



CONVENTION AGENDA

Subject to Change/Updates. Current as of 3-17-2025

THURSDAY / APRIL 24

- 2 p.m. SDNA Board Meeting
- 5:30–7:30 p.m. **Opening reception**
- 7–9:30 p.m. **Tarot Card Readings**
- 8–10 p.m. **Karaoke Party & Contest**

FRIDAY / APRIL 25

- 8:30 a.m. Registration opens
- 9 a.m. **“A Year Later: Is AI Ready for Your Newsroom?”** with Matt Waite, University of Nebraska/Lincoln
- 10:30 a.m. **“I Get By... with a Little Help from My Friends”** A panel discussion of weekly publishers on engaging your community to help cover the news.
- Noon Lunch
- 1:00 p.m. **SDNA Better NewsMedia Awards Presentation**
– News/editorial/advertising awards
- 2 p.m. **“All In on Digital”** with Luke Hagen & Marcus Traxler, Mitchell Republic
- 3:00 p.m. **“Opinion Writing – A Hands-on Approach”** with Tim Waltner, Freeman Courier
- 4:30 p.m. SDNA/SDNS Business Meetings
- 6:00 p.m. Reception
- 7:00 p.m. **Banquet and Awards Presentations**

SATURDAY / APRIL 26

- 8:30 a.m. Breakfast & General Session: **“Training to Be a Multi-media Journalist”** with SDSU journalism students and SDSU professors Jim Helland and Rocky Dailey

142ND ANNUAL SDNA CONVENTION APRIL 24-26, 2025 ABERDEEN

DAKOTA EVENTS CENTER

720 Lamont Street, Aberdeen, SD 57401

605.725.2641

Register for the convention at sdna.com

REMINDER! No Silent Auction in 2025.

BOOK YOUR STAY! - Mention SDNA for room block

Holiday Inn Express - \$144/night

Attached to the DEC
3310 7th Ave SE,
Aberdeen, SD 57401
(605) 725-4000
Expires March 24

Hampton Inn - \$129/night

Attached to the DEC
3216 7th Ave SE,
Aberdeen, SD 57401
(605) 262-2600
Expires April 3

Fairfield Inn - \$115/night

NOT attached to the DEC,
2901 6th Ave SE,
Aberdeen, SD 57401
(605) 229-9990
Expires March 24

Must CALL to reserve your room at the rates above. Rates will go up after each room block expires.