

M SCHEDULE

2020

MONDAY, FEBRUARY 17

8:30 am - 7 pm REGISTRATION DESK OPEN • Texas Ballroom Foyer

10 - 10:30 am **BONUS SESSIONS**

TRACK 1 • Fort Worth Ballroom 4

CREATING A UNIQUE VALUE STORY TO REACH LOCAL ADVERTISERS

Are you looking for fresh ideas to win new local digital advertising dollars? Hear details of a multi-medium collaboration success story and learn how publishers can stand out to advertisers by banding together with other local media companies in their own markets.

Kevin Rehberg, vice president of client development, Alliance for Audited Media

TRACK 2 • Fort Worth Ballroom 5

INSIGHTS ABOUT DIGITAL SUBSCRIPTIONS FROM AROUND THE WORLD

Mather Economics is working with publishers on digital subscription acquisition, retention, content analytics and reader engagement around the world. This presentation will share lessons learned by these publishers and tactics that could work for American publishers of all sizes.

Matt Lindsay, president, Mather Economics

10:30 am **BREAK TO CHANGE ROOMS**

10:45 - 11:15 am **BONUS SESSIONS**

TRACK 1 • Fort Worth Ballroom 4

CREATING A COMPLETE GROWTH ENGINE: 6 BEST PRACTICES TO MASTER

Using real-life examples of local marketing businesses that have built complete growth engines, we'll focus on six best practices that your sales team needs to master. These case studies will offer before-and-after results, including a sampling of revenue trajectories and the KPIs used to measure against business goals.

Sara Droke, director of business development, AffinityX

TRACK 2 • Fort Worth Ballroom 5

2020 DIGITAL ADVERTISING TRENDS: PREDICTIONS FOR PUBLISHERS

Lineup Systems' new white paper on digital advertising trends looks at those innovations that signal trends to watch – rather than passing fads. This session will highlight the following themes from the white paper: consumers expect personalized experiences, video and audio must be part of your brand's strategy, and lean into disruption to achieve success.

Markus Feldenkirchen, president/sales, North America, Lineup Systems

Sarah Hartland, global inbound marketing manager, Lineup Systems

**11 am -
7 pm**

TRADE SHOW OPEN • Exhibit Hall – Texas Ballroom

Noon

LUNCH ON YOUR OWN

1 - 2 pm

WELCOME / OPENING GENERAL SESSION

Fort Worth Ballrooms 4 and 5

WELCOME TO FORT WORTH

Ryan Mote, publisher, Fort Worth Star-Telegram, and regional vice president/sales and marketing, McClatchy

REVENUE STRATEGIES AND DIVERSIFICATION

In an ever-more challenging newspaper advertising and marketing environment, the shelf-life of revenue and diversification strategies seems also to shrink with confounding rapidity. But this panel of top executives representing national, regional and local publications are pursuing strategies that expand beyond not just legacy models but even once-novel digital initiatives. Learn about new ways to build agency services, how to keep and even increase revenue from retailers moving away from FSIs, and where the opportunities still lie in marketing and advertising

Moderator:

Samantha Johnston, general manager, Colorado Mountain News Media West (Swift Communications), and publisher, The Aspen Times

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Panelists:

Howard Griffin, senior vice president, national retail sales, Gannett-USA TODAY Network

Liz White, publisher and executive vice president, Record-Journal Media Group

John Wulfert, chief revenue officer, Belo + Company

**2 -
2:30 pm**

R&D BREAK • Exhibit Hall – Texas Ballroom

An opportunity to visit our sponsors and exhibitors!

**2:30 -
3:15 pm**

BREAK-OUT SESSIONS - THREE OPTIONS

TRACK 1 • Fort Worth Ballroom 4

BRANDED CONTENT: THE BUSINESS OF STORYTELLING (PART 1 OF 2)

Hear directly from publishers who are innovating in the Branded Content space: how they are building a branded content strategy, successful ways to educate sales teams and clients, how they are structuring their teams and what is working and not working in markets of all sizes. We'll show off some real world examples of campaigns that will inspire and energize your teams back home.

