

INLAND AND SNPA JOINT ANNUAL MEETING

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INLAND AND SNPA JOINT ANNUAL MEETING

Welcome to The Broadmoor

Welcome to the first-ever Combined Annual Meeting of the Inland Press Association and the Southern Newspaper Publishers Association.

As you would expect from SNPA and Inland, this jointly-sponsored event is designed to help you stay abreast of industry trends and innovations, recharge your energy for future personal and organizational growth, discover new solutions from our R&D partners, and network with professional associates in a collegial environment.

We are proud of the exceptional program that our two strong associations have put together. Topics include thought-provoking presentations about print and digital operations, discussions about successful innovations and tested ideas that you can take home to grow your revenue.

All of these sessions are drawn from real-life experiences — and all of them can be successfully scaled and implemented by your organization.

The problem-solving solutions that our R&D partners bring to this meeting are valuable components of our program. Our agenda includes several opportunities each day to visit their exhibits to learn about new products and services that will save time and improve your business. We encourage you to explore the ways that these innovations can improve your operations.

Bringing Inland and SNPA together creates a unique occasion to engage with old friends and new colleagues. This interaction underscores the value of coming together to talk about the future of our businesses, and the interests and concerns that we share as newspaper executives.

Thank you for coming to Colorado Springs. We hope you enjoy your stay, and that your visit is both enjoyable and profitable.



D. K. Hiemstra

Doug Hiemstra
President, Inland Press
Association
Executive Vice President,
BH Media Group



Christopher P. Reen

Chris Reen
President, SNPA
President and Publisher,
The Oklahoman Media
Company

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[Hyper Local] An exciting new white label solution that allows you and your local agents to create beautiful print and online ad campaigns in minutes. Your agents will love all the added features like social sharing, SEO, ability to approve and edit ads online and many more. Home Stream is a custom solution that can be used for Open Houses, New Construction, Featured Homes, FSBO, rentals, etc. The reverse publishing feature will blow you away!

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INLAND AND SNPA JOINT ANNUAL MEETING

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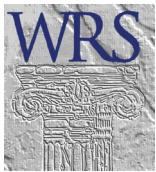
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Additional Exhibitors



INLAND AND SNPA JOINT ANNUAL MEETING MEETING AGENDA

Sunday, September 10

9 A.M. – 6 P.M. **REGISTRATION DESK OPEN**
ROCKY MOUNTAIN BALLROOM FOYER

11 A.M. – 7:30 P.M. **EXHIBITS OPEN**

ROCKY MOUNTAIN BALLROOM C/D

Our R&D partners will have exhibits to demonstrate products and services to help newspapers make money, save time, build audience or improve operations.

8:30 A.M. – NOON **INLAND PRESS ASSOCIATION BOARD MEETING**

WEST BALLROOM A/B

8:30 A.M. – NOON **SNPA BOARD MEETING**

WEST BALLROOM C/D

1 P.M. **GENERAL SESSION**

ROCKY MOUNTAIN BALLROOM A/B

► WELCOME AND INTRODUCTIONS

Chris Reen, president and publisher, The Oklahoman Media Company (SNPA president); **Doug Hiemstra**, executive vice president, BH Media Group (Inland president); **Dan Steever**, president and publisher, The Gazette, Colorado Springs

► MEET THE EXHIBITORS

► MARKETING THE STRENGTH OF OUR BRAND

See how a brand at work drives success through consumer preference, revenue streams and brand extensions. And, hear about strategies journalists can employ to build trust, based on case studies of dozens of newspapers.

Bob Provost, executive-in-residence/consultant, The Marketing Provost/NRBP; **Chris Reen**, president and publisher, The Oklahoman Media Company; **Tom Silvestri**, president and publisher, Richmond Times-Dispatch; **Joy Mayer**, audience engagement strategist, Mayer Media Strategy, and consulting fellow, Reynolds Journalism Institute (TrustingNews.org)

► THE FUTURE OF NEWSROOMS: WHEN CHANGE IS NOT ENOUGH

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. You'll hear specific suggestions on how media organizations should move forward.

Bill Church, senior vice president of news, GateHouse Media

3:30 P.M. **REFRESHMENT BREAK WITH SPONSORS AND EXHIBITORS**

ROCKY MOUNTAIN BALLROOM C/D

4:15 P.M. **GENERAL SESSION**

ROCKY MOUNTAIN BALLROOM A/B

► SUPER-SERVING MAIN STREET: EVENTS, PROMOTIONS AND DIGITAL SERVICES

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

Beth Mann, president and CEO, Ham Broadcasting Co., Inc. (WKDZ / WHVO)

5 P.M. **ADJOURN**

6 – 7:15 P.M. **WELCOME RECEPTION**

ROCKY MOUNTAIN BALLROOM C/D

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Monday, September 11

7:30 A.M. **BREAKFAST WITH EXHIBITORS**

ROCKY MOUNTAIN BALLROOM C/D

Sponsored by:  **Newzware**
A Division of ICMANON

8:15 A.M. **GENERAL SESSION**

ROCKY MOUNTAIN BALLROOM A/B

Sponsored by:  **Libercus**

► GETTING PAID FOR YOUR DIGITAL CONTENT: A NEW VISION

The co-founder of Square is proposing a revolutionary digital content payment method for content creators of all types. Learn what this mass-scale payment method could mean to your organization.

Jim McKelvey, founder and CEO, McKelvey Project

► WHEN DIGITAL DISRUPTION COMES TO TOWN: HOW SMALL-MARKET NEWSPAPERS ARE THRIVING

How are small market newspapers responding to the challenges of digital disruption? Showcasing success stories – and drawing on the challenges, opportunities – for local

Monday, September 11

10:00 a.m.

