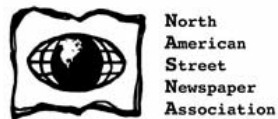




2010 NASNA Conference:
Thursday July 29 – Sunday August 1

Sponsored by:



What to Bring/Prepare for the Conference

- Copies of your papers to share with other delegates
- Business casual dress for Saturday night's awards dinner
- Internet access is available in the rooms with an Ethernet cable (YOU MUST bring your own cable)

Arrival

3pm-6pm on Thursday, July 29

Accommodations

Conference attendees will be staying in downtown Chicago at University Center of Chicago (UCC). This 18-story residence hall is shared by DePaul University, Columbia College Chicago, and Roosevelt University. Delegates will be checked into either a single or double occupancy room with other delegates. Our residence hall also has a dining hall where we will eat some of our meals. For diagrams of the rooms check here.

Your delegate fee covers 3 nights in the residence hall (July 29 – August 1)

Address

University Conference Center
 525 South State Street
 Chicago, IL 60605

- CTA Train: Brown, Orange, Pink, or Purple line to Library stop
- Check in 3pm Thursday / Check out 10am Sunday (Bag check available)
 - Bedding and towels provided
 - Wired internet available in rooms (bring cable)

The Conference Workshops

Conference workshops will be held at the DePaul Center, a short one block walk from University Center Chicago (UCC). With the exception of the evening events, all workshops and meetings will take place in DePaul Center.

Local Contact Details Chicago

StreetWise
 1201 W. Lake St
 Chicago, Illinois 60607
 Phone: 312-829-2526

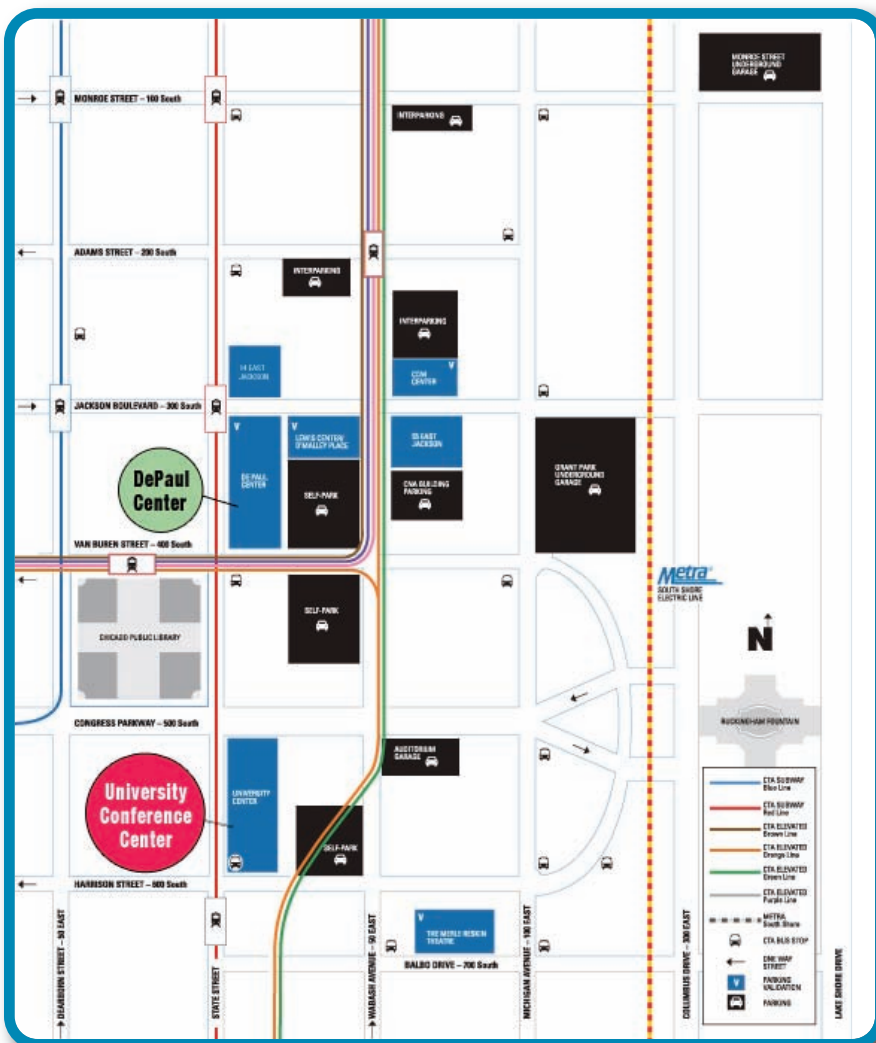
Conference organizers' cell phones
 (1) Andy Freeze, NASNA, 202-812-2311
 (2) Bruce Crane, StreetWise 773-294-5502

Meals All meals included

Dinner and evening Activities

Thursday July 30th

A welcome reception will be held at StreetWise and will include finger food and drinks.





