



PROGRAM

SUNDAY, SEPT. 10

EXHIBITS

EXHIBIT SPACE

Our R&D partners will have exhibits to demonstrate products and services to help newspapers make money, save time, build audience or improve operations. Visit with them in the Exhibit Space at these times:

Sunday, Sept. 10	11 a.m. – 7:30 p.m.
Monday, Sept. 11	7:30 a.m. – 5 p.m.
Tuesday, Sept. 12	7 a.m. – Noon

Noon

WELCOME REFRESHMENTS WITH EXHIBITORS

Exhibit Area

1 p.m.

GENERAL SESSION

Welcome and Introductions

From SNPA President Chris Reen, president and publisher, The Oklahoman Media Co.; Inland President Doug Hiemstra, executive vice president, BH Media Group; and Dan Steever, president and publisher, The Gazette, Colorado Springs.

Marketing the Strength of our Brand

With Bob Provost, consulting executive, The Marketing Provost, and Joy Mayer, engagement specialist, Mayer Media Strategy.

Is *your* brand equity delivering value? Or have your products and services become mere commodities in your market? Do you know how to put your brand to work in the competitive marketplace? Are you sure you even know your brand? Presenter Bob Provost draws on 25 years of media marketing leadership – including Hearst Newspapers and Advance Publications – to illustrate how a brand at work drives success through consumer preference, revenue streams and brand extensions.

Joy Mayer will present the results of the Trusting News project, begun just before the influence of “fake news” began to become apparent. The project developed strategies journalists can employ to build trust, based on case studies of dozens

of newspapers.

The Future Structure of News Organizations and Community Journalism

With Bill Church, senior vice president for news, GateHouse Media

This session takes a deep dive into how newsrooms must be organized – or more correctly, re-organized – to meet the challenges of the digital age. This presentation takes its starting point from the American Society of News Editor surveys showing that despite shrinking staffs, the percentage of supervisors and the overall makeup of newsrooms has changed remarkably little. Bill Church will offer insights into the ASNE data, and give specific suggestions on how media organizations should move forward.

REFRESHMENT BREAK with Sponsors and Exhibitors

Exhibit Area

Super-Serving Main Street: Events, Promotions and Digital Services

With Beth A. Mann, president/CEO, WKDZ – WHVO Radio, Cadiz/Hopkinsville, Ky.

From her small market in Kentucky, Beth Mann has earned media industry-wide recognition for Ham Broadcasting's very successful promotions and digital services enterprises. Learn how events and digital services can generate meaningful revenue no matter the size of your market.

SNPA and Inland Business Sessions

Election of officers/directors and other association matters.

6-7:15 p.m.

WELCOME RECEPTION

Sponsored by:

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Craft Beer sponsored by Pro Football Weekly

Wine-Tasting sponsored by Mirabel Technologies

MONDAY, SEPT. 11

7:30 a.m.

BREAKFAST WITH EXHIBITORS

Exhibit Area

Sponsored by ICANON Newzware

8:30 a.m.

GENERAL SESSION

Getting Paid for Your Digital Content: A New Vision

With Jim McKelvey, co-founder, Square

From the device Jim McKelvey and Twitter co-founder Jack Dorsey created to allow the smallest businesses to process credit cards through just a smart phone,

Square has become a financial services company with 2,500 employees and a \$10 billion valuation. Now he is proposing a new enterprise, The McKelvey Project, a revolutionary digital content payment method for content creators of all types from newspapers to Hollywood to television and beyond. Learn what this truly mass-scale payment method could mean to your organization – and about a special offer to Annual Meeting attendees: Sign up for the Project at the meeting and get 100 percent of the revenue your content generates through the method, in perpetuity.

When Digital Disruption Comes to Town: How Small-Market Newspapers are Thriving

With Damian Radcliffe, Chambers Professor in Journalism, University of Oregon

The past decade has had a dramatic effect on the local news landscape – but there are reasons for optimism about the future of small-market newspapers. In this session, Professor Radcliffe will draw on newly published, and unpublished, research produced for the Tow Center for Digital Journalism at Columbia University and the Agora Journalism Center in Portland, as well as case studies from across the country. Learn about emerging strategies and success stories on digital platforms that are changing journalistic practices – and driving revenue. These are real-life examples from Professor Radcliffe's findings after conducting interviews with 60 practitioners and industry experts over the past year, as well as a unique survey of over 400 local journalists in the U.S.

REFRESHMENT BREAK with Sponsors and Exhibitors

Exhibit Area

Print First: Strategies that are Growing Print Volumes

With Aaron Kotarek, vice president, circulation, Oahu Publications, Inc., Honolulu, Hawaii

Think print has left the station? Not so fast, folks. Aaron Kotarek will discuss how the Honolulu Star-Advertiser has bucked the national trend over the past five years to grow overall print volumes through a diversified product portfolio approach using print centric strategies and tactics. For those who still believe in the future of print, this is a must-attend session.

Inland and SNPA Awards Presentations

Frank W. Mayborn Leadership Award, Carmage Walls Commentary Prize, Ray Carlsen Distinguished Service Award and Ralph D. Casey/Minnesota Award

12:15 p.m.

BUFFET LUNCH

1:30 p.m.

CONCURRENT SESSIONS

Revenue Gets its Close-up: Monetizing Video

With Uzo Ometu, strategic partnership development, content, YouTube.

