

CONVENTION AGENDA



Wednesday, June 4, 2025

3:00 – 5:00 P.M. EXHIBITOR SET-UP – Pre-Function Area

Thursday, June 5, 2025

7:30 A.M. – 7:00 P.M. REGISTRATION DESK OPEN – Pre-Function Area

7:30 – 7:45 A.M. IPA ANNUAL GENERAL MEETING – Boardroom

7:15 – 10:15 A.M. CONTINENTAL BREAKFAST – Pre-Function Area
Sponsored by Shaw Media

8:30 A.M. – 6:30 P.M. EXHIBITOR BOOTHS OPEN – Pre-Function Area
Come meet and mingle with other members and visit several vendor's booths.

9:00 – 10:00 A.M. WHAT'S WORKING IN LOCAL NEWS - Salon CDE
Sponsored by Cherry Road Media



Tim Franklin



Lisa Miner



Melanie Jongsma

Presenter: Tim Franklin, director of Medill Local News Initiative; Lisa Miner, executive editor at Daily Herald; Melanie Jongsma, publisher and founder of The Lansing Journal

The Medill Local News Initiative produces a “Local News Bright Spots” feature as part of its annual State of Local News Report. In it, a dozen local news organizations around the country that are innovating and having success are profiled. This presentation will focus on some of the common themes that have emerged in those success stories. And it will highlight success stories from some Illinois participants in its Local News Accelerator.

10:00 – 10:15 A.M. BREAK – Pre-Function Area
Sponsored by NuMark Credit Union

10:15 – 11:30 A.M.

DIGITAL MARKETING MADE EASY – PUTTING WEBSITE METRICS TO GOOD USE – Salon CDE



Jeffrey Peyton

Presenter: Jeffrey Peyton, group manager for Better Newspapers, Inc.

Why page views matter more than impressions and click-thru rate. Fact is, most newspapers don't even offer pay-per-click. Our digital ads are basically just small versions of print ads, there to collect "views" or "impressions." We love it when someone clicks on the ad, but it's a rare thing when it actually happens. In this session, we explore the website metrics that matter most to your customers, and how to build a whole marketing plan around them to capture a larger share of your customer's budget.

11:30 - 1:30 P.M.

IPA CONTEST AWARDS LUNCHEON AND DESSERT AUCTION – Salon A

Advertising awards will be given during this lunch. Bid on your favorite dessert during the auction. All proceeds from the auction will go to the Illinois Press Foundation.

Auctioneer: Randy Hoyland

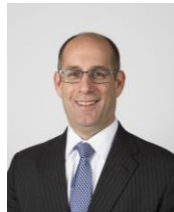
1:30 – 1:45 P.M.

PHOTO OF WINNERS – Salon CDE

1:45 – 2:45 P.M.

REVENUE IDEA EXCHANGE – Salon CDE

Sponsored by Law Bulletin Media



Adam Hrejsa

Presenter: Adam Hrejsa with Law Bulletin Media

You will take home some revenue generating ideas to use at your newspaper. Come prepared by bringing your revenue generating ideas and you could win a prize!

2:45 – 3:00 A.M.

BREAK – Pre-Function Area

3:00 – 4:00 P.M.

LOCAL JOURNALISM TAX CREDITS – Salon CDE



Sen. Steve Stadelman



Larry Johnson



Brendan Healey



Tim Franklin

Presenters: State Sen. Steve Stadelman; Larry Johnson, senior tax manager at Sikich; Brendan Healey, media lawyer at Baron Harris Healey; and Tim Franklin, director of Medill Local News Initiative

2025 is the first of five years when Illinois news organizations may apply for a local journalism tax credit from the State of Illinois. The Illinois Press Foundation and Illinois Press Association have worked with dozens of news organizations throughout the state, and with the Illinois Department of Commerce and Economic Opportunity to make the application process better for all. That process has not been without its complications. A panel including state Sen. Steve Stadelman will discuss the local journalism tax credits program, how it has worked (and not worked) thus far in 2025 and what lies ahead for the program.

Contest Class Sponsors

Illinois Association of School Boards · Taxpayers Federation of Illinois · Driehaus Foundation

Plaque Sponsors

American Central Insurance · Awards LTD · Belleville News-Democrat · Carroll County Mirror-Democrat, Mt. Carroll · Chronicle Media · Craven Law Office · Decatur Tribune · Growing Community Media · Heartland Bank & Trust · Illinois Farm Bureau · Illinois Times, Springfield, · Inside Publications · Journal-Courier, Jacksonville · Journal & Topics Newspapers · Lampe Publications LLC · Law Bulletin Media · Republic-Times, Waterloo · Rock Valley Publishing · Savanna Times-Journal · Shaw Local News Network · Sikich · SIU School of Journalism · The Beverly Review, Chicago · The Edwardsville Intelligencer · The Hinsdalean, Hinsdale · The Journal-News, Hillsboro · The Rock River Times, Rockford · The Sidell Reporter · The Telegraph, Alton · The Woodstock Independent · Troxell Insurance - Todd Sowle · Village Voices, Stockton

A special thank you to The Hinsdalean and Topweb for printing Best of the Press!