



KEY EXECUTIVES

# Mega-Conference

Solutions, Success Stories and New Ideas

**February 26-28, 2018**  
**Manchester Grand Hyatt San Diego**

*All times subject to change*

Learn more: <http://www.mega-conference.com>

## Monday, February 26

8:30 am - Noon

### MORNING BONUS SESSION

#### **Grow Your Customer Engagement to Annual Commitments**

*Best practices for selling unique solutions for engaging readers, connecting them to customers and managing a consultative sales team in the real world.*

**Mike Centorani**, co-founder, Sales Transformation Now

**Liz Crider Huff**, director of affiliate success, Second Street

**Julie Foley**, director of affiliate success, Second Street

11 am - 7 pm

### TRADE SHOW OPEN

Noon

### LUNCH ON YOUR OWN

1 - 2:45 pm

### WELCOME / OPENING GENERAL SESSION

*Voice Sponsor on Monday*



#### **Welcome**

**Jay Horton**, executive producer, Mega-Conference

#### **Welcome to San Diego**

Jeff Light, publisher and editor-in-chief, The San Diego Union-Tribune

#### **Keynote Address**

**Destination 2020: How Do We Get There Stronger and Smarter?**

**Ken Doctor**, president, Newsonomics

## Real Tools for Combatting Fake News

*Hear how publishers have reacted to instances of “fake news” in their communities, as well as the accusation that their real news is fake. Go home with tools for coping in the future.*

Moderator:

**David Chavern**, president and CEO, News Media Alliance

Panelists:

**Travis Quast**, publisher, Twin Falls Times-News

**Jane Elizabeth**, director of the accountability journalism program, American Press Institute

2:45 - 3:30 pm

## R&D BREAK

*An opportunity to visit our sponsors and exhibitors!*

3:30 - 4:15 pm

## BREAK-OUT SESSIONS (4 options)

- **Track One:** Building Value in Our Core Brands Now
- **Track Two:** Transformation – Creating New Opportunities from Disruption
- **Track Three:** Diversification and Entrepreneurship
- **Track Four:** Case Studies on the Solutions Stage from our Technology Partners

### Track 1

#### Branded Content

*This marketing tactic has grown from practically nothing to a \$10B business opportunity in just a few short years. See how local media can and has been leveraging this solution.*

Moderator:

**Pat Connolly**, managing director, digital transformation, Accenture

Panelists:

**Bob Gilbreath**, CEO, Ahalogy

**Ryan Stephens**, general manager, BrandForge

### Track 2

#### Personalization and UX Strategies

*Drive revenue from online readers without sustaining a decline in programmatic revenue from reduced page views and MUVs. See how one newspaper company is utilizing personalized data from multiple sources to selectively target and monetize readers differently than a traditional hard or metered paywall approach. Hear about strategies and technology necessary to create the funnels and algorithms that power this approach.*

Moderator:

**Bill Densmore**, executive director, Information Trust Exchange Governing Association

Panelists:

**Brandon Erlacher**, vice president of strategic data, Sandusky Newspaper Group, and publisher, Standard-Examiner

**Daniel Schaub**, corporate director of audience development, McClatchy

### Track 3

#### Top Events that Make Dollars and Sense

*We hold a unique position in our markets to deliver data-driven events that develop new and deeper connections in our communities, with packaged solutions that bring in big dollars! Hear from our panel of local leaders in the space about unique and innovative ideas that you can take home and make work for your business.*

**Chris Edwards**, president, Gazette Communications, Inc.

**Scott Pompe**, vice president of advertising, Statesman Media

**Stephen Wade**, president, The Augusta Chronicle

### Track 4

#### Solutions Stage: Product Development and Outsourcing

*Innovation suffers as pressure on the bottom line reduces the organization's ability to invest. Explore these outsourcing and product development solutions as options to continue growing and developing capabilities while pinching pennies.*

Moderator:

**Bob LeBoeuf**, president and founder, Exsolate

Presenters:

- **Alexa, OTT and Mobile Apps:**

##### Distribute and Monetize on All Digital Platforms

*Consumption habits are changing and your audience is consuming content on a variety of different devices: Amazon Echo Alexa, Roku TV, Apple TV, Fire TV and mobile apps.*

**Nikhil Modi**, CEO, Whiz Technologies

- **Subcontracting Page, Ad and Web Production**

*Learn how subcontracting this aspect of newspaper production works, the upside and the pitfalls, and how you can evaluate if this is a solution for your newspaper.*

**Howard Barbanel**, vice president and director of marketing, Design2Pro

- **Growing Revenue for Newspapers through Consumer Sports Magazines**

*Looking for a unique solution to a circulation dilemma at your paper, or wanting to connect better with your readers? How about just make a little extra cash?*