Moderators:

Julia Campbell, branded content manager, The Branded Content Project

Josh Mabry, Local News Partnerships Team, Facebook

Panelists:

Amber Aldrich, senior director of advertising, The Seattle Times

Samantha Johnston, general manager, Colorado Mountain News Media West (Swift Communications), and publisher, The Aspen Times

Jared Merves, Denver Post Content Studio, Wundervue

TRACK 2 • Fort Worth Ballroom 5

CLEAR PATHS TO PROFITABILITY IN AN UNCLEAR MEDIA ENVIRONMENT

This session reveals the strategies of media organizations that are turning profits right now and are designed to sustain a robust bottom line despite whatever “disrupter” emerges tomorrow. Learn what it takes to find these paths to profitability: The conceptualizing, the forecasting and modeling, the testing — and the execution.

Moderator:

Pat Dorsey, publisher, Austin American-Statesman, and regional vice president, Gannett

Panelists:

Judi Terzotis, president and publisher, The Times-Picayune | Advocate

Leonard Woolsey, publisher and president, The Daily News, Galveston, and president, Southern Newspapers, Inc.

TRACK 3 - SOLUTIONS STAGE • Exhibit Hall – Texas Ballroom

REGAIN CONTROL OF YOUR VIDEO DATA AND REVENUE EARNINGS

Newspapers are heavy users of social video embeds on their websites, but that data and revenue flow elsewhere. AIR.TV can help you fix that, without any change to your workflow. A case study will show how AIR.TV's line of code can generate a new revenue stream for your paper, from the work you already do curating news video from portals like YouTube and Twitter.

Luke McDonough, CEO, AIR.TV

MAPPING THE BOND BETWEEN AD VIEWABILITY AND REVENUE

For years, publishers have been focused on optimal speed and page performance. There is a need to make ad speed times match page speeds so one cohesive impression can be delivered. Hear how publishers are increasing their ad revenue and overall reader engagement by optimizing every stage of the mobile experience.

Rafael Guerrero, principal solutions architect, Marfeel

SHOWCASE PREMIUM VIDEO CONTENT ON YOUR WEBSITE - AND MONETIZE IT!

Austria's oldest and leading newspaper went from a traditional paper to a video-powered digital platform with vi's contextual video platform, which matches video content to its editorial pages. This case study will show how Die Presse increased its available pre-roll ad impressions 100 times! Learn how you can create new in-stream inventory and incremental revenue!

Sal Cacciato, managing director, North America, video intelligence

**3:15 -
3:30 pm**

BREAK TO CHANGE ROOMS

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3:30 -
4:15 pm

BREAK-OUT SESSIONS - THREE OPTIONS

TRACK 1 • Fort Worth Ballroom 4

BRANDED CONTENT: THE BUSINESS OF STORYTELLING (PART 2 OF 2)

The Branded Content Project will share examples of what innovative publishers are building for their advertisers and audiences. We'll look at how branded content is reaching new advertisers and new audiences with new content ideas; why successful teams are expanding their use of video, audio, influencers, events, promotions and immersive branded experiences; and creating an in-house studio or separate marketing brand.

Moderator:

Julia Campbell, branded content manager, The Branded Content Project

Panelists:

Eric Brandner, general manager, Creative Lab at McClatchy

Robin Gruen, vice president, creative and strategy, Tribune Publishing

Kurt Knappek, vice president/operations and digital media, The Post and Courier, Charleston

Michelle Vielma, vice president of digital advertising, Skyline Studio, SCNG Media

TRACK 2 • Fort Worth Ballroom 5

VALUE PROPOSITION: SPREAD THE WORD ABOUT YOUR NEWSPAPER'S WORTH TO YOUR COMMUNITY

Newspapers tell stories about their communities. In 2020, let's tell our communities our story. Tell them how we improve their civic life every day. How public service is our core mission. How we are transforming to serve our readers and our advertisers even better.