SPOUSE PROGRAM

Meet in main lobby for a one-hour guided tour that will highlight both the history of The Broadmoor and its significant art pieces. Then, enjoy a trip to the top of Seven Falls – “The Grandest Mile of Scenery in Colorado” – with majestic waterfalls, followed by lunch at Restaurant 1858. After lunch, you have the option of returning immediately to the hotel, or exploring the trail and shops on a leisurely walk back down the mountain.

newspapers in the digital age, this session will highlight findings from new and unpublished research, produced for the Tow Center for Digital Journalism at Columbia University and the Agora Journalism Center in Portland.

Damian Radcliffe, Chambers Chair in Journalism, University of Oregon

► MEET THE EXHIBITORS

10 A.M. **SPOUSE PROGRAM**

10:15 A.M. **REFRESHMENT BREAK WITH SPONSORS AND EXHIBITORS**

ROCKY MOUNTAIN BALLROOM C/D

10:45 A.M. **GENERAL SESSION**

ROCKY MOUNTAIN BALLROOM A/B

► PRINT FIRST: STRATEGIES THAT ARE GROWING PRINT VOLUMES

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. This is a must-attend session.

Aaron Kotarek, vice president, circulation, Oahu Publications, Inc.

► 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. **LUNCH**

ROCKY MOUNTAIN BALLROOM

Sponsored by:

 **WeHaa**

1:30 P.M. **CONCURRENT SESSIONS**

► **OPTION 1: REVENUE GETS ITS CLOSE-UP: MONETIZING VIDEO**

WEST BALLROOM A/B

This session will provide strategic insights for distribution, programming and monetization of video. Learn how to monetize video views, both on and off the YouTube platform – and drive revenue in ways that cannot be done through traditional means. Hear about new opportunities in video that are being successfully implemented by a few select media organizations.

Uzo Ometu, strategic partnerships manager, YouTube

► **OPTION 2: GOING THE DIGITAL AGENCY ROUTE: TWO SOLUTIONS, TWO SUCCESS STORIES**

WEST BALLROOM C/D

This session looks at two approaches to digital agencies. Our presenters will tackle the questions most on publishers' minds: How are the agencies structured and built – and are they profitable?

Conan Gallaty, president, digital, WEHCO Media, Inc.; Marilyn Hoeffner, vice president and

general manager, BigWing

2:15 P.M. **BREAK**

2:30 P.M. **CONCURRENT SESSIONS**

► **OPTION 1: WHAT NEWSPAPERS MUST DO TO KEEP PUBLIC NOTICES**

WEST BALLROOM A/B

The threat to public notices has never been more dire. Learn about the current state of public notices and the practices that every paper must embrace to help the industry successfully respond to the siege on this traditional pillar of government transparency
Eric Barnes, publisher & CEO, The Daily News Publishing Company; Brad Thompson, president & CEO, Detroit Legal News Company

► **OPTION 2: BUILDING A PRODUCTIVE SALES ENVIRONMENT**

WEST BALLROOM C/D

Hear about 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.

Charity Huff, managing partner, Maroon Ventures

► **OPTION 3: INNOVATIONS THAT WILL CHANGE THE WAY YOU DO BUSINESS**

ROCKY MOUNTAIN BALLROOM A/B

This session features presentations from startups and initiatives from established media companies, all fully vetted, who offer groundbreaking 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.

Greg Osberg, CEO and founder, Revlyst

3:15 P.M. **REFRESHMENT BREAK WITH SPONSORS AND EXHIBITORS**

ROCKY MOUNTAIN BALLROOM C/D

Sponsored by:  **Data-Dynamix**
Digital Marketing Experts
data-dynamix.com

4 P.M. **GENERAL SESSION**

ROCKY MOUNTAIN BALLROOM A/B

► **NICE TO SEE YOU ALL: IDENTIFYING AND BUILDING NEW AUDIENCES**

This session brings together panelists who have

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INLAND AND SNPA JOINT ANNUAL MEETING MEETING AGENDA

each taken different approaches to audience development. They'll talk about their strategies and share the impact their initiatives are having. **Amy Glennon**, publisher, vertical businesses, Cox Media Group; **Stephanie Weber**, vice president of audience development, The Gazette, Colorado Springs; **MODERATOR: Mark Cohen**, publisher, Akron Beacon Journal and Ohio.com.

5:15 P.M. BUSINESS SESSIONS

SNPA and Inland members are asked to attend the annual business session of their respective association. At these meetings, new leaders are elected and retiring leaders are recognized.

INLAND — WEST BALLROOM A/B

SNPA — ROCKY MOUNTAIN BALLROOM A/B

6 - 8 P.M. EVENING EVENT SPONSORED BY



PLAY, LOCATED IN THE LOBBY LEVEL
OF BROADMOOR WEST

Play time! Join AMG|Parade at Play: a fun room featuring opportunities for bowling, foosball, pool and other games. Appetizers and drinks will be served.

Tuesday, September 12

7:30 A.M. BREAKFAST WITH EXHIBITORS

ROCKY MOUNTAIN BALLROOM C/D

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8 A.M. GENERAL SESSION

ROCKY MOUNTAIN BALLROOM A/B

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► MEETING THE CHALLENGE: THE SHIFTING NATURE OF OUR BUSINESS

The Washington Post is recognized for journalism excellence and as a model of digital innovation. Our presenter is at the center of this transformation, responsible for crafting the innovative strategies to deliver great storytelling over digital platforms.

Jeremy Gilbert, director of strategic initiatives, The Washington Post

► INLAND AND SNPA AWARDS

Photo, Print Quality and Newsroom Contests

TAKING THE MEASURE OF BENCHMARKING TODAY

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?

