

20 SENIOR LEADERSHIP 21 CONFERENCE

THE BROADMOOR | COLORADO SPRINGS

IN PERSON OCTOBER 17-19

AGENDA | MONDAY, OCTOBER 18, 2021

7:30-8:30 a.m.

CONTINENTAL BREAKFAST

Sponsored by

AdCellerant Brainworks
Cribb, Cope & Potts STN Video

8:30 a.m.

WELCOME AND INTRODUCTIONS

Alan Fisco, president, America's Newspapers,
President and CFO, The Seattle Times

8:30 a.m.

KEYNOTE ADDRESS

Frank Blethen, publisher, The Seattle Times

9:15 a.m.

BREAK

9:30 a.m.

DRIVING REVENUE IN ALL SHAPES AND SIZES

Facilitated by:

- Donna Hall, publisher, The Atlanta Journal-Constitution
- Francis Wick, CEO, Wick Communications

10:30 a.m.

COFFEE BREAK

Sponsored by Newzware, a division of ICANON

11 a.m.

DRIVING REVENUE IN ALL SHAPES AND SIZES (continued)

11:45 a.m.

AWARD PRESENTATIONS

THE INLAND PRESS FOUNDATION DISTINGUISHED SERVICE AWARD

Announced by: Joyce McCullough, vice president,
Inland Press Foundation

THE FRANK W. MAYBORN LEADERSHIP AWARD

Announced by: Alan Fisco, president, America's Newspapers,
President and CFO, The Seattle Times

THE E&P PUBLISHER OF THE YEAR AWARD

Announced by: Robin Blinder, associate publisher,
Editor & Publisher

Noon

LUNCH - WEST BALLROOM

Noon

PROGNOSTICATIONS, PREDICTIONS AND PROPHECIES FROM INDUSTRY EXECUTIVES

- PJ Browning, president and publisher, The Post and Courier
- Tim Prince, senior vice president, Boone Newspapers
- John Rung, president and CEO, Shaw Media
- Heidi Wright, COO and publisher, EO Media Group
- Moderated by Mike Blinder, publisher, Editor & Publisher

1:15 p.m.

BUILDING AND MONETIZING YOUR AUDIENCE

Facilitated by:

- PJ Browning, president and publisher, The Post and Courier
- Matt Lindsay, president, Mather Economics
- Bob Woodward, publisher, TH Media, and vice president,
Woodward Community Media

2 p.m.

BREAK

2:15 p.m.

BUILDING AND MONETIZING YOUR AUDIENCE (continued)

3 p.m.

REFRESHMENT BREAK

sponsored by iPublish, a Legacy.com company

3:30 p.m.

ROUNDTABLE DISCUSSIONS (select six tables to attend)

This session is open to newspaper executives only

AMG Parade	OwnLocal
Coda Ventures	Publication Printers
Creative Circle Media Solutions	Seyfarth Shaw
Lineup Systems	Software Consulting Services
Mather Economics	TownNews
Modulist	VoicePort

5:15 p.m.

ADJOURN

5:30-7 p.m.

RECEPTION - LAKESIDE TERRACE

Sponsored by DataJoe



Network: broadmoor meeting
Password: DirksVanEssen

20 SENIOR LEADERSHIP 21 CONFERENCE

THE BROADMOOR | COLORADO SPRINGS

IN PERSON OCTOBER 17-19

AGENDA | TUESDAY, OCTOBER 19, 2021

7:30-8:15 a.m.
CONTINENTAL BREAKFAST

8:15 a.m.
AMERICA'S NEWSPAPERS BUSINESS MEETING
Election of Officers and Directors

8:30 a.m.
THE AMERICA'S NEWSPAPERS RESEARCH PROJECT
Gordon Borrell, CEO, Borrell Associates

9:15 a.m.
BREAK

9:30 a.m.
THE POWER OF NEWSPAPER
ADVOCACY AND WHAT'S AHEAD
David Chavern, president and CEO, News Media Alliance
Dean Ridings, CEO, America's Newspapers

10:15 a.m.
COFFEE BREAK
Sponsored by American Hometown Media

10:30 a.m.
DEVELOPING A CULTURE OF SUCCESS
Facilitated by:
• Emily Walsh, president, Observer Media Group
• Leonard Woolsey, president, Southern Newspapers, Inc., and president and publisher, The Daily News, Galveston, Texas

12:15 p.m.
WRAP-UP and ADJOURN

LUNCH ON YOUR OWN

1:30-3:30 p.m.
BONUS SESSION: IDEA EXCHANGE
Facilitated by:
• Stacey Hill, executive vice president and chief operating officer, News-Press & Gazette Company

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Sunday Reception


Monday Reception


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Coffee on Monday


Monday Refreshments


Coffee on Tuesday


Breakfast on Monday


Breakfast on Monday


Breakfast on Monday


Breakfast on Monday



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