

THE 2012 NCPA WINTER INSTITUTE

ANNUAL MEETING & AWARDS PRESENTATIONS

MARCH 1-2, 2012
George Watts Hill Alumni Center
University of North Carolina-Chapel Hill

Top Five Reasons to Attend:

- 1 Advertising Awards Presentation.** For the first time, winners in the Best Ad Contest will receive their awards during a special brunch ceremony on Friday of Winter Institute.
- 2 Editorial Awards Presentation.** The centerpiece of Winter Institute each year. Be there when we name the Hugh Morton Photographer of the Year and reveal the winners in the General Excellence category. Plus great food and fellowship!
- 3 Election of Officers.** Winter Institute serves as the annual business meeting of your North Carolina Press Association. Members will select officers for the 2012-2013 term as well as new board directors.
- 4 Legislative Lunch.** This is your best opportunity to hear about and discuss important legislative issues facing our industry, our readers and viewers and our customers.
- 5 Training and Networking.** We've added new sessions this year for both editorial and advertising personnel. These will provide great opportunities to find out what your peers in the industry are doing at their newspapers to tackle the hard issues of the day.

MARCH 1, 2012



Events requiring a fee in **bold**

- 9:30-10:30 a.m. **Covering Disasters seminar**
- 10:45-11:45 a.m. **Finding the New Normal Roundtable Discussion**
- Noon-2 p.m. **Legislative Lunch** followed by the Annual Meeting of NCPA and NCPS
- 3-4 p.m. Meeting of the NC Association of Community Newspapers
- 3-4 p.m. Meeting of the Associated Dailies and AP Awards Presentations
- 5 p.m. **Awards Reception**
- 6 p.m. Awards Ceremony
- Dinner on your own

MARCH 2, 2012



Events requiring a fee in **bold**

- 9:30-10:45 a.m. **The One Thing Roundtable Discussions and Networking**
- 11 a.m. **Best Ad Contest Awards Brunch and Ceremony**
- 1 p.m. NC Press Foundation Board of Directors meeting

Register by Feb. 20 and save \$10/event per person!

Final registration deadline is Feb. 24.

THE 2012 NCPA WINTER INSTITUTE

COVERING DISASTERS

Learn from those who have dealt first hand with major disasters in their own backyards. Find out what worked and didn't work for readers and staff in times of major disaster.

9:30 A.M. THURSDAY

FINDING THE NEW NORMAL *(Structured networking/roundtable)*

Normal is never going to be the same again. Gather with your peers in this structured networking and roundtable session to discuss what the new normal is. See where others have gone wrong and hear about the best practices that are helping fellow journalists and publishers in North Carolina.

10:45 A.M. THURSDAY

BUSINESS & LEGISLATIVE LUNCH

Enjoy a great meal and then we'll get down to business. First we'll have a discussion about the upcoming General Assembly session including some guest speakers. Then it's time for the annual business meetings of NCPA/NCPS. That will include the election of officers and directors for 2012-2013.

NOON THURSDAY

EDITORIAL AWARDS RECEPTION & CEREMONY

Network with your peers while enjoying hors d'oeuvres and drinks. Then enjoy the program including the presentation of the 2012 North Carolinian of the Year, recognition of all the winners in the 2011 News, Editorial & Photojournalism Contest and, at the very end, the announcement of the General Excellence winners!

5 P.M. THURSDAY

THE ONE THING *(Networking/roundtable/Best Practices)*

Bring an example of your most successful idea and trade ideas with your peers. Talk about what's worked and what's flopped and at the end of this session you should go home with at least one proven new money making idea!

9:30 A.M. FRIDAY

ADVERTISING AWARDS BRUNCH

Breakfast for lunch! Then we'll honor this year's winners in the Best Ad Contest.

11 A.M. FRIDAY

What does it cost?

Pricing for the 2012 Winter Institute is a la carte, per person.

Business/Legislative Lunch....\$35
 News Awards Reception\$25
 Ad Awards Brunch.....\$28

Register early & save!

The Early-Bird Deadline is Feb. 20. If you register after that date, add \$10 per person for each event. The savings can really add up, so be sure to be an Early Bird!

Mail, Fax or Email

Complete the attached Registration Form and Payment Form. For your convenience, the forms have editable fields so you can type in your information on your computer. Just save or print out the completed forms and send them to:

Mail

NCPA Institute
 5171 Glenwood Avenue, Ste. 364
 Raleigh, NC 27612

Fax

(919) 787-5302

Email

holly@ncpress.com

Remember...