Dolph Tillotson, president, Southern Newspapers, Inc.; **P.J. Browning**, president, Newspaper Division, Evening Post Industries, and president and publisher, The Post and Courier, Charleston, S.C.; **MODERATOR: Doug Phares**, president and COO, Sandusky Newspaper Group

10:45 A.M. BREAK

11 A.M. GENERAL SESSION

ROCKY MOUNTAIN BALLROOM A/B

► A DOZEN THAT DELIVER: 12 IDEAS THAT DRIVE REVENUE

This closing session will deliver specific revenue-building ideas that can be implemented immediately back at your company.

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

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INLAND AND SNPA JOINT ANNUAL MEETING

SPEAKER BIOS



Eric Barnes is publisher and CEO of The Daily News Publishing Company, which, through its five newspapers in Tennessee, is the largest publisher of public notices in the state. He is also

president of American Court and Commercial Newspapers, president of the Tennessee Press Association, and an author of novels and short stories.



P.J. Browning became senior vice president with Evening Post Industries and president of Evening Post Industries Newspaper Division in July of 2013. She also is president and

publisher of The Post and Courier in Charleston, S.C. Prior to Charleston, she served as president and publisher in Myrtle Beach, S.C.; Macon, Ga.; and State College, Pa. Her first publisher role was at the Sentinel in Carlisle, Penn. She has been nominated as president-elect of SNPA for 2017-18.



Bill Church is senior vice president of news for GateHouse Media. Previously, he served a dual role as executive editor of the Sarasota Herald-Tribune and Southeast regional editor

for GateHouse. A collaboration between the Sarasota Herald-Tribune and Tampa Bay Times earned a 2016 Pulitzer Prize for Investigative Reporting. Church is the current president of the Associated Press Media Editors, a 2016 Knight Visiting Nieman Fellow at Harvard and a two-time Pulitzer jurist.



Mark Cohen is publisher of The Akron Beacon Journal and Ohio.com. In 2017, The Beacon Journal was voted Ohio's Best newspaper. Prior to joining Black Press in November 2013, he was

chief operating officer with Pioneer News Group in Seattle, Wash., where he helped oversee print and digital publications in five states. He also previously worked with GateHouse, Morris Communications and The Florida-Times Union in Jacksonville.



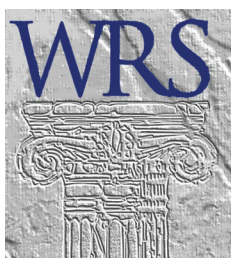
Conan Gallaty is president of digital for WEHCO Media, Inc., where he oversees all internet operations, editorial and sales for WEHCO Media's 14 daily newspapers, 11 digital

agencies and cable systems across six states. Prior to his current role, Gallaty was online director for the Arkansas Democrat-Gazette, a division of WEHCO Media based in Little Rock. Before joining the company, he worked with Herald-Tribune Media Group, the New York Times Regional Media Group and The Augusta Chronicle.



Jeremy Gilbert is director of strategic initiatives at The Washington Post where he leads the newsroom to identify, create and execute unique digital products and storytelling experiences. He

reimagined election night experiences, created The Post's first virtual reality stories, built a freelance network that changes how The Post covers national stories and launched a new leadership vertical. He works closely with the engineering, product design, graphics, audience, analytics and advertising teams.



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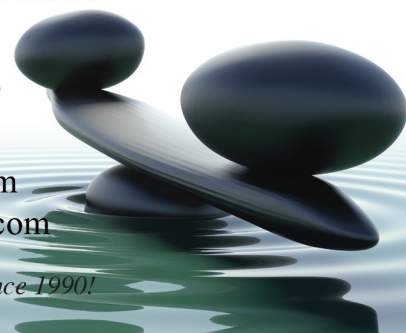
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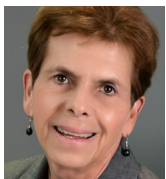
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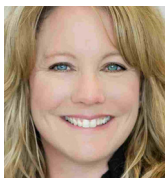




Amy Glennon is publisher of Cox Media Group's Verticals Businesses, having been named to that position in March 2016. Prior to that, she served as publisher of The Atlanta Journal-Constitution for four years and was the first woman to hold that position in the 145-year history of the newspaper. CMG's Vertical Businesses include the sports-related Diehards Network (Diehards.com; SECCountry.com; Landof10.com; DawgNation.com; All22.com); the national Hispanic news site, MundoHispanico.com; as well as outdoor lifestyle site Line&Site.com and Southern food and lifestyle e-commerce site, SouthernKitchen.com.



Marilyn Hoeffner, vice president and general manager of BigWing, guides the team in acting as stewards of its customers' businesses. Under her leadership, BigWing was selected as one of the top 20 Google technology partners for 2016 and was selected by Google as one of the top five agencies in North America who are "doing it right." Hoeffner's extensive experience in digital marketing and IT management has included holding senior level positions in the telecom, insurance, manufacturing, retail and franchise industries.



Charity Huff is an active member of the tech industry, with 20 years of experience. She contributes through her consulting, start-up advisory, public speaking, blogging and her own entrepreneurial ventures. As managing partner at Maroon, Huff designs and delivers integrated sales programs, working alongside 5,000+ sales professionals from the media, tech and yellow page industries. Maroon offers proven experience in new market creation, strategic acquisitions, ad and marketing tech startups, and C-level leadership.



Aaron Kotarek joined Oahu Publications, Inc. in May of 2015 as vice president, circulation. He is responsible for overall audience growth, revenue enhancement, digital platform engagement and distribution/transportation logistics for the company's entire print and digital product portfolio. Oahu Publications publishes a diverse array of print and digital products, including the nation's 12th largest daily newspaper, the Honolulu Star-Advertiser. He currently is president of the Cal Western Circulation Managers' Association.



