan that you haven't looked at or you don't have a plan at all or you are somewhere in between, this workshop is the place to be.

## Session #6

### *Miscellaneous vendor discussions*

[Roundtable] Facilitator: Gretchen Crowe, *Denver Voice*

Is there a vendor related topic that we missed? Want to talk about a specific reoccurring problem? Interested in learning more about your fellow vendor managers. This workshop will be a catch all for specific questions and advice sharing all while continuing to build a community.

### *Journalism related workshop*

Presenters: Clark Bell, McCormick Foundation and TBA

This workshop is still taking form. It will be a panel discussion. One topic idea that has been discussed is how non-daily newspapers can still report on news that has been broken and how street papers can add value to news that is out there.

### *Marketing: Public relations and community partnerships*

Presenter: TBA

TBA