



The 2016 Key Executives Mega-Conference is sponsored jointly by the Inland Press Association, Local Media Association and the Southern Newspaper Publishers Association.

Recasting Success: Building a Vibrant and Sustainable Future

The JW Grand Ballroom and Rooms 402-403 are located on Level 4.

Monday, February 22

- 6 am-10 am **EXHIBITOR SET-UP OF TRADE SHOW** (*Grand Salons 5-8*)
- 8 am-7 pm **REGISTRATION DESK OPEN** (*JW Grand Foyer*)
- 10 am-7 pm **TRADE SHOW OPEN** (*Grand Salons 5-8*)
- 10 am-Noon **MORNING BONUS SESSION**
- DRIVING DIGITAL SALES** (*Room 402-403*)
Join a lively, interactive discussion with digital sales experts about best practices and lessons learned in growing digital revenue, covering topics from structure, acquisition and retention approaches, and how to find and keep the best digital sales people. Moderated by Marty Goodnight, founder of InboundStar, with Dale Darling, vice president of sales, Deseret Digital Media; Sheree Brockway, director of digital and strategic sales, Fort Worth Star-Telegram and The McClatchy Company; Jay Horton, principal consultant, Digital Who; and Patrick Acton, digital sales director, Austin American-Statesman
- Noon **LUNCH ON YOUR OWN**
- 1-2 pm **WELCOME/OPENING SESSION** (*JW Grand Salons 1-4*)
- Welcome to Austin!**
Susie Gray, publisher, Austin American-Statesman
- New Futures for News**
Professor Jeff Jarvis, director of the Tow-Knight Center for Entrepreneurial Journalism at the CUNY Graduate School of Journalism. One of the preeminent voices on the emerging forms of journalism shares thought-provoking ideas

about the possible future(s) of news, drawing on explorations he shares in his most recent book: "Geeks Bearing Gifts: Imagining New Futures for News."

2:15-3:15 pm

BREAK-OUT SESSIONS

Option 1

What You Need to Engage Your Auto Dealers (Room 402-403)

Bill Bradley and Roger Castillo, co-founders of Share Lift, share insights into local auto dealers' challenges, needs and co-op requirements and how you can engage your dealers to gain a greater investment of his/her dollars.

Option 2

Going Big on Video and OTT (Room 408-409)

Why not disrupt local television?

Brandon Hughes, publisher of the Lubbock Avalanche-Journal, will share highlights from Morris' development of AGNTV in Amarillo. Logan Molen, senior vice president and chief operating officer of TBC Media, which includes The Bakersfield Californian, will showcase the paper's video strategy, which includes 26-40 hours of live stream programming and on-demand video across a number of OTT platforms.

Option 3

Revenue Stage: Mobile (JW Grand Salon 7)

- **Moderator:** *Jed Williams, vice president, business development and strategy, Vendasta*
- *See how small hometown publications have positioned themselves as the catalyst for all community news and connections via easy-to-integrate mobile applications. Penny Merian, chief marketing officer, HubCiti*
- *Learn – from success stories – when niche apps make sense and how to find missing revenue opportunities by maximizing your content. Wade Beavers, CEO, DoApp*
- *See how Digital Out-Of-Home (OOH) can extend mobile campaigns into "omni-channel" opportunities. Bruce Cashbaugh, chief customer officer, and Eric Kanagy, CEO/founder, both of RedPost*

3:15-4 pm

R&D BREAK (Grand Salons 5-8)

An opportunity to visit our sponsors and exhibitors!

4-5 pm

GENERAL SESSION (JW Grand Salons 1-4)

A Peek Look at 'Brand View'

AAM CEO Tom Drouillard shares a preview of "Brand View," a new visually oriented interface to AAM's Media Intelligence Center, to be released in spring 2016. Learn how AAM and CAC clients' audience stories can be profiled as part of a data network that is accessed 5 million times each year.

Advance's Strategy

Randy Siegel, president of Advance Local, and Pam Siddall, president of Advance Central Services, share the key lessons learned in the past four years from Advance Local's bold digital-first, reduced print frequency approach to its local news operations.