Beth Mann has spent 10 years in television and has nearly 25 years of radio experience. She is the owner/president of Ham Broadcasting Co., made up of five radio stations and a successful digital operation, based in Cadiz, Ky. Her stations proudly display three Marconi awards for the best Small Market Station in the Nation. In 2013, WKDZ earned the coveted Crystal Award for the nation's best in community service. She is a member of the Kentucky Broadcasters Hall of Fame.



Joy Mayer is an audience engagement strategist based in Sarasota, Fla. Her work focuses on audience engagement in journalism – how communicators can foster two-way conversations, collaborate with their communities and know who they're serving and how well they're doing it. Current projects include TrustingNews.org, a look at how journalists can communicate their value and earn the trust of their communities. She is a consulting fellow at the Reynolds Journalism Institute and an adjunct faculty member at The Poynter Institute and the University of Florida.



Jim McKelvey is best known for co-founding Square, the mobile payment system, but his entrepreneurial spirit goes beyond inventing new technology. He is also a master glass artist with designs exhibited in both the Smithsonian and Museum of Modern Art. McKelvey co-founded Square in 2009 with Jack Dorsey, the co-founder of Twitter, to enable small businesses to run their storefronts on a mobile device. Square has since grown to more than 2,500 employees and a \$10 billion valuation. He is now building a new business model for content creators to preserve journalism and creative work.



Uzo Ometu is a strategic partnerships manager at YouTube, where he focuses on the company's relationships with the industry's leading news providers. In his time there, he has worked specifically on helping local news publishers grow their presence on YouTube and has led the way for getting more local publishers engaged and involved with YouTube and all of its news-specific features and curated programming. Prior to YouTube, Ometu worked at parent company Google, where he helped advertisers and publishers connect via DoubleClick.



Greg Osberg is the CEO and founder of Revlyst, a revenue catalyst firm dedicated to accelerating the digital transformation of the media industry. In 2016, Revlyst launched the first Local Angel Network, which regularly assembles local media companies to evaluate investment opportunities with early stage digital media startups. He previously worked with the Philadelphia Media Network, publisher of The Philadelphia Inquirer, Daily News and Philly.com. In 2012, Osberg managed the sales process of PMN and sold the company to a group of local business leaders.



Doug Phares is president and COO of the Sandusky Newspaper Group with operations in the Great Lakes, Tennessee and Utah. He is working with SNG's management team to find the business model that supports quality local journalism in their communities for the long haul. He began his career at the Elgin (Ill.) Daily Courier in advertising and has published several daily newspapers and been a group president for two different companies.



Bob Provost's 25-year tenure as CMO with two major media properties were marked by innovation, revenue development, problem solving and process improvement. While leading strategic marketing for his media employers, Provost served as pro bono consultant to hundreds of media advertising clients and community non-profits. His work in branding, economic development and community engagement has earned him numerous professional and civic awards. He blogs for the International News Media Association on bottom-line marketing.



Damian Radcliffe holds the Chambers Chair in Journalism at the University of Oregon. He also is a fellow of the Tow Center for Digital Journalism at Columbia University, an honorary research fellow at Cardiff University's School of Journalism, Media and Culture Studies, and a fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce. He contributes regularly to media outlets such as the BBC Academy, CBS Interactive (ZDNet), Huffington Post and MediaShift, where he writes about digital trends, social media, technology, the business of media and the evolution of journalism.

INLAND AND SNPA JOINT ANNUAL MEETING

SPEAKER BIOS



Christopher P. Reen is president of The Oklahoman Media Company and publisher of The Oklahoman in Oklahoma City. He was promoted to the position in 2011 after serving as executive vice president since 2007. He joined The Oklahoman in January 2004 as the newspaper's vice president of sales and marketing. He came to The Oklahoman from Gannett's Democrat and Chronicle in Rochester, N.Y. He also has held senior advertising executive positions at the Pittsburgh Post-Gazette and Daytona Beach (Fla.) News-Journal in Florida. He currently is president of SNPA.



Thomas A. Silvestri is president and publisher of the Richmond Times-Dispatch. He began his career as a reporter and editor with Gannett before joining Media General in 1982. For 16 years, he was an editor at The Times-Dispatch before being chosen as director of news synergy and editor of the Media General Newsbank. He later became senior vice president and then president of community newspapers for Media General

before returning to The Times-Dispatch in 2005 as publisher. The paper is owned by BH Media Group, where he is also a regional group vice president. He is a former president (2013-2014) of SNPA.



Brad Thompson is president and CEO of Detroit Legal News Co., which publishes 10 legal newspapers in Michigan and also has a large commercial printing division. He is president of the Public Notice Resource Center, immediate past chairman of Printing Industries of America, president-elect of the Michigan Press Association and a board member of the National Newspaper Association.



Dolph Tillotson has been in the newspaper business since 1969. He has served as president of two community newspaper companies – Boone Newspapers, Inc., and Southern Newspapers, Inc., where he has worked for 30 years. Tillotson is a native of Tuscaloosa, Ala., a graduate of The University of Alabama, and a past president of SNPA. He has published newspapers in Iowa, Alabama, Mississippi and Texas.



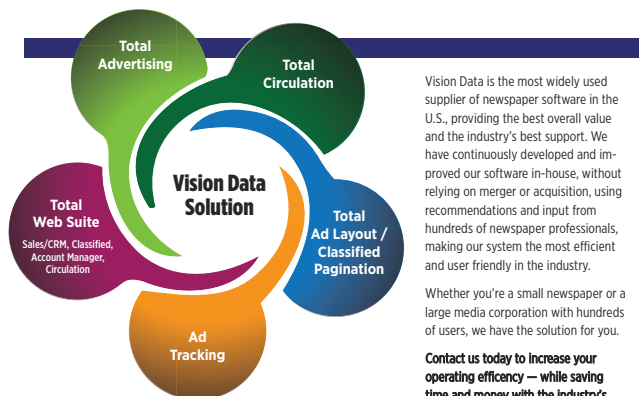
Stephanie Weber has focused the majority of her career in the digital space working with businesses in navigating their digital growth through knowledge and technology and also excitement, forward-thinking ideas and creative leadership. She began her career as a software engineer after running her own company out of college. She has built and managed numerous digital products covering a wide array of audiences. Currently, she is serving as vice president of audience development at The Gazette in Colorado Springs.



