

MONDAY OCT 6

9 a.m.

SNPA/SNPA FOUNDATION BOARD MEETING

Original Ballroom

Noon - 5 p.m.

REGISTRATION DESK OPEN

Pavilion Lobby

EXHIBITS

PAVILION PRE-FUNCTION

SNPA's R&D partners will have exhibits to demonstrate products and services to help newspapers make money, save time, build audience or improve operations. Representatives from these companies will be available in the Pavilion Pre-Function at these times:

Monday, Oct. 6 1 p.m. - 5:30 p.m.

Tuesday, Oct. 7 8 a.m. - 3:45 p.m.

Wednesday, Oct. 8 8 a.m. - Noon

2 p.m. - 5 p.m.

GENERAL SESSION: LEADERSHIP

Pavilion I/II

Sponsored by Athlon Media Group

AthlonMediaGroup

AmericanProfile | **ATHLON SPORTS** | relish | sprry

WELCOME

SNPA President **THOMAS A. SILVESTRI**

President and publisher, Richmond Times-Dispatch
Richmond, Va.

VIRTUOSO LEADERSHIP: THE SYMPHONY CONDUCTOR AS A MODEL FOR LEADERSHIP

Start the interactive conference on a high note with someone who knows how to keep everyone on the same sheet of music - a lesson every publisher will want to tune into.

STEVEN SMITH, music director, Richmond Symphony
Richmond, Va.

SNPA's R&D partners, companies that provide goods and services to newspapers, play a critical role with their support of SNPA and its meetings.

Welcome to the 111th SNPA Annual Convention - SNPA's first convention in Charlottesville and its third in Virginia.

THE NEX GEN PROJECT: DEVELOPING TALENT WITHIN YOUR ORGANIZATION

The **SNPA NEX GEN** program pairs newspaper employees with leadership potential with seasoned executives in one-on-one mentorships. The first group of mentors and their protégés share their experiences and talk about how talented employees learn and how they teach their high-performing colleagues.

MODERATOR: JASON TAYLOR, president and publisher
The Clarion-Ledger, Jackson, Miss.
and chairman of the SNPA Future Leaders Committee

Participants in the 2014 NEX GEN program:

- **TODD A. BENZ**, director of audience development, Bradenton Herald, Bradenton, Fla. (Mentor: Orage Quarles III, president and publisher, The News & Observer, Raleigh, N.C.)
- **MICHAEL CHAUVIN**, classified advertising manager, The Post and Courier, Charleston, S.C. (Mentor: Steven R. Brandt, president, The Greenville News, Greenville, S.C.)
- **NATHAN EDWARDS**, vice president of sales, The Augusta Chronicle, Augusta, Ga. (Mentor: Pamela J. Browning, president and publisher, The Post and Courier, Charleston, S.C.)
- **ALISON GERBER**, editor and director of content, Chattanooga Times Free Press, Chattanooga, Tenn. (Mentor: Thomas A. Silvestri, president and publisher, Richmond Times-Dispatch, Richmond, Va.)
- **ANN POE**, senior director of marketing and audience, Austin American-Statesman, Austin, Texas (Mentor: Jeremy L. Halbreich, founder, chairman and CEO, AIM Media Texas LLC, Dallas, Texas)
- **BRIAN SIMMS**, design director, Lexington Herald-Leader, Lexington, Ky. (Mentor: David Mele, publisher, The Virginian-Pilot, Norfolk, Va.)
- **MIKE STRAIN**, news editor, Tulsa World, Tulsa, Okla. (Mentor: Christopher P. Reen, president and publisher, The Oklahoman, Oklahoma City, Okla.)
- **BRITNI N. WILLIAMS**, advertising operations manager, San Angelo Standard-Times, San Angelo, Texas (Mentor: Lester T. Simpson, publisher, Amarillo Globe News, Amarillo, Texas)

"NEX GEN has been a great opportunity to learn more about what helps make a good business. The exchange of ideas with peers and some of the best in the industry has been invaluable."

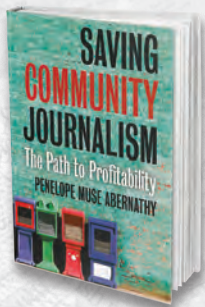
Mike Strain
Tulsa World

"It is not often you are paired with an industry great and able to ask the questions that are on your mind. This experience has been a good one."

Nathan Edwards
The Augusta Chronicle

NEXGEN

When young people speak about "creative distribution," they are much more likely to focus on the creative possibilities brought about by the digital age.



