

Carmage Walls Leadership Forum

The Carolina Inn, Chapel Hill, N.C.

January 31-February 2, 2016

The Carmage Walls Leadership Forum provides publishers of SNPA's small newspapers a venue to explore the issues most important to them and to mine the industry's best minds for practical solutions. The agenda is set primarily by those who attend with a questionnaire that participants will complete in advance of the meeting.

Les High, editor and owner of The News Reporter in Whiteville, N.C., is the program moderator. The goal is to steer discussion toward practical solutions to industry challenges. The program below is a preliminary outline. Topics will be tweaked as input from participants is incorporated into the agenda.

Sunday, January 31

7 pm Reception, Dinner and Introductions
The Carolina Inn

Monday, February 1

7:30-9 am Breakfast on your own in hotel restaurant

9-11:45 am **OUR PRINT BUSINESSES**

A moderated discussion about what is working, what is changing, and how the print business is evolving, including:

- Producing exceptional local journalism with limited resources
- Niche products, custom printing and other revenue-generating projects
- Cost-cutting strategies
- Circulation growth and retention
- Turning the tide of declining ad revenue
- Targeting small advertisers and new business

Noon Lunch at The Carolina Inn

1:30-5 pm **THE CHALLENGES AND OPPORTUNITIES OF DIGITAL**

A free-wheeling conversation about digital disruption, its impact on your newspaper, and your strategy for success in the future:

- What are we doing today, and what we see in the near future
- Competing for audience with other digital media for news/information
- Creating digital content that grows audience
- Using social media
- Targeting younger readers
- Building a business model that works

7 pm Group Dinner

Tuesday, February 1

7:30-9 am Breakfast on your own in hotel restaurant

9-11:30 am **LEADING YOUR BUSINESS TO SUSTAINED PROFITABILITY**

In her book on "Saving Community Journalism," UNC researcher Penny Abernathy says that community newspapers must solve entrepreneurial, engineering and administrative problems if they are to survive. This session will focus on solutions to these problems:

- Settling a strategic direction and developing a marketing plan
- Adapting technology to produce new products and services
- Building new processes and engaging new kinds of talents
- Transforming sales teams into marketing consultants
- Motivating staff for maximum performance

11:30 am **UNANSWERED QUESTIONS**

The time to tackle any questions left unanswered or ideas not explored.

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