Conference Schedule

Thursday July 29

- 3 - 6 Check in at Univeresity Center (UCC)
- 6:30 Board bus to StreetWise
- 7 - 9 Opening reception at StreetWise

Friday July 30

- 6:30 - 9:30 Breakfast available at (UCC)
- 9:30 Opening and welcome
- 10 Speed networking
- 10:30 Break
- 11 - 12 Workshop Session 1
- 12 - 2 Lunch at UCC
- 2 - 3 Workshop Session 2
- 3:15 - 5:15 NASNA general meeting
- 6:15 Board bus to Cellular Field
- 7:10 White Sox game (fireworks after game)
- 10 Return from game

Saturday July 31

- 8 - 9 Breakfast available
- 9:30 - 10:30 Workshop Session 3
- 10:30 - 11 Break
- 11 - 12 Workshop Session 4
- 12 - 2 Lunch and break at UCC
- 2 - 3 Workshop Session 5
- 3 - 3:30 Break
- 3:30 - 5 Workshop Session 6
- 6:40 Leave for awards dinner
- 7 - 9:30 Awards

August 1

- 10 Check out. (Brunch available from 11:30-1)

Workshop presenters and descriptions

Session #1

What do foundations want in a grant?

Presenters: Mark Hallett and Molly Baltman, McCormick Foundation

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 organizations compete for dollars with much larger non-profits? Join this presentation and discussion from two very different McCormick Foundation programs (journalism and communities). This workshop/discussion will provide 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: Roy Maddock, Center for Conflict Resolution

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.

Editorial Basics

Presenter: Laura Thompson Osuri

Learn the first steps in becoming a top notch editor. From determining what is news to where to find the news to reporting resources and writing structures that work. This is Journalism 101, and geared to those with limited newspaper writing experience.

Session #2

Using the Street News Service as a platform for vendor voices

Presenter: Erin Anderson, Street Paper volunteer

One of the exciting features of the new Street News Service website, launched 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*

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: Demetrio Maguidad, Community Media Workshop

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

While the majority of fundraising is developed from individual donors, grants, and paper sales, there are always extra ways to raise money and raise awareness of your street paper. This roundtable discussion will provide an opportunity to share unique or successful fundraising ideas and how others may use them to succeed. Please be prepared to bring a successful event or idea that your organization has used to raise money or awareness.

Building infrastructure

Presenters: Laura Thompson Osuri and Andy Freeze, NASNA

Starting from the ground up can seem like a daunting task. There are many things to consider when launching a street newspaper. This workshop will include all you need to know to establish a strong base for business side of a street paper as well as how to efficiently and successfully keep records for all aspects of the paper. A must for all new and developing papers!

Session #4

Good ole fashion 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 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.

Strategic planning

Presenter: John Reinsdorf, *StreetWise* board member

"Strategy without action is a daydream, 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.

Building legitimacy

Presenters: Laura Thompson Osuri, NASNA and Amelia Patterson, *Denver Voice*

As a street paper it's sometimes hard to get your R.E.S.P.E.C.T. This workshop will look at how papers and their vendors can garner this respect and establish legitimacy, whether it is dealing with police, building up a readership or gaining confidence from the community.

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.

If you have reprinted previous editorial partnership pieces, please bring extra copies of those reprints to share with the group.

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.

Board development and involvement in fundraising

Presenter: Pete Kadens, *StreetWise* board member

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 3 to 22 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 #6

Vendors and social media

[Roundtable] Facilitator: David Jefferson, *Spare Change News*

Street papers have frequently marketed themselves as the voice of the streets. *Spare Change News* in Boston has taken that to a new level, by getting their vendors and supports involved in direct communication via social media tools. Join David to discuss this new venture. Also join the discussion on other hot button vendor topics that got pushed aside at earlier vendor workshops. This workshop will be a catch all for specific questions and advice sharing all while continuing to build a community.

Adding a fresh, new spin on hard news

Presenter: Clark Bell, McCormick Foundation and Kari Lyderson, freelance journalist

When you're publishing weekly, every two weeks or even monthly, how do you provide news that is still timely and relevant? How do you offer readers news and information that is something beyond what they have already read in the dailies? Street papers are ideally suited to meet this challenge, since daily news organizations often do not cover the housing, homelessness, community development and other story angles related to inequity and grassroots organizing that are the natural domain of street papers. Freed from the challenge of meeting daily deadlines and scrambling to cover breaking news, street papers can offer context and analysis on the under-covered social, economic and political issues that impact homeless vendors and readers from all walks of life. Street papers also can employ a variety of innovative approaches and diverse voices to put a fresh, new spin on hard news that may have already been reported by the mainstream media. This workshop will include how-to tips and big-picture discussion of these concepts.

Marketing: Public relations and community partnerships

Presenter: Richard Turgeon, *L'itineraire*

Marketing may seem like an odd workshop for a street paper conference. But building relationships in your community and marketing your street paper and organization are very important in your growth. Come learn how *L'itineraire* has developed their marketing and community relationships and turned them into dollars and in-kind donations.