

2015 SNPA News Industry Summit Program

Monday, Oct. 5

9 A.M. - NOON **EXHIBIT SETUP**

NOON **WELCOME EVENT: LUNCH WITH EXHIBITORS**

Burgers, barbeque and beverages – and an opportunity to meet your colleagues and visit with SNPA's outstanding lineup of R&D sponsors and exhibitors. Wiley's Championship Barbeque, recently crowned the "Best Barbeque in Georgia," is serving lunch from Noon to 12:30 p.m. ... or until the barbeque runs out!

1-5:30 P.M. **GENERAL SESSION**

Program Sponsor: **LEAP Media Solutions**



News Media Outlook: Re-Imaging the Transformation

Earl J. Wilkinson, executive director and CEO
International News Media Association

Learn where the quest to become digital is leading legacy and upstart publishers, what is happening internationally, and what the surprising value propositions are for media companies.

BREAK TO VISIT OUR R&D PARTNERS



How to Profit from Political Advertising

Kim Woods, vice president of advertising and marketing, Lexington (Ky.) Herald-Leader

The Lexington Herald-Leader developed a successful strategy to land a share of political advertising revenue in 2014, and is gearing up to make even bigger gains in 2016. Woods will talk about what it takes to convince campaign managers that newspapers are a good buy for candidates.



Meet the NEX GEN Protégés and Mentors

Participants in the 2015 NEX GEN program
Moderated by Jason Taylor, president and publisher
Las Vegas (Nev.) Review-Journal and chairman of the

SNPA NEX GEN project

The current class of SNPA's NEX GEN program and their mentors discuss what they have learned over the last year, and the 2015-2016 mentors and protégés are introduced.

Election of Officers and Directors



Global Expansion of the American Dream in the Emerging Markets

Dr. Carlos Rizowy, political analyst, Strategic Global Vision, Inc., and National Public Radio

Dr. Carlos Rizowy examines change and continuity in a transformed world; the globalizing economy; the conflicts of demographics, migration, urbanization and ethnic shifts; the growing potential for consensus and conflict; and power sharing and challenges.

6-7:30 P.M. **WELCOME RECEPTION AT SHIPS OF THE SEA MARITIME MUSEUM** Sponsored by **Southern Lithoplate**

A unique venue for SNPA's opening reception. The museum exhibits ship models, paintings and maritime antiques, primarily from the era of Atlantic trade and travel between England and America during the 18th and 19th centuries.

Trollies leave from The Brice Hotel at 5:45, 6, 6:15 and 6:30.

Trollies return to The Brice at 6:45, 7, 7:15 and 7:30.

Tuesday, Oct. 6

8:30 - 9 A.M. **CONTINENTAL BREAKFAST WITH EXHIBITORS**

9 A.M. - NOON **GENERAL SESSION**

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Opportunities (and Values) of the Local Retailer

Sid Mashburn, founder, Sid Mashburn, Atlanta, Ga.

The unconventional approach to marketing and branding taken by these trademark men's and women's speciality retail shops is key to the company's success. There is also a story here for newspapers.

10 A.M. - 2 P.M. **SPECIAL EVENT FOR SPOUSES**

PRIVATE TOUR OF HOMES AND LUNCH (optional shopping) - [details](#)



How and Why Readers Engage with Us

Liz Worthington, content strategy program manager
American Press Institute, Arlington, Va.

Worthington will highlight findings from API's Metrics for News research that helps publishers build empirical, modern news strategies. Unlike conventional analytics, the Metrics for News program can help publishers quantify the nature of the content they produce as well as how and why audiences engage with it.

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Who will Survive the Future?

Gordon Borrell, CEO, Borrell Associates, Williamsburg, Va.

Hear the fascinating story of a half-dozen media companies – well-known today – that not only survived marketplace disruptions, but also thrived. All exhibited a distinct pattern that can be applied to today's disrupted environment. Borrell will present key predictions from Borrell Associates' remarkably accurate "Delphi Panel," painting a media landscape that is likely to excite those who plan to succeed, and scare those who won't.

12:15-1:30 P.M. **BUFFET LUNCH AT THE PIRATE HOUSE**

Sponsored by **NIIT Technologies**

1:35-5 P.M. **GENERAL SESSION**

Program Sponsor: **LEAP Media Solutions**



How to Lead Change

Penny Abernathy, Knight chair of digital media economics, School of Media and Journalism, University of North Carolina, Chapel Hill

This presentation looks at newspapers that are successfully crafting new beginnings for their businesses and how their leaders set them on new pathways toward success in the digital age.