Think of this session as a practical and comprehensive list of talking points that our audiences need to know about us.

Moderator:

Chris Reen, publisher, The Gazette, Colorado Springs

Panelists:

Jessica Baldwin, director of brand marketing, The Dallas Morning News

Bill Barker, regional president-Florida, Gannett / Division of USA TODAY Network / LocaliQ

Alan Fisco, president and chief financial officer, The Seattle Times

Mike Orren, chief product officer, The Dallas Morning News

TRACK 3 - SOLUTIONS STAGE • Exhibit Hall – Texas Ballroom

USING MOBILE AND GPS DATA TO DRIVE SALES ON THE PRINT SIDE

By matching mobile devices to your subscribers' physical address, you can now determine if those devices enter the physical brick and mortar location of local businesses. "Location Lift" data can help you show advertisers why print needs to be a bigger part of their media mix. In addition, by digitizing your subscriber database and print audiences, you can create print audience extension campaigns.

Jonathan Muzio, chief business development officer, AdCellerant

GROW YOUR RECRUITMENT ADVERTISING: COMPLEMENT YOUR SALES EFFORTS AND BE A ONE-STOP SHOP FOR EMPLOYERS

Recruitology is providing external sales resources to help power BH Media's digital advertising growth. Hear from the director of revenue transformation at BH Media and the CEO and co-founder of Recruitology about what it takes to accelerate the transition to digital revenue and grow advertiser wallet share.

Roberto Angulo, CEO, Recruitology

Terry Hall, director of revenue transformation, BH Media

THE LOCAL EVENTS STRATEGY

Consumers highly value local events. Publishers list events in their Top 3 for content, but at the bottom in terms of revenue. Take 13 minutes to learn how to make local events your Top 3 for content and revenue.

Richard Green, CEO and founder, Evvnt

**4:15 -
4:45 pm**

R&D BREAK • Exhibit Hall – Texas Ballroom

An opportunity to visit our sponsors and exhibitors!

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4:45 -
5:30 pm

GENERAL SESSION • Fort Worth Ballrooms 4 and 5

FUNDING OUTSIDE THE BOX: ALTERNATIVE SOURCES FOR SUSTAINABLE NEWS OPERATIONS

With newspapers' traditional advertising revenue in decline, publishers are looking to new ways to fund the journalism vital to a democratic society. This panel looks at the latest responses to this need for funding, including the way Utah's largest newspaper became recognized as a non-profit eligible for tax-deductible donations.

Moderator:

Jennifer Preston, vice president, journalism, Knight Foundation

Panelists:

Annie Madonia, chief advancement officer, The Lenfest Institute for Journalism

Fraser Nelson, vice president of business innovation, The Salt Lake Tribune

Tim Ritchey, president and publisher, The Fresno Bee

5:30 -
7 pm

WELCOME RECEPTION

Exhibit Hall - Texas Ballroom

Reception sponsors:

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SILVER LEVEL

VOICEPORT
BRONZE LEVEL

Evening DINNER ON YOUR OWN

TUESDAY, FEBRUARY 18

7 - 8 am CONTINENTAL BREAKFAST • Exhibit Hall - Texas Ballroom

Sponsored by  **AlertMe**

7 am - 5 pm REGISTRATION DESK OPEN • Texas Ballroom Foyer

7 am - 5 pm TRADE SHOW OPEN • Exhibit Hall - Texas Ballroom

8 - 9 am GENERAL SESSION • Fort Worth Ballrooms 4 and 5

Tuesday sessions sponsored by  **AFFINITY X**
THE POWER BEHIND THE BIGGEST NAMES IN LOCAL

HOW WOMEN LEADERS ARE TRANSFORMING NEWSPAPERS

A panel of accomplished top executives examines the questions that arise with this phenomenon. Is there really a “female style” of leadership? What perspectives do women bring to an industry led for more than a century almost entirely by men? What does the participation of women executives augur for the future of our industry?