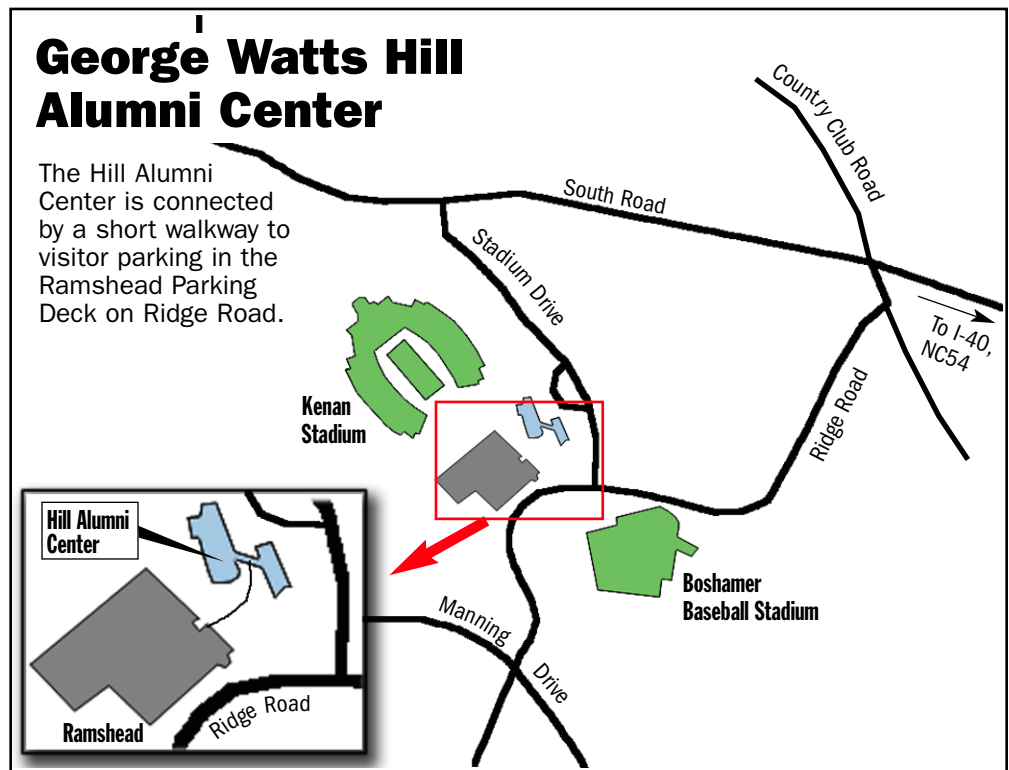
When your newspaper returned its list of awards with any corrections, that DID NOT register you for the Winter Institute. You must complete the registration form and submit payment to be able to attend the awards programs or Thursday's Legislative Lunch.

Staying in Chapel Hill?

There is no official hotel for the Winter Institute. If you are thinking about an overnight stay for the Institute, you may want to check out the visitors bureau hotel finder at www.visitchapelhill.org.

Winter Institute parking

Before 5 p.m. visitor parking is available at the Ramshead Center on Ridge Road behind Kenan Stadium. Parking will be available in other lots after 5 p.m., but check the signs for specifics.



Registration Form

**Early-Bird Deadline
Feb. 20**
**Final Deadline
Feb. 24**

List the name of each person as it should appear on his/her nametag.
Indicate the events to be attended by each registrant. Total the fees due on each line.

Newspaper Name: _____ City: _____

Contact Name: _____ Email: _____ Phone: _____

1	<p>NAME</p> <p>_____</p> <p><input type="checkbox"/> Staff member <input type="checkbox"/> Guest</p>	<p>ATTENDING (Check all that apply for this person)</p> <p>T <input type="checkbox"/> Disaster Coverage <input type="checkbox"/> New Normal</p> <p>H <input type="checkbox"/> Business/Legislative Lunch \$35</p> <p>U <input type="checkbox"/> Editorial Awards & Reception \$25</p>	<p>F <input type="checkbox"/> "The One Thing" Roundtables</p> <p>R <input type="checkbox"/> Ad Awards & Brunch \$28</p>	<p>FEES</p> <p>Total and enter amount due for this person. Add \$10 per event if registered after Early-Bird Deadline.</p> <p>\$ _____</p>
2	<p>NAME</p> <p>_____</p> <p><input type="checkbox"/> Staff member <input type="checkbox"/> Guest</p>	<p>ATTENDING (Check all that apply for this person)</p> <p>T <input type="checkbox"/> Disaster Coverage <input type="checkbox"/> New Normal</p> <p>H <input type="checkbox"/> Business/Legislative Lunch \$35</p> <p>U <input type="checkbox"/> Editorial Awards & Reception \$25</p>	<p>F <input type="checkbox"/> "The One Thing" Roundtables</p> <p>R <input type="checkbox"/> Ad Awards & Brunch \$28</p>	<p>FEES</p> <p>Total and enter amount due for this person. Add \$10 per event if registered after Early-Bird Deadline.</p> <p>\$ _____</p>
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Payment Form

This completed form must accompany your newspaper's registration form(s) along with full payment.

Newspaper Name: _____ City: _____

Contact Name: _____ Email: _____

Phone: _____ Fax: _____

NUMBER OF REGISTRATION FORM PAGES ATTACHED: _____

TOTAL NUMBER OF REGISTERED ATTENDEES: _____

TOTAL FEES

Add totals from all registration forms



IF PAYING BY CHECK

Make check payable to **North Carolina Press Association.**

REGISTER EARLY, SAVE SOME MONEY

Being early does have its advantages. Registrations for each event costs \$10 less per person if received on or before Feb. 20.

REFUND POLICY

Refunds of pre-paid conference fees, less a \$25 processing fee, will be made for cancellations received at NCPA headquarters on or before Feb. 20. **NO REFUNDS ARE POSSIBLE AFTER THAT DATE**, but you may send a substitute person. You will still be responsible for paying for no shows – **NO EXCEPTIONS.**

IF PAYING BY CREDIT CARD, complete the following information:

Master Card Visa AmEx

Card Number: _____

Expiration Date: _____

Billing Address: _____

Name on Card: _____

Authorized Signature: _____

Print Name of Signer: _____

Email receipt to: _____

Return this completed form and all registration forms at one time to:
NCPA Institute, 5171 Glenwood Avenue, Ste. 364, Raleigh, NC 27612

FAX to: (919) 787-5302 Email to: holly@ncpress.com

Sorry, registrations may not be made by phone.

Early-Bird Deadline: Feb. 20, 2012

Final Deadline: Feb. 24, 2012