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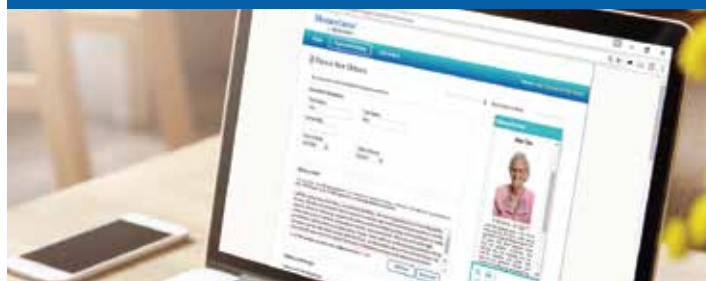
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Meet the Inland Fellows

Inland's Fellows program — for employees identified as having the potential for a successful leadership career in the newspaper industry — pairs Inland Fellows with veteran industry mentors who accompany them to the Inland Annual Meeting and the Key Executives Mega-Conference. In addition, each Fellow will attend a third Inland conference during the year. Fellows are exposed to the operations of all newspaper departments, and consult regularly with their mentors.

Here's the current class of Inland Fellows and their mentors:

Alessia Alaimo became



digital media director for Wick Communications in April, supervising the newspaper chain's digital, mobile and social initiatives from Tucson, Ariz.

With a bachelor's degree from Southwest University of Visual Arts in Tucson, she has an extensive background in graphic design. The Inland fellowship, she believes, will add management expertise to her graphics and digital skill set.

"I'm hoping to expand my knowledge of the newspaper industry and prove myself as a

digital manager," she said.

Alaimo is paired with mentor Cory Bollinger, advertising director of the Hoosier Times Newspaper Group.

Rick Kazmer's resume isn't



limited to communications-related work, the usual reporting, editing and photography.

It reaches back before his graduation from the University of Pittsburgh at Johnstown to two years as a landscape laborer. That job taught him a valuable lesson: "If you work harder than anybody else, you'll succeed."

The city editor at the Daily American, Somerset, Penn., compares his job — hitting daily deadline, editing, writing and designing while coordinating the work of the rest of the Daily American team — to that of a baseball closer.

To achieve his goals, which are to enhance his leadership skills at his current job and to help lead the industry into a profitable digital age, his coach will be Marc Wilson, the chairman and CEO of TownNews.com.

Kristen Czaben's initiatives



for the Sheridan Press in Sheridan, Wyo., aren't limited to the newsroom.

In 2013, she helped develop the Press' FAB (For. About. By) Women's Conference, and this year she was instrumental in the paper's "Rock the Vote" voter registration event. The Northwestern University journalism grad

serves as managing editor (with copy editing, page design and occasional reporting also among her duties).

About her fellowship, Czaben says: "I have worked primarily on the editorial side of the building my entire journalism career and I look forward to learning more about other aspects of the building. I'm also looking forward to learning and exploring new ways that small newspapers can innovate and avoid being left behind." Her mentor will be Joyce McCullough of the NewsTribune in LaSalle, Ill.

As digital manager at the



Wenatchee World in Wenatchee, Wash., **Kelli Scott** oversees the team that

produces daily print and digital content for the 15,000-circulation paper.

To expand her paper's audience, Scott last year launched a website targeting young mothers and there's a craft beer-themed blog in the works. The World has been owned by the Woods family since 1907, and Scott represents the fourth generation in journalism.

"This fellowship offers such a wonderful opportunity to meet industry leaders and share ideas with young newspaper professionals from around the country," Scott says. "My goal is to help this fourth-generation family newspaper find new ways of thriving in the digital age." Her Inland mentor is J. Tom Shaw of Shaw Media in Downers Grove, Ill.

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Meet the Class of 2017-18



DON BLANKINSHIP, *regional sales manager, Pilot Media, Norfolk, Va.* Don Blankinship has spent the past 17 years in advertising, marketing and sales. His team at Pilot Media serves some of the largest re-

gional businesses in Southeastern Virginia and represents all facets of the Pilot's product portfolio – from print and digital, to niche publications, to research services and events. He is a board member and marketing chair of the United Way of South Hampton Roads and a board member of StartWheel, a non-profit organization dedicated to helping entrepreneurs and startups launch successful and sustainable businesses.



JENNIFER DAVIDSON, *regional audience development manager, Burlington (N.C.) Times-News, The Courier-Tribune in Asheboro (N.C.) and The Dispatch, Lexington, N.C.* Jennifer Davidson is no stranger to the newspaper business.

She started her career as an independent kiosk contractor right out of high school, which led to a job at the Winston-Salem Journal. Her path to her current position included work as a single copy sales coordinator at The Post and Courier in Charleston, S.C., and as single copy manager at the Wilmington Star News.

LAURA GARCIA, *features editor, Victoria Advocate, Victoria, Texas.* Laura Garcia is the features editor and an award-winning health and nonprofits reporter at the Victoria Advocate. She previ-

ously worked at the Longview News-Journal, Corpus Christi Caller-Times and The Roanoke Times. She was accepted into fellowship programs for the National Press Foundation, Society of American Business Editors and Writers, the Association of Health Care Journalists and The Poynter Institute with the Association of Opinion Journalists.



