

First Newspaper Best Practices Public Notice Symposium

Thursday, September 22, 2016 • Cool Springs Marriott Hotel

Tentative Schedule of Topics

- 11:30 a.m.** Welcome by Public Notice Resource Center President Bradley L. Thompson II
Backgrounder on public notice
- Noon** Working Buffet Luncheon
Challenges in legislation – Tips from experts in legislative strategies
Organizing for change – Press Associations as managers of public policy change
- 1 p.m.** Disruptive digital –the state of digital notice today; how aggregation sites work; is digital ready to be the “paper” of record for archives and legal records?
- 1:45 p.m.** Break
- 2 p.m.** Designing for the reader: make your notices visible and readable – Graphics guru Ed Henninger
- 2:45 p.m.** The importance of archives: state of the industry report and recommendations for future – Results of research by writer and researcher Teri Saylor; PNRC panel
- 3:15 p.m.** Best Practices: How to treat your advertisers like customers, help them to understand through newspaper stories, educate your policymakers – Industry panel

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