REFRESHMENT BREAK with Sponsors and R&D partners

Pavilion Pre-Function

SAVING COMMUNITY JOURNALISM: THE PATH TO PROFITABILITY

As the business of newspaper publishing collides with the digital revolution, and as technology redefines consumer habits and the very notion of community, how can newspapers survive and thrive? This session draws on cutting-edge research to reveal pathways to long-term profitability, how newspapers can build online community and new opportunities to generate revenue.

PENELOPE MUSE ABERNATHY, Knight Chair in Journalism and Digital Media Economics, School of Journalism and Mass Communication, University of North Carolina, Chapel Hill, N.C.

6 p.m. – 7:30 p.m.

WELCOME RECEPTION

Arbor Courtyard, Hearth Room

Sponsored by Southern Lithoplate



A special evening featuring Virginia wines, craft beers and local ciders.

SNPA is focused on providing newspapers with ideas and practices to grow their businesses. SNPA's R&D partners play a key role.

TUESDAY OCT 7

7:30 a.m. – 9 a.m.

BREAKFAST FOR R&D PARTNERS

Ednam Hall

This breakfast and program for all R&D participants is an opportunity to learn about new ways to share your company's message with SNPA members, spotlight your products and services, offer feedback and ideas, and hear about plans to upgrade the exhibitor experience at the 2015 Mega-Conference in Atlanta.

MODERATED BY EDWARD VANHORN, SNPA executive director
AND HOWARD HOFFMAN, SNPA member services director

NEWS INDUSTRY SUMMIT 2014

8 a.m. - 5 p.m.

REGISTRATION DESK OPEN

Pavilion Lobby

9 a.m. - NOON

GENERAL SESSION: CREATIVITY

Pavilion I/II

Sponsored by USA WEEKEND



WELCOME

Keely Byars, publisher, The Daily Progress, Charlottesville, Va.

THE BRAND CENTER PROCESS: FROM IDEAS TO EXECUTION

Lost in the intense focus on our industry's transformation is the important consideration of our brands' staying power and how the digital disruption should give us a reason to pause and consider a reboot. Hear Professor Kelly O'Keefe talk about the power of thoughtful branding and audience reaction to student project prototypes of the Richmond Times-Dispatch.

KELLY O'KEEFE, professor, Creative Brand Management
Virginia Commonwealth University, Richmond, Va.

ELECTION OF OFFICERS, DIRECTORS AND TRUSTEES

DIGBY A. SOLOMON, chairman of the SNPA Nominating Committee
President, publisher & CEO, Daily Press, Newport News, Va.

REFRESHMENT BREAK with Sponsors and R&D partners

Pavilion Pre-Function

Sponsored by Agfa Graphics



COMMON GOALS: AUTOMOTIVE ADVERTISING IN THE DIGITAL AGE

Digital disruption poses challenges for both auto dealers and newspapers. This program features advertising representatives

The 22 members of the SNPA Board of Directors include four officers, one director from each of 14 South-eastern states, and four at-large directors. The Foundation Board includes nine trustees.

from three auto dealer groups – a privately-held dealership, a large publicly-held company, and a national agency that represents auto manufacturers. This panel will talk about the way consumers buy cars, how dealers market automobiles, the competition for automobile advertising, and they will answer your questions.

MODERATOR: STEVE HENNESSY, dealer principal, Hennessy Automobile Companies, Atlanta, Ga.

Panelists:

JOHN LAMBIS, owner and president, Lambis & Associates, Atlanta, Ga.; **ED CICALÉ**, vice president of media, AutoNation, Fort Lauderdale, Fla.; **MONICA MELLIER REAGAN**, group media director, Team One, Los Angeles, Calif.

NOON – 1:30 p.m.

BUFFET LUNCH

Pavilion III

SABATO'S CRYSTAL BALL

Political analyst Larry Sabato, the “most quoted college professor in the land,” talks about politics, journalism and the engagement of citizens in the political process.

DR. LARRY SABATO, Robert Kent Gooch professor of politics University of Virginia and director, UVA Center for Politics Charlottesville, Va.

DESSERT WITH SPONSORS AND R&D PARTNERS

Pavilion Pre-Function

1:45 P.M. – 3:45 P.M.