TIM HORTON, *digital sales director, Amarillo Globe-News, Amarillo, Texas.* Tim Horton began his career in cable television. In 2002, he made a transition to advertising sales with the Cox Broad-

casting group, and in 2009, he joined a small digital agency helping SMBs make the transition to the digital space. He joined Morris Communications in 2011 as a digital media specialist and was promoted to sales manager one year later. After several years helping The Florida Times-Union move from impression-based selling to solutions-based, client-focused selling, he was named digital sales director for the Morris property in Amarillo, Texas, in 2014.



ASHLEY HOWARD, *circulation digital audience development manager, The Oklahoman Media Company, Oklahoma City, Okla.* Ashley Howard was hired by The Oklahoman in 2015 to oversee its NIE program. In addition to

leading the company's NIE initiative, she also oversees digital audience development and manages promotional offers, direct response campaigns and a variety of engagement efforts. Howard has implemented strategies that have allowed The Oklahoman to begin reporting engagement with its paid digital products to AAM, and promote steady incremental growth year over year.



NICOLE MCMULLIN, *online brand director, Richmond Times-Dispatch, Richmond, Va.* Nicole McMullin is charged with refining and promoting the online brand presence for the Richmond Times-Dispatch on Richmond.

com, in social media and through video. She partners with departments across the operation to create and promote digital products with a focus on customer engagement, user experience and revenue opportunities. She believes that connecting people to information

that helps them in their daily lives is a key component to the future of media.



KIM PHILLIPS, *advertising manager, Venice Gondolier Sun, Port Charlotte, Fla.* Kim Phillips was looking for a change after a 12-year career in mortgage lending when she joined the Venice Gondolier

Sun a little more than five years ago. She initially was hired as an advertising account executive, was promoted to department manager in 2016, and now leads a team of seven account executives, one graphic artist and one support staff. She works closely with editorial, circulation and production teams to improve processes and develop new products.



SHERMAN SMITH, *managing editor, The Topeka Capital-Journal, Topeka, Kan.* Sherman Smith has been with The Topeka Capital-Journal since 2004. He has been the managing editor for the past

year and a half and previously was responsible for developing the company's digital audience, running the website and various special projects. He got his start at the newspaper on the copy desk, editing stories, designing pages and writing headlines.



STEPHANIE SPIESS, *publisher, Sidney Herald, Sidney, Mont.* Stephanie Spiess started her newspaper career

in 2008 as an advertising representative in Portsmouth, Ohio, after four years in the finance industry. She was promoted in 2010 to a regional online sales manager for Civitas Media covering 19 newspapers in five states on the East Coast. In 2014 she transferred to London, Ohio, where she served as a general manager until her move to the "Wild West" of eastern Montana in 2016.



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SNPA members recognized for excellence in editorial writing

Writers for The Dallas Morning News and Seguin Gazette took top honors in the competition this year for the Carmage Walls Commentary Prize, presented annually by the Southern Newspaper Publishers Association.

OVER 50,000 CIRCULATION BRACKET:

Sharon Grigsby, editorial writer, The Dallas Morning News, Dallas, Texas. Loose dogs wandering a metropolitan area might not seem to be an important issue. Sharon Grigsby's editorials showed otherwise. She persuasively wrote about why the issue was important and why new leadership was needed. After the leadership changed, Grigsby did not step away from the issue. She worked to help the new leader understand the problems and how to fix them. Concise, clear writing and a record of achievement alone are enough to



GRIGSBY

warrant an award. Standing up for a marginalized community that doesn't otherwise have a voice pushed this entry to the top. She "took up the cause of people who don't have power in the system, the people of South Dallas, and painted a picture of how this neighborhood is an afterthought of civic leaders," one judge commented.

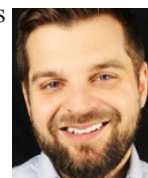
UNDER 50,000 CIRCULATION

Jeff Fowler, editor and publisher, and Travis Webb, managing editor, Seguin Gazette, Seguin, Texas. When Jeff Fowler and Travis Webb took on their Texas school board, they faced issues that were both hyperlocal and universal, including watchdog concerns about government transparency. The judges chose this entry for its strong writing and record of clear success driving positive changes in the community. They especially



FOWLER

noted Fowler and Webb's economical writing style that made very strong points with few words. Their pieces were short, but their position was always very clear.



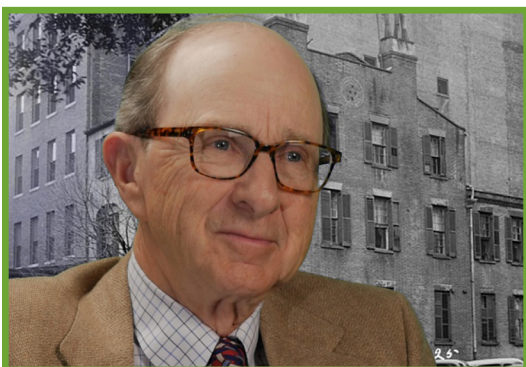
WEBB

The prize is named for the late Benjamin Carmage Walls whose newspaper career spanned seven decades. Walls primarily owned community newspapers and advocated strong, courageous and positive editorial page leadership. Awards will be presented Monday by his daughter, Lissa Walls (CEO of Southern Newspapers).

Learn more at www.snpa.org

CONGRATULATIONS!

Recipient of the
2017 Frank W. Mayborn Leadership Award



CHARLES H. MORRIS, SR.

President and CEO
Morris Multimedia, Inc., Savannah, Ga.



The Frank W. Mayborn Leadership Award recognizes outstanding newspaper executives for their vision, community leadership and significant contributions to the newspaper industry. It is presented annually by the Southern Newspaper Publishers Association.

