



Audience Development & Circulation Management Conference

OUR SPECIAL VENUE:

The Dallas Morning News Headquarters

This is the only industry conference dedicated exclusively to growing newspaper audience in print *and* digital.

Tuesday, June 7

8:00 A.M. **Registration and light breakfast**

8:15 **Welcome and introductions**

8:30 A.M. **Fifty Shades of Pay: Diversifying Revenue Sources Beyond Digital Advertising and Subscriptions**

Do the math: There's no way digital advertising and digital subscriptions can make up for the revenue lost in print at the current pace of decline. Recognizing that reality, The Dallas Morning News transformed its business model, branching out into content marketing, events, direct mail, local marketing automation. In this session, learn the Morning News strategy's underlying assumptions, how it evaluates opportunities, and its build-or-buy expansion into new revenue channels. *With*

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Jim Moroney, president and CEO, A.H. Belo, and publisher and CEO, The Dallas Morning News

9:45 A.M. **Break**

10:00 A.M. **Driving Consumer Revenue and Loyalty With Data**

Using data to anticipate and reward our subscribers' behavior pays off in engagement, subscription revenue and profitability. In this session, learn 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. The Dallas Morning News' chief digital officer will describe how its investment in connecting multiple subscriber data sources has allowed the paper to significantly lower its subscriber acquisition costs. *With Joe Leong, vice president & chief revenue officer, Albuquerque Journal, and Nicki Purcell, chief digital officer and senior vice president of consumer sales, The Dallas Morning News*

Dates

June 7–8, 2016

Venue

The Dallas Morning News
Headquarters
508 Young St., Dallas, Texas 75202

Hotel Accommodations

The Omni Dallas Hotel
555 South Lamar Street, Dallas, TX
214-744-6664
Rate: \$189. Cutoff is May 17

Registration fees

Member: \$450

\$350 additional attendees from same newspaper

Non-member: \$700

Register online

For the complete program and to register, visit **inlandpress.org**

For information or assistance contact Patty Slusher pslusher@inlandpress.org or Karla Zander kzander@inlandpress.org (847) 795-0380

11:15 A.M. **The Audience Growth and Revenue Rewards of “Engaged Journalism”**

The relationship between your colleagues in the newsroom and your audience is changing, and opening up new opportunities for growth. This session will reveal techniques to foster audience loyalty—a key to financial growth in the digital age—and best practices in optimizing audience feedback and comments for better engagement. *With Jake Batsell, author and digital journalism professor, SMU and Dan Seaman, product director/engagement tools, Viafoura*

NOON: **Lunch**

1:00 P.M. **Optimizing Subscription Pricing, Gauging Content Profitability and Monetizing Online Visitors: The Digital Data Advantage**

This session, led by the acknowledged industry leader in pricing and revenue modeling, will show how to use the digital data you're gathering every day to structure subscription offers to website visitors, to understand the economics of your digital audience at the unique visitor level and measure the profitability of content at the story level. *With Matt Lindsay, founder and president, Mather Economics LLC*

2:00 P.M. **Break**

2:15 P.M. **Revitalizing Print: Highlights From 25 Ways to Improve Your Print Products in 2016**

When Creative Circle Media Solutions, Virtanaza Sales Training & Certification and a veteran newspaper advertising executive joined with Southern Lithoplate Inc. to create the SLP Print Solutions Team, they contributed practical, actionable steps that newspapers can take to rev up their print products. This session will review some of the top ideas from their publication *25 Ways to Improve Your Print Products in 2016*. You'll come away with steps you can implement immediately in areas ranging from writing to marketing and design to niche products. *With Bill Ostendorf, founder and president, Creative Circle Media Solutions, and Mark Stange, principal, MWStange LLC*

3:30 P.M. **Break**

3:45 P.M. **Subject Line: Driving Digital Engagement With Email. Yes, Email**

The Atlanta Journal-Constitution/CMG Group's director of audience engagement shares the lessons these newspapers have learned in their markets about digital engagement, effective content, and critical metrics. This session will emphasize the role

email plays as the most effective driver of engagement, and showcase specific tips to deepen engagement—and grow digital subscriptions. *With Laura Inman Nolan, director of audience engagement, Atlanta Journal-Constitution/CMG Group Lead*

5:00 P.M. **Adjourn**

6:00 P.M. **Dinner Outing**

Wednesday, June 8

8:00 A.M. **Coffee and Light Breakfast**

8:15 A.M. **Meeting Readers Where They Are: How The Dallas Morning News Reorganized To Become a Better Digital News Organization**

With the arrival of a new editor and managing editor, The Dallas Morning News began a fundamental reexamination of what content they provide, how they provided it, and did they have the skills and people to serve an increasingly digital audience. After this months-long, newsroom-wide investigation, the changes were dramatic: Beats were eliminated in favor of “obsessions,” every journalist re-applied for a job, often a new one, and some coverage was simply let go. This session reveals the strategy behind the reorganization and its progress to date. *With Mike Wilson, editor, and Robyn Tomlin, managing editor, The Dallas Morning News*

9:15 A.M. **Break**

9:30 A.M. **Why Data Is the Fundamental Building Block of Audiences—and Your Viability**

Faced with the decade-long erosion of traditional advertising revenue, many newspapers are accelerating their efforts at growing revenue from their consumers. They are also discovering that consumer monetization strategies are severely limited in their ability to impact topline revenues. This session looks at an alternative: Instead of raising the white flag on ad revenue decline, ad revenue diversification is a realistic objective. Such diversification is a product of consumer intelligence and the growth of audiences. Our presenter shows the whys and hows of sustainability through data. *With Tom Ratkovich, managing partner, LEAP Media Solutions*

10:30 A.M. **Break**

10:45 A.M. **Delivering Results With Legacy Circulation Strategies**

The Albuquerque Journal has shown that there is still plenty of life—and revenue possibilities—in tried and true circulation strategies such as home delivery, single copy sales and membership models. This session

looks at the specific actions that return these legacy strategies to profit centers—even in this digital age. You won't look at your traditional circulation methods the same way after this session. *With Robert Rivera, circulation director, Albuquerque Journal*

11:45 A.M. **Lunch**

12:45 P.M. **Find the Multiple Revenue Sources in Your Market**

Shaw Media, which operates in communities in Illinois and Iowa, is a real-life example of a newspaper company that has found success and grown audience with alternate revenue sources such as events and niche print and digital publications, including its Pro Football Weekly that is now producing content for newspapers out of its markets. In this session, you'll discover ideas and strategies to grow audience and revenue that can be readily adopted in your market. *With Laura Burke, general manager, Suburban Life Media/Shaw Media.*

2:00 P.M. **The “Content Ownership” Approach to Audience Development**

What is “content ownership”? It's about empowering each content creator with the ownership of the content they create—and giving them the responsibility of marketing their content through digital channels. Creators must be aware of how their content is performing, and identify opportunities for growth and higher engagement. They create their own “brand” and engage in a conversation with their audiences. Growth is no longer the sole responsibility of a newspaper circulation or marketing departments. This is a change in philosophy the Sandusky Newspaper Group has put into action over the past year and a half. Learn how they implemented content ownership, how it was received—and how it's performing for the group's newspapers. *With Eric Janssen, vice president/audience development, Sandusky Newspaper Group*

3:00 P.M. **Adjourn**

Register online

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