In this session, Uzo Ometu will provide strategic insights for distribution, programming and monetization of video. For the distribution piece of the video opportunity, he will provide examples of how local news partners have extended their reach both within their markets – and across the globe to achieve tremendous scale. He will also discuss some of the innovative formats local news publishers have used to program their channels and develop a deeper, more engaged relationship with their audience. Learn how to monetize video views, both on and off the YouTube platform -- and truly drive revenue in ways that cannot be done through traditional means. And learn of new opportunities in

video that currently are being implemented successfully by a few select media organizations.

**Going the Digital Agency Route:
Two Solutions, Two Success Stories**

With Conan Gallaty, president, digital, WEHCO Digital Media, and Marilyn Hoeffner, vice president/general manager, BigWing Interactive

One-size-fits-all is no more true in digital services agency business models than in any other industry revenue initiative. This session looks at two approaches to digital agencies, the single-location, high-end and local fulfillment service model represented by The Oklahoman's BigWing, and the multi-location, SMB-focused, local fulfillment service model that WEHCO Digital Media's Flypaper is pursuing. No matter the approach, this session will tackle the questions most on publishers' minds: How are the agencies structured and built -- and are they profitable?

What Newspapers Must Do to Keep Public Notices

With Eric Barnes, publisher & CEO, The Daily News Publishing Company, Memphis, Tenn., and Brad Thompson, president & CEO, Detroit Legal News Company

The threat to legal requirements that public notices be published in newspapers has never been more dire. Learn about the current state of public notice and the practices that every paper must embrace to help the industry successfully respond to the siege on this traditional pillar of government transparency.

Building a Productive Sales Environment

With Charity Huff, managing partner, Maroon Ventures

This session's leader has worked with thousands of sales professionals in local media. She will present proven, successful strategies to build a productive sales environment, maintain a healthy pipeline of qualified sales professionals, and reach new customers with compelling marketing tactics designed to make them loyal customers of your newspaper brand.

Innovations that Will Change the Way You Do Business

With Greg Osberg, CEO and founder, Revlyst

This session features presentations from startups and initiatives from established media companies, all fully vetted, who offer ground-breaking solutions in several areas including video platforms, voice recognition, a marketplace for videographers and other innovations that could create new revenue streams at your organization.

REFRESHMENT BREAK with Sponsors and Exhibitors

Exhibit Area

4 p.m.

GENERAL SESSION

Nice to See You All: Identifying and Building New Audiences

With Amy Glennon, publisher, vertical businesses, Cox Media Group; Mark Cohen, publisher, Akron Beacon Journal; and Stephanie Weber, vice president of audience development and information technology, The Gazette, Colorado Springs.

This session brings together panelists who have each taken different approaches to audience development. Amy Glennon will talk about how the Cox Media Group has made verticals -- digital products aimed at very specific audiences -- a big part of its newspaper strategy. Already, its vertical sites generate more than 25

million monthly visits, with audiences flocking to sites such as the sports-oriented Dawg Nation and SEC Country, and the Spanish-language MundoHispanico.

Mark Cohen is leading a transformation of the Akron Beacon Journal's approach to audience optimization, which puts an emphasis on metrics, automation and accountability with an anticipated outcome that delivers significant reductions in customer attrition, operational expense and marketing inefficiencies.

And Stephanie Weber talks about how The Gazette has been constructing a framework intended to build attention-based products using lean startup methodologies, growth hacking marketing and habit forming principles. She'll bring clarity to the digital lingo, and discuss the impact this initiative is having on the company's portfolio and its culture.

5 p.m.

ADJOURN

6 p.m.

EVENING EVENT *sponsored by AMG/Parade*

TUESDAY, SEPT. 12

7 a.m.

BREAKFAST WITH EXHIBITORS

Exhibit Area

Sponsored by Seyfarth Shaw

8 a.m.

GENERAL SESSION

Tuesday sessions sponsored by Olive Software

Meeting the Challenge: The Shifting Nature of Our Business

With Jeremy Gilbert, director of strategic initiatives, The Washington Post

There's been no more exciting story in the newspaper industry than the renaissance of The Washington Post, now recognized as a journalism and business model of digital innovation. And Jeremy Gilbert is right at the center of this transformation, responsible for crafting the innovative strategies to deliver great storytelling over digital platforms. In this session, he'll relate how he collaborates with journalists, technicians, engineers and advertising and marketing departments to find new ways to deliver those digital experiences in The Post's tradition of high-quality journalism -- while delivering innovation for advertisers.

Inland and SNPA Awards Presentations

Photo, Print Quality and Newsroom Contests

Taking the Measure of Benchmarking Today

With Dolph Tillotson, president, Southern Newspapers, Inc., Galveston, Texas; PJ Browning, president, Newspaper Division, Evening Post Publishing, Charleston, S.C.; and Doug Phares, president & COO, Sandusky Newspaper Group, Sandusky, Ohio

This session will discuss how publishers use numerical benchmarking to track progress, or the lack of it. What's the proper ratio of salaries to revenue? How do publishers track the impact of programmatic changes on rates and revenue? What is the proper ratio of ads to news content, and how have recent business shifts changed the picture? These panelists who are very knowledgeable of practices in benchmarking discuss the tools of this trade, and much more.

A Dozen that Deliver: 12 Ideas that Drive Revenue

With Tom Yunt, COO, United Communications Corporation, Kenosha, Wisc.

Fittingly, Inland and SNPA end this first-ever joint Annual Meeting with a session that keeps a laser focus on building revenue opportunities for their members. Expect specific ideas that can be implemented immediately back at your company.

Noon

CONFERENCE ADJOURNS

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