**Kevin Craig**, senior vice president, newspaper relations, AMG|Parade

4:15 pm

*Break to change rooms*

4:30 - 5:15 pm

#### GENERAL SESSION

##### Journalism of the Future

*Gabriel Kahn, from USC's j-school with several of his top students presenting their work on the future of journalism*

Moderator:  
**Gabriel Kahn**, professor of journalism, USC Annenberg School of Journalism


Panelists:  
Three students: **Samantha Bergum**, **Gabriela Fernandez** and **James Tyner**

5:30 - 7 pm

**WELCOME RECEPTION**  
Exhibit Hall: Harbor Ballroom A-F

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Evening

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## Tuesday, February 27

7-8 am

**CONTINENTAL BREAKFAST IN THE EXHIBIT HALL**

7 am - 5 pm

**TRADE SHOW OPEN**

8 - 9 am

**GENERAL SESSION**  
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 **spokenlayer**

## Investing in Newspapers in 2018

*Our panel of top industry leaders, innovators and investors will share the strategy they are taking with their investments, their priorities and their concerns for 2018.*

Moderator:

**Penelope Muse Abernathy**, Knight Chair, Digital Media Economics  
School of Media and Journalism, University of North Carolina, Chapel Hill

Panelists:

**Mark Adams**, CEO, Adams Publishing Group  
**Mark Aldam**, executive vice president and COO, Hearst  
**Jeremy Halbreich**, chairman and CEO, AIM Media Management  
**Jim Moroney**, chairman, president and CEO, A. H. Belo Corporation, and publisher and CEO, The Dallas Morning News

9 am

*Break to change rooms*

9:15 - 10 am

## **BREAK-OUT SESSIONS** (4 options)

### *Track 1*

#### **What Motivates New Subscribers:**

#### **4,500 Recent Signups Explain Why They Began Purchasing the Paper**

*The American Press Institute debuts new findings and insights into what motivates people to buy a local newspaper subscription in print or digital. Based on a nationwide study of nearly 4,500 people who have just subscribed to their local newspaper, we probe what makes people willing to pay and what triggers their final decision to commit. Leave with insights about how to improve your newspaper's approach.*

**Jeff Sonderman**, deputy executive director, American Press Institute  
**Gwen Vargo**, director of reader revenue, American Press Institute

### *Track 2*

#### **Bringing Audio to Life**

*The rise of audio (particularly smart speakers) is the most important new trend in the local news ecosystem. Learn how to create content, build audiences and make money on Amazon Alexa, Google Assistant/Home and Apple Siri/HomePod.*

Moderator:

**Jeremy Mims**, strategy, SpokenLayer

Panelists:

**Ginger Neal**, vice president, digital sales and operations, San Francisco Chronicle  
**Chrissy Towle**, head of news and local media, Google

### *Track 3*

#### **Leading with Location-Based Multi-Media Solutions**

*Revolutionizing the newspaper industry! The Digital Billboard Network is a new media video platform that plugs directly into your existing infrastructure and will increase revenue quickly for your newspaper. You will become an out-of-home/in-store broadcaster positioning you to acquire new revenue and grow your audience.*

**Dan Hight**, senior vice president, channel partnerships, GroundTruth  
**Dave Kennedy**, chief revenue officer, Oahu Publications, Inc.  
**James Avis**, SVP, Digital Billboard Network, Oahu Publications, Inc.

#### Track 4

##### **Solutions Stage: Sales Solutions - Retail**

*Finding new revenue streams to replace declining print revenues and stagnating digital display is critical. Learn about alternative solutions you can take to your current customer base as well as use to find new customers and compete more effectively.*

Moderator:

**Bob LeBoeuf**, president and founder, Exsolate

Presenters:

- **What's the Opportunity for Audience?**

*Local media companies are using their audience, content and brand to open a huge new market through local ticketing. Find out how ticketing can generate new money, drive email growth and diversify your brand and company.*

**Deborah Fellows**, president and founder, GeoTix

- **Yes, You Can (and must) Make Money from Social Media Accounts**

*Your newspaper needs to take back some of the 60 percent of digital ad market share that Facebook and Google now dominate. Hear about a new way to sell that decreases time spent by your staff and provides customers with the ease of Facebook and Google ads.*

**Reinig Morris**, co-founder, Friends2Follow

- **Digital Transformation**

*Navigating the digital revolution can feel like sailing through uncharted – and sometimes stormy – waters. Learn how you can support a much broader spectrum of marketing channels for your customers.*