SOUTHERN NEWSPAPER
PUBLISHERS ASSOCIATION



Congratulations, Ted!



Inland Press Association's Man of the Year 2017

Every once in a while, an individual comes along whom you know is very special and who will make an impact on your life. And you will be better for knowing him or her.

Ted McGrew is such a person.

When Ted joined Southern Lithoplate a number of years ago, we knew special things would happen. And they have. In spades. And SLP is a better company because of him.

We all teased him when he decided to leave one of our competitors to join SLP, suggesting he was

coming over to the "light side". Well, Ted has indeed been a beacon of light for Southern Litho, for the Inland Press Association and the newspaper printing industry in the years that have followed.

It is with great pride that we at Southern Lithoplate celebrate the contributions and accomplishments of a very humble Ted McGrew. We are excited for him and gratified that he has been honored with this fine distinction.

Please join us in congratulating Ted McGrew. Man of the Year, and likely, Man of the Decade!



INLAND AND SNPA JOINT ANNUAL MEETING AWARDS

At his 32nd Annual Meeting, one for each year in newspapers, Ted McGrew to receive Distinguished Service Award

By Mark Fitzgerald

In a career in the newspaper graphics and press business of more than three decades, Ted McGrew has gone from his family-owned business to two publicly traded companies and, since 2009, back to a family-owned company, Southern Lithoplate, which recently promoted him to vice president of sales.

One constant in those years was an association that includes both family-owned and public media companies: Inland Press Association.

"I've had 31 years in this business and I've attended 31

Annual Meetings, the first at the Drake Hotel" in Chicago, McGrew recalled. "I've been attending Inland functions literally as long as I've been in this business."

McGrew, a current Inland Press Foundation board member, has a special reason to look forward to his 32nd Annual Meeting: He'll be honored with the Ray Carlsen Distinguished Service Award on Sept. 11 in Colorado Springs.

"I'm tremendously honored to receive this award. I of course knew Ray and he was tremendously helpful to me," he said. Named after the former execu-

"A strategy that ignores print is a failed strategy — just as ignoring digital would be a failed strategy."

— Ted McGrew



tive director who retired in 2009, the Distinguished Service Award criteria state it is intended for "members who have distinguished themselves in service to the association and its affiliated foundation, who have been exemplary in service to their communities and their companies, and who deserve the recognition of their peers and colleagues."

But McGrew keeps coming back to Inland Annual Meetings and other events for another reason.

"One of the things that shows the importance of Inland is the networking opportunities it provides, so many opportunities," he said. "Just going to Inland functions not only enabled me to meet the people. The chances I got to visit with people at Inland — it would take me two or three months, and I get to visit them in two or three days."

But McGrew isn't just selling at Inland — he's listening, an especially important aspect of Inland gathering for an executive in a company involved in digital prepress solutions and other printing products.

"Obviously this is a tremendous time of transition, and how big a piece of that print is going to be is a issue," McGrew said. "But I've always found going to Inland has allowed me to listen to people who make those decisions. To find out what's on their minds, what are the drivers of that decision in their minds."

Keeping the presses running, he observes, allows newspapers to pay for their digital ventures as they feel their way to the future.

"A strategy that ignores print is a failed strategy — just as ignoring digital would be a failed strategy," McGrew said.

One thing he wishes the newspaper industry would cut out is "writing our own obituaries." The drumbeat of doom from newspapers themselves is scaring people away from publications that they in fact value.

But McGrew himself has gone through the transitions the marketplace and technology can force on someone. He started off in his family's graphic arts dealership in Indianapolis, but eventually the industry's shift with the market forces towards consolidation and technological forces to pagination and other reduced manufacturing steps led to the company's sale in 1997. McGrew then moved to the manufacturing side of the industry at Fuji and Kodak before coming to Southern Lithoplate, a family company for three generations, in 2009.

The Distinguished Service Award is certain to inspire some reflection on that career and industry path. But then that's nothing new at Inland, McGrew says.

"Inland is a great place to figure things out," he said. "I can't think of a better place to think."

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Inland, a “great springboard” for his career, honors Doug Franklin

By Mark Fitzgerald

Doug Franklin — who rose from a door-to-door subscription solicitor for the Dayton Daily News and its sibling, the old The Journal-Herald to become CFO of Cox Enterprises, only to be called briefly out of retirement to be CEO of *The Boston Globe* — will be honored at the joint Annual Meeting by the association he considers “a great springboard” for his distinguished career.

Franklin’s impact on the Inland Press Association and the newspaper industry will be recognized Monday, Sept. 11, at the joint Annual Meeting in Colorado Springs as he receives the Ralph D. Casey/Minnesota Award.

The annual award, named in honor of the first director of the University of Minnesota School of Journalism and Mass Communications, is intended to honor someone who is an agenda-setter, bringing about change while exemplifying the finest in journalism and community service.

“I’m honored to be recognized by my peers and friends at Inland,” he said. “As I was growing and starting my career, Inland was a great springboard for me, offering great networking and a great beginning. I grew some great long-term relationships through Inland.”

Long-term also defines Franklin’s commitment to the newspaper industry that stretched into four decades.

In Ohio, he became publisher of the Dayton Daily News and three other dailies. He served as publisher of Cox’s The Palm Beach Post and, in 2009, publisher of its flagship The Atlanta

Journal-Constitution.

He was appointed executive vice president and then president of Cox Media Group, overseeing a broadcast, publishing and digital media subsidiary with eight dailies and more than a dozen non-daily publications; 15 broadcast TV stations; 86 radio stations; and more than 100 digital properties. During Franklin’s tenure, CMG also owned and operated Valpak, the direct marketing company that was distributing multiple billions of coupons to nearly 40 million North American households monthly.

