



SCHEDULE OF EVENTS

Friday, March 16

- 3 – 11 p.m. Winners' displays open
- 3 – 5 p.m. Executive Committee Meeting
- 5:30 – 7 p.m. Opening Reception

Join SCPA's Executive Committee and staff as we welcome you to Folly Beach with drinks and light hors d'oeuvres.

Please enjoy dinner on your own. We'll provide recommendations for restaurants and nightlife on Folly Beach and downtown Charleston.

Saturday, March 17

- 9 a.m. Registration, sponsor tables and winners' displays open
- 10 – 10:45 a.m. **Top 10 Things Every Newspaper Executive Should Know**
During more than 30 years in the media business – including serving as associate director of the American Press Institute from 2005 until 2011 – Mark Mulholland has seen a lot. Prior to joining Charleston's Evening Post Publishing Newspaper Group as vice president of marketing last fall, he held advertising and marketing positions at organizations including the Roanoke (VA) Times, Greensboro (NC) News & Record, Chicago Sun-Times, Lee Enterprises, WFLA-TV in Tampa, and others. In this session, Mark will share insights and observations about what newspaper organizations need to do to ensure ongoing success in the challenging environment in which we all now operate. It promises to be of value for daily and weekly newspaper publishers, editors, revenue leaders, and others interested in the future of our industry.
- 11 – 11:45 a.m. **Clouds Blocking the Sunshine... A Look at FOIA Challenges in the Palmetto State**
Join SCPA Attorney Jay Bender as he moderates a panel of weekly and daily newspaper editors who will discuss current challenges member papers are facing with open government, especially dealing with police reports.
- 11:45 – 11:55 a.m. SCPA Business Meeting & Election of Officers
- 12 – 2:15 p.m. Weekly and Associate Member Awards Luncheon & Hall of Fame Presentations
- 2:30 – 3:45 p.m. **The Challenge of Preserving Newspaper Public Notice Advertising**
John Bussian, attorney for the N.C. Press Association, will give a regional perspective and outline challenges they faced in preserving legals in North Carolina. Newspaper design guru Ed Henninger will present some bold ideas on packaging legals for better readership.
- 4 – 5 p.m. AP News Council Meeting & Awards
- 6 – 7:30 p.m. President's Reception
- 7:30 – 9:30 p.m. Daily Awards Dinner
- 9:30 p.m. – midnight Bar and patio on the beach will stay open for you to celebrate!

SCPA will provide recommendations for restaurants and bars within walking distance of the Tides.

Sunday, March 18

- 8:30 a.m. tee time **Optional Golf Outing at the Country Club of Charleston**

Featuring a world-renowned Seth Raynor designed course that highlights some of the Coastal Carolina's most beautiful landscaping and water views, the Country Club of Charleston boasts 6,600 yards on a Par 71 private course. SCPA will arrange foursomes to play this beautiful course. If you check on the registration form that you are interested in playing, we'll be in touch with additional details.