GENERAL SESSION: INSPIRATION

Pavilion I/II

COMMON GOALS: HOW NEWSPAPERS WORK, AND DON'T WORK, FOR REALTORS

The Realtors' world is a lot like ours. Both Realtors and newspaper executives must figure out how customers want to get their information and how to provide distinct services. This session focuses on how newspapers and Realtors continue working together, with a presentation of best practices, what works and what doesn't – from the largest privately-held real estate company in America.

CINDY JEZ, vice president of new homes and regional marketing Long & Foster Real Estate, Richmond, Va.

Larry Sabato's website features detailed and frequently updated analysis for elections across the country.

Millennials will spend more than \$2 trillion on rent and home purchases over the next five years.

NEWS INDUSTRY SUMMIT 2014

NEW WAYS TO READ OLD NEWS: EXPLORING THE SOUTHERN PAST THROUGH SOUTHERN PAPERS

Masterful storyteller and historian Ed Ayers takes you on a road trip through Southern history, with lessons that every executive who lives or operates in the South should understand. And, the recipient of the *National Humanities Medal* at the White House last year shows how newspapers connect the past, present and future of the South.

DR. ED AYERS, president, University of Richmond, Richmond, Va.

3:45 p.m.

VISIT TO MONTICELLO

Transportation to Monticello will leave from outside the hotel's main lobby at 3:45 p.m. *Be sure to bring your name tag!*

Th. Jefferson
MONTICELLO

6 p.m. – 7 p.m.

RECEPTION AT THE JEFFERSON LIBRARY

BUSES WILL LEAVE MONTICELLO AT 7 P.M. to return to the hotel. One of the buses that leaves Monticello will drop guests at downtown restaurants.

Thomas Jefferson started building Monticello when he was 26 years old. His daughter sold it after his death, and since 1923 it has been owned by the Thomas Jefferson Foundation. He is buried on the property.

7:30 p.m.

DINNER ON YOUR OWN IN CHARLOTTESVILLE OR AT THE BOAR'S HEAD INN

Photo courtesy of
Charlottesville-Albemarle
Convention & Visitors
Bureau/Roy Vandoorn



WEDNESDAY, OCT. 8

7:30 a.m. – 9 a.m.

AWARDS BREAKFAST

Pavilion III

INSTALLATION OF OFFICERS, DIRECTORS AND TRUSTEES

DIGBY A. SOLOMON, president, publisher & CEO
Daily Press, Newport News, Va.

PRESENTATION OF AWARDS

PRINT QUALITY AWARDS

STEVE MATTINGLY, senior vice president/sales and marketing
Southern Lithoplate, Inc., Wake Forest, N.C.

PHOTO OF THE YEAR

MICHELLE WILLIAMS, Southern regional director of marketing
The Associated Press, Atlanta, Ga.

CARMAGE WALLS COMMENTARY PRIZES

LISSA WALLS VAHLIDIEK, CEO
Southern Newspapers, Inc., Houston, Texas

FRANK W. MAYBORN LEADERSHIP AWARD

THOMAS A. SILVESTRI, president and publisher
Richmond Times-Dispatch, Richmond, Va.

8:30 a.m. – NOON

REGISTRATION DESK OPEN

Pavilion Lobby

9 a.m. – NOON

GENERAL SESSION: INNOVATION

Pavilion I/II

TOP REVENUE AND AUDIENCE GROWTH IDEAS

A fast-moving session that spotlights the best ideas and best practices for revenue generation, cost savings and efficient operations, collected from newspapers around the world.

Walter Hussman Jr.
was the recipient
of the first Mayborn
Leadership Award
in 2003.

Best ideas and
best practices
appear weekly
in the SNPA
eBulletin, and
are archived on
snpa.org.

CHARLES HILL MORRIS, regional manager
Morris Multimedia, Atlanta, Ga., and

STEVE GRAY, director of strategy and innovation
Morris Communications, Augusta, Ga.

REFRESHMENT BREAK WITH SPONSORS AND R&D PARTNERS

Pavilion Pre-Function

SNPA TOWN HALL

What haven't we covered? What questions remain? What problem still needs a solution? This fun free-for-all concludes the 2014 News Industry Summit and ends three days of idea-sharing that will make you glad you came to Charlottesville!

MODERATED BY THOMAS A. SILVESTRI, SNPA president
President and publisher, Richmond Times-Dispatch, Richmond, Va.

NOON

ADJOURN

JOIN US NEXT YEAR

**NEWS
INDUSTRY
SUMMIT
2015**

**BRICE HOTEL
SAVANNAH, GEORGIA
OCTOBER 4-6, 2015**