When he retired after 38 years at Cox Enterprises properties, he was CFO of the parent company.

But it was as publisher of those smaller newspapers that proved perhaps the best learning experience — especially, he said, as it coincided with getting to know Inland and its member.

“I always said to people who worked for me, and wanted to cut their teeth in this industry is to be part of a smaller newspaper,” Franklin said. “You get your fingers into everything, so when you get to run a bigger newspaper, you appreciate how the things get done throughout the paper.”

And another way to get that appreciation is through Inland events and webinars.

“The first thing that got me about Inland is how practical an institution it was,” he said. “It was less on theory and more on the practical of how you operate. And that’s continued to serve it well.”

Just as important was networking with a membership that included people from a great

diversity of newspaper size, industry experience and professional backgrounds — who brought different perspectives to the discussion.

Franklin has given back to Inland with time and talent over the years, including as association president in the 2008-2009, an especially parlous time for newspapers. But it was a time of as many achievements as challenges for Inland.

By the end of his term, Inland was hosting more than 70 webinars — or “online training sessions,” as his President’s Report said in *The Inlander*. The National Cost & Revenue Study, then in its 98th year had been prepped to go entirely online in 2010 — foreshadowing its replacement by Publisher Benchmarks four years later.

When Franklin, called out of retirement in January to be CEO *The Boston Globe*, stepped down in July, he wrote that while sharing a similar vision for the paper with owner John Henry, “we have our differences (in) how to strategically achieve our financial sustainability.”

Without referring to his *Globe* stint, Franklin said the best foundation for newspapers going forward is a subscription-oriented business model.

Advertising, he said, while still an important revenue driver is likely not “sturdy...under the thumb of Google and Facebook.” Newspapers seem fated to be a secondary player in that model, Franklin argued.

“But there’s no doubt we can be the community and market leader in building that content model,” he said. “Subscription models are kind of alluring to me...(because) it is a recurring

“I always said to people who worked for me, and wanted to cut their teeth in this industry is to be part of a smaller newspaper.”



— Doug Franklin

revenue stream. It’s a reason cable and Netflix are doing as well as they are.”

But it will take work, ensuring that content and editorial resources don’t become too thing and that newspapers seize the opportunity in data with collection and analysts — something he said many are probably not investing in sufficiently.

Yet, newspapers will be sustainable long-term, Doug Franklin said. “I do think long haul — print goes away — (a newspaper) is a newsroom, marketing folks and data, but it will still be a rewarding, profitable and mission-driven enterprise for the community.”

SOUTHERN NEWSPAPER
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Southern Newspapers, Inc.
Galveston, Texas

Ivan V. "Andy" Anderson Jr.
(2006-2007)
Evening Post Publishing
Co. Charleston, S.C.

David Paxton
(2007-2008)
Paxton Media Group
Paducah, Ky.

Donna Barrett
(2008-2009)
Community Newspaper
Holdings Inc.
Montgomery, Ala.

William O. Nutting
(2011-2012)
Ogden Newspapers
Wheeling, W.Va.

Thomas A. Silvestri
(2013-2014)
Richmond Times-Dispatch
Richmond, Va.

Charles Hill Morris, Jr.
(2015-2016)
Morris Multimedia
Atlanta, Ga.

David Dunn-Rankin
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Please complete the online form and include a short synopsis of why the nominee should receive recognition. Include specific leadership successes, innovative program development, obstacles and challenges overcome.

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- Submission time period: Now through Sept. 22, 2017.

- All entries will be treated with the strictest confidence. But the selected publisher should be prepared to be interviewed by *Editor & Publisher* for the special "Publisher of the Year" issue.

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Newspaper Holdings
Inc., Birmingham,
AL



**Cameron
Nutting
Williams**, Director,
Ogden Newspapers,
Wheeling, WV



Rick O'Connor,
President & CEO,
Black Press, Surrey,
BC, Canada

Directors: Three-Year Terms

Nominations:



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VP/Newspapers, Forum
Communications,
Fargo, N.D.



John Rung,
President & COO,
Shaw Media, Crystal
Lake, Ill.



Alan Fisco, EVP
& CFO, *The Seattle
Times*, Seattle, WA



**Scott
Champion**, CEO,
Champion Media,
LLC,
Mooresville, NC

Directors: One-Year Terms

Nominations:



Conan Gallaty,
EVP, WEHCO
Digital Media,
Little Rock, AR



Camille Olson,
Partner, Seyfarth
Shaw, LLP,
Chicago, Ill

**no vote required*

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Publisher Vertical
Businesses, Cox
Media Group,
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Tom Slaughter,
Executive Director,
Inland Press Associa-
tion, Des Plaines, IL

Directors: Three-Year Terms

Nominations:



Jeff Patterson,
President, APG
Media-West,
Coon Rapids, MN



Lucy Brown Minn,
President, United
Communications
Corp., Kenosha, WI



**Nelson Clyde
IV**, President, *Tyler
Morning Telegraph*,
Tyler, TX

**Incumbent:*



**Joyce Mc-
Cullough**, Publish-
er, *The News Tribune*,
LaSalle, IL

Directors: Three-Year Terms

Nominations:



James Sprung,
Associate Publisher,
*The Villages Daily
Sun*, The Villages, FL



David Holgate,
Group President,
Paxton Media Group,
St. Joseph, MI



**Sara Johnson
Borton**, Publisher
and President, *The
State*, Columbia, SC

**Incumbent:*

Directors: One-Year Terms

Nominations:



Marc Wilson,
Executive Chairman,
TownNews.com,
Moline, IL



Ted McGrew, VP
Sales, Southern
Lithoplate,
Carmel, IN



Scott Campbell,
Publisher, *Vancouver
Columbian*,
Vancouver, WA

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