Moderator:

Mi-Ai Parrish, Sue Clark-Johnson Professor in Media Innovation and Leadership, Walter Cronkite School of Journalism and Media Communication, Arizona State University

Panelists:

PJ Browning, president, Newspaper Division, Evening Post Publishing, and president and publisher, The Post and Courier, Charleston

Julia Wallace, Frank Russell Chair in the Business of Journalism, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

9 - 9:30 am R&D BREAK • Exhibit Hall - Texas Ballroom
An opportunity to visit our sponsors and exhibitors!



M SCHEDULE

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9:30 -
10:15 am

BREAK-OUT SESSIONS - THREE OPTIONS

TRACK 1 • Fort Worth Ballroom 4

SALES TRANSFORMATION WORKSHOP: CREATING A TEAM AND CULTURE FOR TODAY'S SALES ENVIRONMENT (PART 1 OF 2)

This interactive session dives into the key drivers it takes to achieve a transformed sales model: Ongoing appraisals of sales team competency, recognition programs and feedback strategies, “curbside coaching” techniques and CRMs. You’ll learn how to adapt to the new sales environment and create sales campaigns that optimize revenue opportunities in a redesigned sales process.

Peter Lamb, president, Lamb Consulting

TRACK 2 • Fort Worth Ballroom 5

DIGITAL SUBSCRIPTIONS AND CONSUMER REVENUE MODELS (PART 1 OF 2)

What’s happening and what’s next for paywalls, acquisition, engagement and retention of digital subscribers? What are the latest tools and methods for newspapers to understand the health and maturity of digital subscription programs, and plan where to go next? Where are the opportunities for consumer revenue beyond subscriptions?

In Part 1, we will hear the latest developments in consumer revenue and outcomes from the GNI Subscriptions Lab. (Session continues after the break.)

Moderator:

Jed Williams, chief strategy officer, Local Media Association

Panelists:

Pete Doucette, managing director, FTI Consulting

Ben Monnie, director of global partnerships solutions, news, Google

TRACK 3 - SOLUTIONS STAGE • Exhibit Hall – Texas Ballroom

STRATEGIES FOR DRIVING SIGNIFICANT REAL ESTATE REVENUE: BOTH DIGITAL AND PRINT

LeadHax is a self-service application and a door opener sales tool. See how you can reenergize your real estate business by providing your sales reps with a valuable sales tool. LeadHax has created new accounts, driven revenue and expanded Bay Area News Group’s real estate presence in the Bay Area.

Eric Bloom, advertising director, Bay Area News Group - LeadHax
Brian Gorman, executive vice president, iPublish Media Solutions

BRANDED CONTENT: INCREASE YOUR REVENUE, IMPROVE YOUR MARGINS AND GENERATE RESULTS FOR ADVERTISERS

Are you trying to take your Branded Content strategy to the next level to increase revenue? Learn about the five steps to create a solution, educate your sales teams easily and execute the new solution brilliantly. A Graham Media Group case study will illustrate massive growth - 51% in revenue, 40% in new advertisers.

Apryl Pilolli, head of innovation, Social News Desk

THE AGE OF VIDEO: TRENDS, INSIGHTS AND THE JOURNEY TO REVENUE SUCCESS

Today, 2.5 billion viewers worldwide are watching video on social platforms, generating trillions of views. But, with an increasingly fragmented video ecosystem, it's challenging to confidently navigate and win in this new world order. Graham Media Group's data-driven approach has transformed how the company tracks, validates and monetizes video. Learn from their journey!

Jason Whitney, director of sales, Tubular Labs

**10:15 -
10:30 am**

BREAK TO CHANGE ROOMS

**10:30 -
11:15 am**

BREAK-OUT SESSIONS - THREE OPTIONS

TRACK 1 • Fort Worth Ballroom 4

SALES TRANSFORMATION WORKSHOP (PART 2 OF 2): RECRUITING AND RETAINING EFFECTIVE SALESPEOPLE

Any newspaper sales executive will tell you their hardest job isn't getting in the door, pitching a campaign or closing a deal — it's recruiting and retaining sales superstars. This session focuses on the practical steps you can take to motivate, evaluate and reward your best salespeople so they remain your organization's best salespeople.

