



America's  Newspapers  
**SENIOR LEADERSHIP  
CONFERENCE**  
THE ROOSEVELT HOTEL | NEW ORLEANS, LA

*Conference Agenda: Subject to change*

**Sunday, October 16**

- 3-5 p.m. America's Newspapers Board of Directors Meeting
- 6-7 p.m. **OPENING RECEPTION**

**Monday, October 17**

- 8-9 a.m. **BREAKFAST** (Foyer)  
*Sponsored by The Daily Wire*
- 9-4:30 p.m. **GENERAL SESSION**
- 9-9:30 a.m. **WELCOME AND INTRODUCTIONS**  
**Nat Lea**, president, America's Newspapers  
President and CEO, WEHCO Media
- THE STATE OF LOCAL NEWSPAPERS:  
WHAT ADVERTISERS REALLY THINK**  
**Gordon Borrell**, CEO, Borrell Associates
- Borrell will unveil the results of Year Two of this critical research on local advertising markets. Learn how local newspaper advertisers feel about the effectiveness of their advertising and future spending plans. Inform your strategy for identifying targets to grow your business.*
- 9:30-10:15 a.m. **A FOCUS ON REVENUE, Part 1**  
**A REVENUE PLAN FOR THE FUTURE:  
WHAT DOES IT LOOK LIKE?**
- The discussion will be prompted by survey questions.*
- 10:15-10:45 a.m. **BREAK WITH SPONSORS**
- 10:45-11:30 a.m. **DIVERSITY, EQUITY AND INCLUSION**

- 11:30-11:45 a.m.      **ADVOCACY UPDATE**  
**Danielle Coffey**, EVP/General Counsel, News/Media Alliance  
**Dean Ridings**, CEO, America's Newspapers
- An update on the latest advocacy issues*
- 11:45 a.m. -  
12:15 p.m.      **SOLUTIONS PARTNER SHOWCASE**
- 12:15-1:45 p.m.      **AWARDS LUNCH**  
*Sponsored by Seyfarth*
- PRESENTATION OF THE E&P PUBLISHER OF THE YEAR AWARD**  
Announced by:  
**Mike Blinder**, publisher, Editor & Publisher
- PRESENTATION OF THE INLAND LEADERSHIP AWARD**
- PRESENTATION OF THE CARMAGE WALLS COMMENTARY PRIZE**  
Announced by:  
**Lissa Walls Cribb**, CEO, Southern Newspapers, Inc.
- PRESENTATION OF THE FRANK W. MAYBORN LEADERSHIP AWARD**
- 1:45-2:30 p.m.      **LIFE IN COMMUNITY MARKETS**
- CEOs from smaller community newspaper markets discuss how they are responding to the changing market dynamics and economic challenges, how these changes differ from larger markets and what the industry overall can learn from their efforts.*
- 2:45-3:15 p.m.      **SOLUTIONS PARTNER SHOWCASE**
- 3:15-3:45 p.m.      **BREAK WITH SPONSORS**
- 3:45-4:30 p.m.      **A FOCUS ON REVENUE, Part 2**  
**REVENUE EVOLUTION**
- Newspapers of all sizes are diversifying their revenue from the traditional print and digital efforts. From video production to events and other non-traditional programs, this session will focus on the ones that are working and how newspapers of all sizes can make it happen.*
- 5-5:15 p.m.      **TRANSPORTATION TO MARDI GRAS WORLD**
- 5:30-7 p.m.      **RECEPTION AT MARDI GRAS WORLD**
- DINNER ON YOUR OWN**

## Thank you to our conference sponsors:



### Tuesday, October 18

8-9 a.m. **BREAKFAST** (Foyer)

9 a.m. - Noon **GENERAL SESSION**

9-9:15 a.m. **AMERICA'S NEWSPAPERS BUSINESS MEETING**  
Election of Officers and Directors

9:15-10 a.m. **DEALING WITH THE ECONOMIC CHALLENGES**

*2022 has brought a fresh set of economic obstacles to newspapers, following what were already challenging years. This discussion will focus on how newspapers are dealing with increases in raw materials, rising distribution costs, labor shortages, recruiting difficulties and other operational factors impacting the business. Ideas generated by this session alone should pay for the cost of the meeting.*

10:15-10:45 a.m. **SOLUTIONS PARTNER SHOWCASE**

10:45-11:15 a.m. **REFRESHMENT BREAK WITH SPONSORS**

11:15 a.m.-Noon **CHALLENGES IN HIRING AND RETAINING NEWSROOM EMPLOYEES**

Noon	<b>LUNCH ON YOUR OWN</b>
1:30-4 p.m.	<b>BONUS SESSION AT THE OFFICES OF THE TIMES-PICAYUNE</b>
1:30-2:30 p.m.	<b>TRACK 1:</b> <b>BRANDING CHALLENGES &amp; OPPORTUNITIES</b>
	<b>TRACK 2:</b> <b>CREATING DIGITAL SALES EXPERTS</b>
2:30-3 p.m.	<b>TRACK 1:</b> <b>NEWSLETTER SPRINTS</b>
	<b>TRACK 2:</b> <b>EVOLVING DIGITAL PRODUCT PORTFOLIO</b>
3-4 p.m.	<b>LEVERAGING YOUR LOCAL CULTURE TO DRIVE REVENUE</b>
4-5 p.m.	<b>CLOSING RECEPTION</b>