**Laura Cole**, vice president, marketing, Vivial

10 - 10:30 am

#### **R&D BREAK**

*An opportunity to visit our sponsors and exhibitors!*

10:30 - 11:15 am

#### **BREAK-OUT SESSIONS (4 options)**

#### Track 1

##### **Defining Your Subscription Strategy**

*With subscription revenues becoming a greater piece of the revenue portfolio, and with many companies transitioning to a consumer revenue-driven business model, this is a can't miss session. Panelists will offer proven subscription revenue growth strategies and case studies from their respective organizations.*

Moderator:

**Aaron Kotarek**, vice president, circulation, Oahu Publications

Panelists:

**Brian Howell**, director of consumer revenue optimization, tronc

**Curtis Huber**, director of circulation sales and marketing, The Seattle Times

**Troy Niday**, chief operations officer, Sonoma Media Investments

## Track 2

### How to Recruit, Sculpt and Retain Your Sales A-Team

*Wanna hit your 2018 stretch revenue goals? You must have an A-Team in your sales organization. You won't find true, sales professionals using recruitment tactics of the past. This session will explore successful, proven initiatives from around the world to recruit good sales reps. We will focus particularly on the organizational culture essential to attract these reps ... how to onboard them, mold them and retain them. Most of all, what is the specific responsibility of the sales manager to be a coach and a mentor, and to ensure a smooth transition from a "newbie to a superstar?"*

**Charity Huff**, managing partner, Maroon Ventures  
**Peter Lamb**, president, Lamb Consulting

## Track 3

### Accelerating Investments and New Ventures

*Learn how Matter Ventures selects the 12 media start-ups it invests in and how it supports them to build meaningful and profitable media ventures through a 20-week program. Hear how they help their media partners do the same, transforming the most important thing in the process – their culture.*

**Corey Ford**, co-founder and managing director, Matter Ventures

## Track 4

### Solutions Stage: Ad Technology

*Advertising technology is rapidly changing and growing in complexity every day, if not every minute. It provides opportunity and risk as this session will explore. Learn how to protect your business against ad technology fraud, grow non-traditional revenue using data and analytics, and how to scale highly targeted one-to-one ads across devices.*

Moderator:

**Bob LeBoeuf**, president and founder, Exsolate

Presenters:

- **How Much Revenue are You Losing Due to Ad Fraud?**

*In addition to some case studies, hear about highlights from a recent study on the top 2,000 ranked Alexa news sites, the percent of sites that had vulnerabilities to ad fraud, types of fraud and tips for preventing fraud.*

**Casey Hester**, vice president, customer success, Dev/Con Detect

- **Leverage Audiences to Drive Revenue Diversification**

*The ability to leverage data enables marketers to deliver relevant communications that build the value of customer relationships. In the case of the Star Tribune Vacation & Travel Experience in Minneapolis, this ability drove success in the development and execution of events, a crucial source of revenue diversification.*

**Tom Ratkovich**, managing partner, LEAP Media Solutions

- **Leveraging Cross-Device Opportunities**

*The Specifix database offered by Data-Dynamix was leveraged after Hurricane Irma to reach homeowners in three Florida counties who needed assistance with*

insurance claims. Learn how this database can help your newspaper bring together local businesses and highly-sourced, accurate information on individuals – graphed against their individual device ID, IP address, physical address and opted in email information.

**Brendon Brigham**, vice president, customer experience and product integration, Data-Dynamix

11:15 am *Break to change rooms*

11:30 am - 12:15 pm **GENERAL SESSION**

### **Audience Engagement, Ad Quality and Subscription Offers**

*The Local Media Consortium is leveraging data across its member sites to benchmark best practices for audience engagement, ad quality and subscription offers. It's also leading a strategic plan to collect more than 150 million email addresses – and data for targeting – to enrich CPMs across 15 billion ad impressions. Hear about LMC's progress and gain ideas you can implement now*

**Christian Hendricks**, president, Local Media Consortium

### **Kroger's Millions in Local Ad Spend are on the Line**

*The vice president of data strategy for the analytics arm of Kroger, called 84.51°, will outline how newspapers and consumer packaged goods companies should use personalization to create new, productive business relationships that go beyond current advertising and inserts.*

**Michael Wilhite**, vice president of data strategy, 84.51° (Kroger)

12:15 - 1:30 pm

### **LUNCH**

Sponsored by



1:30 - 2:15 pm

### **BREAK-OUT SESSIONS (4 options)**

#### **Track 1**

#### **Third-Party Platforms Through the Looking Glass**

*Hear about the origin and, more importantly, the motivation behind the creation of the AMP Project by Google and a coalition of European News media companies. You'll gain an understanding of AMP alongside Facebook Instant Articles and Apple News as you develop your off-platform distribution strategies for advertising revenue and subscriber conversion.*