Peter Lamb, president, Lamb Consulting

Dave Kennedy, chief revenue officer, Oahu Publications, Inc.

TRACK 2 • Fort Worth Ballroom 5

DIGITAL SUBSCRIPTIONS AND CONSUMER REVENUE MODELS (PART 2 OF 2)

What's happening and what's next for paywalls, acquisition, engagement and retention of digital subscribers? What are the latest tools and methods for newspapers to understand the health and maturity of digital subscription programs, and plan where to go next? Where are the opportunities for consumer revenue beyond subscriptions?

In Part 2, we will explore case studies from newspaper companies at the forefront of digital subscriptions and consumer revenue.

Moderator:

Pete Doucette, managing director, FTI Consulting

Panelists:

Brian Connolly, vice president for business development and innovation, The Buffalo News

Matt Fulton, vice president of digital products, MaineToday Media

Lucas Presson, assistant publisher, Southeast Missourian

TRACK 3 - SOLUTIONS STAGE • Exhibit Hall - Texas Ballroom

ADDRESSING NORTH AMERICA'S DIGITAL NEWS DESERTS

Creative Circle is partnering with state press associations to identify and recruit newspapers which have never had or don't currently have a functioning website. Creative Circle also is soliciting grant funds to provide a customized website and integrated training and support program for these newspapers to establish a digital presence. Through this project, Creative Circle hopes to learn things about the challenges small newspapers face in creating and maintaining a website that can be shared with the industry to show the impact and challenges of digital news at the smallest scale.

Bill Ostendorf, president and founder, Creative Circle Media Solutions

FROM SINGLE-SITE PUBLISHING TO ENTERPRISE-WIDE SUCCESS

Centralized ROI-driven workflows at Advance Local helped to increase production efficiency, improve workflow transparency and communication, reduce cost and enable more printing throughput with smaller teams at print sites nationwide. Get some insight regarding the strategy, results and advantages provided by ppi Media's system suite and the ROI in terms of cost savings and production efficiencies!

Tom Reinacher, CEO, ppi Media US, Inc.

CONVERTING CASUAL DIGITAL VISITORS INTO HIGHLY-ENGAGED MEMBERS OR SUBSCRIBERS

Two ambitious new products are giving media organizations super-charged audience conversion capabilities and actionable data insights that will help them transform their businesses. Hear about a new audience acquisition and retention platform that allows local media organizations to completely tailor their conversion funnels according to their own needs using proven industry best practices. And, learn about new ways to analyze the performance of your digital products and take decisive action based on rich analytics.

Joe Hansen, senior product manager, TownNews

Tim Turner, director of content and data services, TownNews

11:15 - 11:45 am **R&D BREAK** • Exhibit Hall – Texas Ballroom
An opportunity to visit our sponsors and exhibitors!

11:45 am - 12:30 pm **GENERAL SESSION • FORT WORTH BALLROOMS 4 AND 5**
ROLE MODELS: PRESENTATIONS FROM OUR MEGA-INNOVATION AWARD FINALISTS

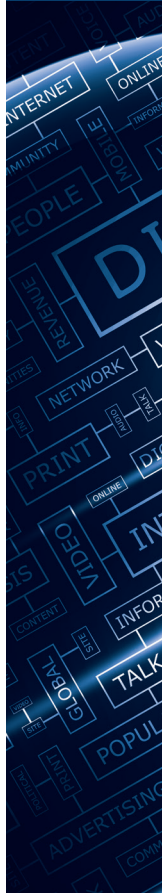
Three newspaper media companies show the art of the possible. Hear about these innovative projects that caught the award judges' attention.

The finalists present their entries:

Arkansas Democrat  Gazette
Arkansas' Best News Source

Arkansas Democrat-Gazette

Presented by Walter E. Hussman Jr., publisher



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The Salt Lake Tribune

Presented by Fraser Nelson,
vice president of business innovation



The Sumter Item

Presented by Vince Johnson, publisher

And the winner is ...