5:30-7 pm

WELCOME RECEPTION (Grand Salons 5-8)

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Tuesday, February 23

7:30 am

CONTINENTAL BREAKFAST (Grand Salons 5-8)

7:30 am-5 pm

TRADE SHOW OPEN (Grand Salons 5-8)

8 am-5 pm

REGISTRATION DESK OPEN (JW Grand Foyer)

8:15-9 am

GENERAL SESSION (JW Grand Salons 1-4)

The Local On-Demand Economy (LODE):

The Impacts and Opportunities for Local Media

Michael Boland, chief analyst and vice president of content, BIA/Kelsey. The author of BIA's definitive white paper on Local On Demand Economy explains how the LODE is refining what is local and how local media must adapt.

9:15-10:15 am

BREAK-OUT SESSIONS

Option 1

Data Drives Consumer Revenue and Loyalty (Room 402-403)

Using data to anticipate and reward our subscribers' behavior pays off in engagement, subscription revenue and profitability. You'll learn from Joe Leong, vice president & chief revenue officer, how the Albuquerque Journal collects usage and behavioral data from subscribers, from many different and fragmented sources, and funnels all that activity into one subscriber engagement database. Nicki Purcell, chief digital officer and senior vice president of consumer sales for The Dallas Morning News, will talk about how the investment in connecting multiple subscriber data sources has allowed the paper to significantly lower its acquisition costs.

Option 2

Political Advertising (Room 408-409)

What's being done (and can be done) to gain new dollars. Rusty Coats, executive director of the Local Media Consortium and president/co-founder of Coats2Coats, will discuss the national programmatic effort, and John Kimball of The John Kimball Group will outline the opportunity on the local/regional level. Listen to plans underway and hear about successful outcomes from having a focused effort.

Option 3

Revenue Stage: Data for Ad \$ (JW Grand Salon 7)

- **Moderator:** Jed Williams, vice president, business development and strategy, Vendasta
- Small newspapers can now integrate data into their advertising and content strategies for impressive results. Learn how! Brad Ward, president and chief operating officer, TownNews.com
- Leverage contests, promotions and other engagement tactics to build and monetize your database. Matt Coen, co-founder and president, Second Street
- Learn how sales teams are utilizing advertising data and marketing automation to win in the hyper-competitive media marketplace. Brendan King, CEO, Vendasta

10:15-11 am

R&D BREAK (Grand Salons 5-8)

An opportunity to visit our sponsors and exhibitors!

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11-11:50 am

GENERAL SESSION (JW Grand Salons 1-4)

2016 Outlook

Gordon Borrell, CEO of Borrell Associates, shares insights into projected 2016 advertising spending.

New Business Model Spotlight

John Thorton, Austin Ventures, founder of The Texas Tribune. In five short years, the Tribune gained a reputation as a national model for non-profit news, with a diversified revenue portfolio that funds the work of a growing and respected newsroom. For-profit operations can learn from this non-profit's journey to self-sustainability through new revenue creation.

Noon-1:30 pm

LUNCH (JW Grand Salons 5-8)

1:30-2:15 pm

BREAK-OUT SESSIONS

Option 1

Events as a Key Source of Revenue (Room 402-403)

Agnes Varnum, director of events, The Texas Tribune. Events have emerged as an increasingly popular revenue stream for both non-profit and for-profit news outlets. The Texas Tribune hosts more than 60 events, generating more than \$1 million while also building community and creating a library of video news content for its site. Varnum shares some common practices for success.

Option 2

Ten Ways Any Size Newsroom Can Increase Engagement

(Room 408-409)

David Arkin, senior vice president of content and product development, GateHouse Media. Any size site can engage readers better if the staff pays attention. Arkin shares ways that sites can build a more responsive audience.

Option 3

Revenue Stage: Digital Advertising (JW Grand Salon 7)

- **Moderator:** Jed Williams, vice president, business development and strategy, Vendasta
- A new blueprint for publishers to fully take advantage of the Google Platform. Brock Berry, CEO, AdCellerant, and Sheldon Bernstein, sales enablement, acceleration and leadership, Google
- Making ads “shoppable” to drive your e-commerce business. Erin Ulicki, vice president of sales, Okanjo
- Erez Dror, vice president/sales, Zoomd

2:15-2:30 pm

BREAK

2:30-3:15 pm

BREAK-OUT SESSIONS

Option 1

Strengthening Your PrePrint Strategy (Room 402-403)

Mike Petrak, executive vice president, Tactician Media Consulting, and Wendy Wade, president, Prism XL. Be better prepared to address your customers' expectations with a better sense of their needs, negotiating approach and the relative value of your own distribution system. This workshop shares new tools and approaches that can make a significant difference in how you go to market.