**David Gehring**, CEO, Distributed Media Lab

#### **Track 2**

#### **Big Data – What Drives Performance for Advertisers Across Platforms**

*Gannett's USA TODAY NETWORK has been digitally transforming alongside its advertising clients. And, Proven Performance Media has been working with local publishers to engage, sell and fulfill pay-for-performance campaigns at the local level.*



*Gain insights on what drives performance for advertisers across categories and platforms.*

**Jeff Burkett**, vice president, ad innovations, USA TODAY NETWORK  
**Richard Jones**, president, Proven Performance Media

### Track 3

#### Finding Your Niche

*With a century or more of experience bringing the news that's most important for our communities as a whole, many efforts with building a new business around content targeted for a specific audience haven't worked. In this session, prepare to be blown away by the work of these entrepreneurs, who are driving successful businesses with targeted media that are a major break from the status quo.*

Moderator:

**Amy Glennon**, publisher, Cox Media Group's Vertical Businesses

Panelists:

**Adam Ryan**, vice president of media, the Hustle

**Caywood Yamnik**, director of sales, video, Alabama Media Group

### Track 4

#### Solutions Stage: Sales Solutions – Verticals

*The newspaper vertical space may be besieged and battered. But, here are three solutions providers who will show you that you can invest in the vertical space and grow revenue.*

Moderator:

**Bob LeBoeuf**, president and founder, Exsolate

Presenters:

- **Auto Promotions and Events – A Case Study**

*Looking for a fresh new revenue stream in autos? Get valuable data from a Seattle Times case study and start hosting virtual events.*

**Kevin Collins**, director of sales and marketing, WeHaa  
**Cesar Montes**, president, WeHaa

- **Empowering Media Companies to Take Back Their Brands**

*Hear how top media companies are reclaiming ownership of their local recruitment advertising markets and – in the process – growing digital revenue and delivering results for the employer. A case study will be presented.*

**Roberto Angulo**, CEO, Recruitology  
**Sandy Glover**, digital revenue development manager, McClatchy

- **Taking Back Local Advertising with Targeted Local Niche Guides**

*Local Niche Guides can help your newspaper combat an ever-shifting digital landscape and get you back on solid ground. Configurable solutions that deliver compelling solutions!*

**Phil Pracht**, product manager, TownNews.com

2:15 pm

*Break to change rooms*

2:30 - 3:15 pm

## **BREAK-OUT SESSIONS** (4 options)

### **Track 1**

#### **Programmatic Best Practices**

*This session will feature a panel discussion that touches on yield management best practices and considerations that publishers need to take into account as the programmatic ecosystem continues to evolve. Our presenters represent some of the earliest adopting and most programmatically savvy local media organizations.*

Moderator:

**Tobias Bennett**, programmatic and exchange champion, Local Media Consortium

Panelists:

**Nick Ames**, director of programmatic advertising, McClatchy

**Raymond Faust**, vice president sales, emerging media, Star Tribune Media Company

### **Track 2**

#### **NexGen Business Models: Finding Success**

*Hear how the entrepreneurs of media today are answering the challenge of making money in today's media landscape, and dive into the evolving trends reshaping digital media.*

Moderator:

**Sara Fischer**, media reporter, Axios

Panelists:

**Jim Brady**, founder and CEO, Spirited Media

**Evan Smith**, CEO, The Texas Tribune

### **Track 3**

#### **Agency Best Practices**

*Digital agency services have become an important and growing revenue stream for many media companies, but is there one right way to run this complex business? Hear from three media companies, all with different business models, who have successful, thriving agencies.*

Moderator:

**Conan Gallaty**, president of digital media, WEHCO Media, Inc.

Panelists:

**Rob Bunch**, managing director, The High Road Agency

**Arlea Hoffman**, digital strategy director, Reimagine Main Street / Observer Publishing Company

### **Track 4**

#### **Solutions Stage: Audience Engagement**

*Consistently capturing the attention of the distracted digital consumer remains the biggest challenge for traditional media audience growth. Learn about capabilities designed to help newspapers scale engaging digital customer experiences.*

Moderator:

**Bob LeBoeuf**, president and founder, Exsolate

Presenters:

- **Why Website Design and Flexibility Matter**

*Design matters and good user interfaces are critical to a newspaper's success. Learn what will bring you consistently dramatic increases in traffic.*

