



OCTOBER 6-8 | CHICAGO

INLAND/SNPA ANNUAL MEETING

INLAND SNPA SOUTHERN
PRESS ASSOCIATION NEWSPAPER
PUBLISHERS
ASSOCIATION

Be there as newspaper champions are reborn

The SNPA-Inland Annual Meeting will be a mix of the practical and the forward-looking – all of which will make your newspaper even stronger, across all platforms from print to digital, and from a wide variety of revenue streams.

Don't miss the opportunity to be part of history as the Inland Press Association and Southern Newspaper Publishers Association meet as a new, merged association—united to champion newspapers.

Join colleagues from across the industry October 6-8 in Chicago to hear these outstanding speakers presenting on urgent issues, innovative strategies and successful case studies:

Judi Terzotis and **Peter Kovacs** on how *The Advocate* of Baton Rouge won the newspaper Battle of New Orleans.

Fredric Rutberg on betting – successfully – on quality news content over cutting to grow *The Berkshire Eagle*.

Mi-Ai Parrish on lessons learned in innovation and digital strategies during a career leading *The Arizona Republic*, *USA Today Network*, *The Kansas City Star* and more.

Walter Hussman on *The Arkansas Democrat-Gazette's*

THE SPEAKERS:



Judi Terzotis



Peter Kovacs



Fredric Rutberg



Mi-Ai Parrish



Walter Hussman



Jim Stevenson



Matt Coen



Ryan Dohrn



Jennifer Preston



John Hinds



Rick Dumas



Stacey Hill



Laurie Kahn



Tim Franklin



P.J. Browning



Ken Harding



Jake Seaton



Danielle Coffey

continued on reverse

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bold initiative to rapidly convert readers from print to digital.

Jake Seaton and **Kevin King** on proven strategies to protect your public notice revenue against constant attacks.

Matt Coen and **Ryan Dohrn** on creating – and selling – niche publications that become reliable revenue generators.

Jennifer Preston of the Knight Foundation and **John Hinds** of News Media Canada on funding local journalism from non-traditional sources.

Rick Dumas on how GateHouse Media is succeeding in that toughest circulation category: single copy.

Stacey Hill on connecting local SMBs with email marketing that generates revenue for them, and you.

Danielle Coffey from the News Media Alliance with a briefing on the newspaper industry's campaign for an anti-trust exemption to

negotiate for fairer revenue sharing and other important industry issues and initiatives.

Jim Stevenson on how a small weekly paper was able to launch a new weekly that was profitable from day one.

Laurie Kahn on talent acquisition and building a staff for the future.

Tim Franklin from Northwestern University on their Local News Initiative, which is seeking to reinvent the relationship between news organizations and audiences.

Maintaining high valuation at your paper with insight from major media brokers on what buyers are looking for.

A panel of Facebook Accelerator Program participants sharing what they have learned about the retention of digital subscriptions.

Ken Harding of FTI Consulting and **P. J. Browning** on what they're learning from the Google Local News Initiative

And more!

For more information, please contact Patty Slusher
pslusher@inlandpress.org or 847.795.0380

SUNDAY, OCTOBER 6

1:00 P.M.	Welcome
1:30 P.M.	General Session
2:30 P.M.	Break
2:45 P.M.	General Session
3:30 P.M.	Refreshment Break w/Exhibitors
4:15 P.M.	General Session
5:00 P.M.	Adjourn
6:00 P.M.	Welcome Reception - Exhibitors Lounge

MONDAY, OCTOBER 7

7:30 A.M.	Breakfast with Exhibitors
8:15 A.M.	General Session
9:00 A.M.	Break
9:15 A.M.	Concurrent sessions
10:15 A.M.	Refreshment Break w/Exhibitors
10:45 A.M.	General Session
11:30 A.M.	Inland & SNPA Awards
12:15 P.M.	Group Lunch
1:30 P.M.	Concurrent sessions
2:15 P.M.	Break
2:30 P.M.	Concurrent sessions
3:15 P.M.	Refreshment Break w/Exhibitors
4:00 P.M.	General Session
4:45 P.M.	Business Session
5:15 P.M.	Adjourn
6:30 P.M.	Evening Event

TUESDAY, OCTOBER 8

7:30 A.M.	Breakfast with Exhibitors
8:00 A.M.	General Session
9:00 A.M.	Break with Exhibitors
9:30 A.M.	General Session
10:30 A.M.	Break
10:45 A.M.	General Session
Noon	Conference Adjourns

For more information regarding the program, hotel, sponsorships and to **Register Now go to www.inland-snpa.org**