Transforming Our Business Models

Steve Gray, vice president of strategy and innovation
Morris Communications, Augusta, Ga.

Steve Gray calls it "the blunt truth" – newspapers will never lead in digital audience share and the industry's print share is dropping fast. Still, he sees a strategy where local media companies can survive and thrive. It isn't by doing business as usual.

BREAK TO VISIT OUR R&D PARTNERS

Tuesday, Oct. 6



Innovation: Notes From an Incubator

David Cummings, CEO, Atlanta Ventures, and founder, Atlanta Tech Village, Atlanta, Ga.

The founder of Atlanta Tech Village – one of the 10 largest tech entrepreneurship centers in the country and the largest in the Southeast – talks about the culture of innovation, and what it takes to transform an existing product into one that is better, faster and cheaper.



The New Digital Transformation Strategy at GateHouse

David Arkin, senior vice president of content and product development, GateHouse Media, Austin,

Texas

GateHouse Media has aggressively rolled out new analytics tools at its largest newspapers to guide what reporters cover. Find out how they picked an analytics tool, rolled it out to their papers and see examples of how they are using the technology to change their coverage and their newsroom culture.

5 P.M. **DINNER ON YOUR OWN**

Wednesday, Oct. 7

7:30 - 9 A.M. **AWARDS BREAKFAST**

Sponsored by Athlon Media Group | Parade

Installation of Officers, Directors and Trustees

Presentation of Awards:

- Print Quality – Steve Mattingly, senior vice president, sales and marketing, Southern Lithoplate, Wake Forest, N.C.
- Photo/Video Contest – Julie Foley, director of affiliate success, Second Street, St. Louis, Mo., and Michelle Williams, director of major accounts, The Associated Press, Atlanta, Ga.
- Carmage Walls Commentary Prize – Lissa Walls, CEO, Southern Newspapers Inc., Houston, Texas
- Frank W. Mayborn Leadership Award – Charles Hill Morris, regional manager, Morris Multimedia, Atlanta, Ga.



The Long Road to the 2016 Elections

Sally Buzbee, Washington bureau chief
The Associated Press, Washington, D.C.

It's been a summer of political surprises: Trump's popularity, Clinton's stumbles. As we head into the fall and a busy winter of presidential primaries, here's what you should watch for.

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9:30 A.M. - 11:45 A.M. **GENERAL SESSION**

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M&A Update

Gary Greene, managing director, Cribb, Greene & Cope, Charlottesville, Va.
Philip W. Murray, executive vice president

Wednesday, Oct. 7

Dirks, Van Essen & Murray, Sante Fe, N.M.

Two industry experts talk about the current M&A market for the newspaper industry and give their outlook for 2016 and beyond.

Legal Updates



Quickie elections, gender identity and other recent rulings that impact employers

Hagood Tighe, partner, Fisher & Phillips, Columbia, S.C.



Independent contractor issues and related agency investigations and litigation

Michael Zinser, president
The Zinser Law Firm, P.C., Nashville, Tenn.



It's Black and White: Mobile Moves the Needle for Publishers

Dustin O'Dell, director of business development and sales, AdTheorent, New York, N.Y.

Learn how mobile technology and data play a huge role for publishers and news outlets, and why it's so important to be knowledgeable about this ever-evolving technology. O'Dell will offer specific examples on how publishers have made mobile work for them, as well as tips on how to improve your current mobile strategy.



The Lightning Round: Your Chance to Raise Issues That We Missed

Moderator: Les Simpson, publisher
Amarillo Globe-News, Amarillo, Texas

11:45 A.M. **CONVENTION ADJOURNS**

Thank You to our Sponsors and Exhibitors:

- Monday Evening Welcome Reception and Exhibitor – Southern Lithoplate
- Tuesday Lunch Sponsor and Exhibitor – NIIT Technologies
- Program Sponsor and Exhibitor – Leap Media Solutions
- Wednesday Breakfast Sponsor and Exhibitor – Athlon Media Group | Parade
- SNPA Photo / Video Contest Sponsor – Second Street
- Registration Bag Sponsor – The Associated Press
- Media Sponsor – Editor & Publisher
- Media Sponsor – NetNewsCheck
- Exhibitor – Adpay
- Exhibitor – Creative Circle Media Solutions
- Exhibitor – Guarantee Digital
- Exhibitor – HubCiti
- Exhibitor – ICANON Associates
- Exhibitor – Libercus
- Exhibitor – Lineup Systems
- Exhibitor – Newscycle Solutions
- Exhibitor – Prestelligence
- Exhibitor – TownNews.com
- Exhibitor – Vision Data