**Bill Ostendorf**, president and founder, Creative Circle Media Solutions

- **Reinventing Content Creation to Reach New Audiences**

*The right content at the right time! CCI will present a range of case studies showing how a consistent strategy and the right technology tool sets can optimize content creation in the news organization and engage audiences in a whole new way.*

**Michael Taylor**, sales director, CCI Europe

- **Customer Segmentation to Improve Digital Performance and Revenue**

*Publishers can segment their digital audience and use those segments to tailor content for audience development. Case studies will be presented.*

**Matt Lindsay**, president, Mather Economics

3:15 - 4 pm

## **R&D BREAK**

*An opportunity to visit our sponsors and exhibitors!*

4:00 - 5:45 pm

## **GENERAL SESSION**

### **Facebook Meets the Press**

*Learn more about Facebook's shift towards high quality news, and how the company is collaboratively building news products with publishers through the Facebook Journalism Project*

**Alex Hardiman**, director of news products, Facebook

### **The Best Examples of Innovation in the Newspaper Industry**

*Learn from the "Best of the Best" as our Innovation Award finalists present their entries.*

- Block Communications – presented by **Lisa Hurm**, vice president and general manager, Pittsburgh Post-Gazette
- Honolulu Star-Advertiser – presented by **David Kennedy**, chief revenue officer, Oahu Publications
- Shaw Media – presented by **Tom Shaw**, vice president
- WEHCO Media – presented by **Conan Gallaty**, president of digital media

### **And, the Winner is ...**

Announced by **Carol Hudler**, founder, Hudler Success Strategies (a contest judge)

Additional judges:

**Mark Contreras**, dean, School of Communications, Quinnipiac University

**Gabriel Kahn**, professor of journalism, USC Annenberg School of Journalism

Evening

Dinner on Your Own

## Wednesday, February 28

7 - 8 am

**CONTINENTAL BREAKFAST IN THE EXHIBIT HALL**

7 - 10:30 am

**TRADE SHOW OPEN**

8 - 8:45 am

**BREAK-OUT SESSIONS** (3 options)

### *Track 1*

#### **Be Relevant in Real Estate**

*Listing platforms are out as prime listings sell in minutes. Realtor ranks are swelling again after the hard years of the Great Recession. How do they stand out? And how can you help them? Listen to the success stories from our panelists and re-capture market share from this hot market.*

**Lucy Talley**, regional vice president, GateHouse Media

**Amy Sutton**, major/national advertising manager, The Post and Courier

### *Track 2*

#### **Customer Centric Training, Tools and Operational Structure Key to Driving Revenue Growth**

*This session will discuss some important topics that contribute to a successful sales organization: customer centricity, revenue lifecycle management, sales executive training and sales support tools. These topics impact company culture and the ability for your sales to perform at an exceptional level. As we explore the best practices taken from top sales organizations, you will be equipped to take ideas back to your companies and transform your sales culture and drive higher performance quickly.*

**Meagan Tanner**, senior strategic partner manager, Google

**Renee Warner**, senior training manager, E.W. Scripps

### *Track 3*

#### **Investing in Print Products**

*The Galveston County Daily News and Southern Newspapers, Inc., are unabashed print-centric companies. Hear how Coast Monthly and their faith in print has transformed them.*

**Leonard Woolsey**, publisher, The Galveston County Daily News

8:45 am

*Break to change rooms*

9 am - Noon

**GENERAL SESSION**

#### **How Nextdoor is Connecting Newspapers with Specific Neighborhoods**

*News organizations of all sizes are committed to growing their trusted relationship with readers. Hear how Nextdoor, the world's leading social network for neighbors, connects*

*newspapers to specific neighborhoods and communities in an unprecedented fashion.*

**Steve Wymer**, vice president of communications and policy, Nextdoor  
**Matthew Hall**, editorial and opinion director, The San Diego Union-Tribune

### **Tech & Truth: Engineering the Future of News**

*Join the “dean of digital” for a discussion with several innovative tech entrepreneurs about how the next wave of technology will drive monetization for journalism and storytelling across platforms.*

Moderator:

**Seth Rogin**, president and CEO, Nucleus Marketing Solutions

Panelists:

**JJ Bannasch**, president, Katana Media

**Nicole Scaglione**, senior director programmatic agency and brand partnerships, Telaria

**Chris Willis**, chief of design, Domo

### **Branding Workshop**

*Marketing guru Andy Cunningham will show you a new framework for positioning that will help answer the two most difficult questions our industry faces in the digital age. Who are you? And why do you matter? Repositioning an old industry for a new relevance is possible. Come and learn how.*

**Andy Cunningham**, CEO, Cunningham Collective

*Cunningham will give away copies of her book -- “Get to Aha!” -- to 150 people in this session.*

Noon

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