Announced by Dave Kennedy, chief revenue officer, Oahu Publications, Inc., and 2018 recipient of the Mega-Innovation Award

12:30 -
1:30 pm

LUNCH • Exhibit Hall – Texas Ballroom

Sponsored by  Alliance for Audited Media
TRANSACTION WITH TRUST

1:30 -
2:15 pm

BREAK-OUT SESSIONS - THREE OPTIONS

TRACK 1 • Fort Worth Ballroom 4

MAKING NEWS DESERTS BLOOM AGAIN

McClatchy's Compass Experiment is one approach to starting new local ventures that serve “news deserts,” communities undercovered and underserved by existing news media. A locally owned, locally focused digital newspaper in Memphis, Tenn., has another great story to tell.

Eric Barnes, CEO, The Daily Memphian

Mandy Jenkins, general manager, The Compass Experiment, McClatchy

TRACK 2 • Fort Worth Ballroom 5

LOCAL NEWS: UNDER-THE-RADAR INNOVATIONS AT AND FOR COMMUNITY PAPERS

This session highlights three examples of innovation springing from community newspapers: An initiative to leverage the power of community publications to promote and profit from high-growth businesses; a new business model for creating weekly print newspapers; and a digital platform to keep public notices where they belong – in the newspaper.

Zachary Richner, founder and managing partner, Arrandale Ventures

Jake Seaton, founder and CEO, e-notice

Jim Stevenson, owner and publisher, Spinal Column Newsweekly Media

TRACK 3 - SOLUTIONS STAGE • Exhibit Hall – Texas Ballroom

THE KEY TO AUDIENCE ENGAGEMENT: MAXIMIZING WHAT READERS WANT

Audience engagement is a realistic goal, but it requires spending time and effort on those things readers really want to know about, such as schools and public safety. Hear about some tools that can help you get readers further down the subscription funnel, develop new revenue streams and reduce dependency on search and social media for traffic.

Adam Shapiro, co-founder, AlertMe

STRENGTHENING HYPERLOCAL JOURNALISM WITH NEW TECHNOLOGY AND PLATFORMS

Local newspapers can revitalize their operations and community impact with a modernized approach to their mission that reconnects with newspapers' historic role as community hubs. The core idea is simple: Local news operations need digital models that survive small-scale environments. Case studies will be presented from innovative newspapers using Innocode's technology in communities with as few citizens as 10,000, as well as early results from a highly innovative project scalable to a large number of communities.

Morten Holst, strategy director, Innocode

IMPLEMENTING READER REVENUE STRATEGIES TO GROW YOUR BUSINESS

Reader revenue is the future. But the road to success is paved with challenges and frustrations. In this session, we'll ease your apprehensions around content monetization and help you walk away with a plan to implement a profitable reader revenue strategy.

Vineet Panjabi, vice president of sales, Quintype

2:15 pm

BREAK TO SELECT ROUNDTABLE TOPIC OF YOUR CHOICE

M SCHEDULE

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2:30 -
2:50 pm

ROUNDTABLE DISCUSSIONS • Fort Worth Ballrooms 4 and 5
Seven options to choose from (and their moderators):

• **Revenue, Revenue, Who Wants More? Bring an idea, take away an idea**

Mike Martoccia, president, digital marketing/operations, M2 Media Marketing & Management

• **Take One Tablet Daily: The Arkansas Democrat-Gazette's iPad Strategy to move from print to digital delivery**

Walter E. Hussman Jr., publisher, Arkansas Democrat-Gazette

• **Privacy, Please: A legal perspective on how new data privacy and protection laws will impact your business**

Richard Lapp, partner, and **Camille Olson**, partner, Seyfarth Shaw LLP

• **Thinking of Changing Your Publication's Frequency? What you need to consider first**

Alan Fisco, president and chief financial officer, The Seattle Times

• **Print and Digital Subscriptions: Acquisition, Retention and Engagement Strategies on the Road to Revenue**