Option 2

What's Hot in Mobile (Room 408-409)

Tarun Nimmagadda, co-chief executive officer of Mutual Mobile. The co-founder of the Austin-based, emerging tech agency that “creates breakthrough products for a more connected world,” shares his thoughts about the mobile winners and losers of 2015, and what's on the horizon for 2016.

Option 3

Revenue Stage: Video (JW Grand Salon 7)

- **Moderator:** Jed Williams, vice president, business development and strategy, Vendasta
- An industry leader's top tips for growing and monetizing your video. Todd Handy, vice president, publisher development, Tout
- How publishers can get in on the game in the booming local video advertising market. John McIntyre, CEO, Sightly
- Key components behind Calkins Media's big bet on OTT video. Derek Gebler, CEO, Field59, and Guy Tasaka, chief digital officer, Calkins Media

3:15-4 pm

R&D BREAK (Grand Salons 5-8)

An opportunity to visit our sponsors and exhibitors!

4-5:30 pm

GENERAL SESSION (JW Grand Salons 1-4)

Revenue Ideas to Go!

Executives from media companies across the U.S. share the ideas that brought them the most success – ideas you can take home to your own market!

- Learn how a change in your sales infrastructure can result in increased sales pressure and revenue. We call it “The Central Nervous System.” Tony Bernados, vice president of revenue, Savannah Morning News (Morris Publishing Group)

- *Redefining your paper's relationship with local advertising agencies to drive digital revenue. Stephen Dana, vice president/digital, The Fresno Bee (The McClatchy Co.)*
- *A look at investing in a "true" agency model to capitalize on new revenue, and dusting off some old products that can reengage declining revenue clients. Scott Pompe, vice president/advertising, Statesman Media (Cox Enterprises)*
- *Hear and see several turn-key revenue ideas with significant top and bottom line impact for both large and small markets. Jason Taylor, president, GateHouse Media Western U.S. Publishing Operations, and president, GateHouse Live! Events (GateHouse Media)*

5:30-8 pm

EVENING PARTY

**701 Brazos Street, 16th Floor
3 blocks from the JW Marriott**



Sponsored by Own Local

Join us at the center of the Austin media, startup and technology scene for our evening event. Just 3 blocks from the JW, OwnLocal's downtown space resides in Capital Factory, Austin's original startup accelerator. Enjoy 360-degree views of downtown, craft beer and cocktails, and good Texas eats on the house. [Learn more](#)

Wednesday, February 24

7:30 am

CONTINENTAL BREAKFAST *(JW Grand Salons 5-8)*

7:30-11 am

TRADE SHOW OPEN *(JW Grand Salons 5-8)*

8 am-11 am

REGISTRATION DESK OPEN *(JW Grand Foyer)*

8:30-11 am

GENERAL SESSION *(JW Grand Salons 1-4)*

Sparking Innovation:

How to Turn Your Employees into Problem Solvers

Julie Austin, CEO of Creative Innovation Group. Among the things you'll take home: two ideas for expanding your staff and increasing your income without spending a dime; a short-term and long-term solution for increasing income through innovation; ways to turn your tangible and intangible assets into profit; and six things that will change your business and help you stay ahead of the curve.

Innovation: Why it's Hard, Why it's Important

Michael Maness, co-founder of Subculture and Innovator-in-Residence, Harvard Business School

Presentation of the 2016 Mega-Innovation Award

Featuring remarks from the four finalists

11 am

CONFERENCE ADJOURNS

POST-CONFERENCE WEBINAR + LIVE EVENT

11:30 am



Guarantee Digital (Room 301)

Digital Agency Best Practices – Structuring for Success
We'll review team structure, compensation and best practice launch strategies. This 30-minute session is Part 3 of a three-part webinar series being offered by Guarantee Digital. This final session will be held live in Austin. There is no cost to attend.

[Learn about the first two portions of this webinar series](#)

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