

FPES

FLORIDA PRESS
EDUCATIONAL SERVICES, INC



Florida Press Educational Services 2015 Fall Training/Business meeting Friday, November 13

Florida Press Association, 610 Crescent Executive Court, Suite 112, Lake Mary

- 9:30 a.m. – 10:00 a.m.:** **Welcome and ice breaker activity**
FPES President Jodi Pushkin, *Tampa Bay Times*
FPES Executive Director Karen Tower
- 10:00 a.m. – 10:50 a.m.:** **It's all about the Benjamins**
Roundtable discussion: Growing and diversifying your revenue
Moderator: FPES President Jodi Pushkin, *Tampa Bay Times*
- 10:50 a.m. – 11:00 a.m.** **Break**
- 11:00 a.m. – 11:45 a.m.:** **Working hard for the money: Statewide programs**
Roundtable discussion: The W's and H's of statewide programs
Moderator: FPES Executive Director Karen Tower
- \$ Who initiates and is involved
 - \$ What statewide programs are about and entail
 - \$ Where are they distributed
 - \$ When are they appropriate
 - \$ Why do we do statewide or regional programs
 - \$ How to package and price
- 11:45 a.m. – 12:30 p.m.:** **Lunch, break and networking**
- 12:30 p.m. – 1:30 p.m.** **Getting on the good foot**
Roundtable discussion: Marketing NIE at your newspaper
Moderator: FPES Vice President Cheryl Lumpkin, *Sun Sentinel*
- 👉 NIE week 2016
 - 👉 Internal staff meetings
- 1:30 p.m. – 2:15 p.m.:** **NIE and the schoolyard**
Moderator: FPES Recording Secretary Kris Sternberg, *News-Journal*
Roundtable discussion focusing on getting more participation
- 👉 School District administration buy-in
 - 👉 Teacher participation
 - 👉 Marketing to schools
- 2:15 p.m. – 3:00 p.m.:** **The new reality in the world of NIE**
Roundtable discussion: Revising the FPES Mission and future plans
Moderator: FPES Executive Director Karen Tower
Moderator: FPES President Jodi Pushkin, *Tampa Bay Times*