Matt Lindsay, president, Mather Economics

Christine Taylor, managing editor, audience, Chicago Tribune

• **Artificial Intelligence, GPT-2: Newspaper's newest frenemy**

Lloyd Armbrust, founder and CEO, OwnLocal

• **Innovating for Survival: Leading the way in the transformation and growth of your community**

Vince Johnson, publisher, The Sumter Item

2:50 -
2:55 pm

BREAK TO CHANGE TABLES

2:55 -
3:15 pm

ROUNDTABLE DISCUSSIONS • Fort Worth Ballrooms 4 and 5
Choose a second topic from the list above

3:15 -
4 pm

R&D BREAK • Exhibit Hall - Texas Ballroom

An opportunity to visit our sponsors and exhibitors!

4 - 5 pm **GENERAL SESSION** • Fort Worth Ballrooms 4 and 5

20 FOR '20: REVENUE IDEAS THAT ARE WORKING RIGHT NOW

Want some new ideas for revenue in 2020? Then this session is for you. Ryan Dohrn, who has a track record of helping bring in more than \$500 million in media sales, will share 20 revenue ideas from markets large and small. In this fast-paced presentation, he'll give you the details and specific steps to take to implement these revenue-generating ideas immediately.

Ryan Dohrn, founder, Brain Swell Media

Evening **DINNER ON YOUR OWN**

WEDNESDAY, FEBRUARY 19

7 - 8 am **CONTINENTAL BREAKFAST** • Exhibit Hall - Texas Ballroom

Sponsored by **AP**

7 - 10 am **TRADE SHOW OPEN** • Exhibit Hall - Texas Ballroom

7 - 11 am **REGISTRATION DESK OPEN** • Texas Ballroom Foyer

8:30 - 9:30 am **GENERAL SESSION** • Fort Worth Ballrooms 4 and 5

HOW HANGING ONTO DIGITAL READERS CAN KEEP LOCAL NEWS HANGING ON

Local news organizations are pushing aggressively to grow their numbers of paying digital readers. But, getting new digital subscribers is only part of the formula for growth. New data analysis by researchers in the Medill Local News Initiative at Northwestern University illustrates the critical, long-term business value of keeping those readers. Using data from a number of local news organizations around the country, Medill's Spiegel Research Center has explored the lifetime value of retaining digital subscribers, and the strategies that work to keep those readers engaged.

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Moderator:

Tim Franklin, senior associate dean and leader of the Local News Initiative, Medill School of Journalism, Media, Integrated Marketing Communication, Northwestern University

Panelists:

Edward C. Malthouse, Erastus Otis Haven Professor and research fellow, Northwestern's Media Management Center, and research director, Medill IMC Spiegel Research Center

Amalie Nash, vice president for local news, USA TODAY Network/Gannett

Christine Taylor, managing editor, audience, Chicago Tribune

9:30 am **BREAK TO GET COFFEE • Exhibit Hall – Texas Ballroom**

9:45 - 11 am **Fort Worth Ballrooms 4 and 5**

ALL RISE! AN UPDATE ON THE LEGAL ISSUES AFFECTING ESSENTIALLY ALL ASPECTS OF THE INDUSTRY

The media industry faces an unusual number of legal challenges in 2020. There's the movement by state and federal elected officials to "modernize" various legal standards to include independent contractors, including freelance journalists and distributors, as employees. And, 2019 saw a record number of aggressive union-organizing campaigns and activity aimed at digital and legacy news organizations and their newsrooms. Those challenges are on top of frequent headlines relating to workplace harassment claims, new wage and hour and other labor code compliance issues, and the latest focus on claims of age discrimination. Attorneys from Seyfarth Shaw will help you navigate this thicket of legal issues.

Richard Lapp, partner, Seyfarth Shaw LLP

Camille Olson, partner, Seyfarth Shaw LLP

Michael Rybicki, partner, Seyfarth Shaw LLP

11 am **Adjourn**