



NEWS INDUSTRY

Mega-Conference

APRIL 2-4, 2023 ★ HILTON ANATOLE ★ DALLAS, TX

Presented by America's Newspapers

PROGRAM AT A GLANCE

Times and dates are subject to change

Sunday, April 2

5:30-6:30 p.m. **WELCOME RECEPTION IN THE TOWN SQUARE** (East Atrium)

Monday, April 3

7:30-8:30 a.m. **BREAKFAST IN THE TOWN SQUARE** (East Atrium)
Sponsored by [PAGE Cooperative](#)

8:30 a.m. **GENERAL SESSION – WELCOME** (Stemmons Ballroom)
WELCOME TO DALLAS AND MEGA 2023
Grant Moise, CEO, Dallas News Corporation and publisher, The Dallas Morning News

LET THE RESEARCH BE YOUR GUIDE

America's Newspapers will reveal highlights from the just completed national study and leave you with a road map of key points to reference and reflect on as you make your way through sessions over the next two days.
Greg Watson, chief marketing officer, America's Newspapers

9:15 a.m. **THE ULTIMATE TRANSFORMATION: What does it take to move beyond print?**
The shift of news audiences to digital products has accelerated, just as the print delivery model is starting to break down. Now is the time to prepare for a reduction in print and the introduction of new news products. It's not a sudden process, and it requires strategic planning across the newspaper enterprise — from circulation, editorial, marketing, technology. We'll hear from industry leaders about how they are moving beyond print as their core product.
Session moderated by Amy Kovac-Ashley, head of national programs, The Lenfest Institute

- 10:15 a.m. **COFFEE BREAK IN THE TOWN SQUARE**
- 10:45 a.m. **GOING 'PHYGITAL': Transforming your organization**
 Learn how one organization transformed its operation to successfully balance between print and digital, including how to make the tough, entrepreneurial decisions required for future success. This session will examine best practices for building your organization for the future of news and how to rebrand, and build your brand, to get recognized by your print and digital customers.
John Garrett, president, Community Impact
- 11:30 a.m. **SOLUTIONS SHOWCASE: Real-world revenue solutions**
 Three industry experts — [Birdeye](#), [Legacy.com](#) and [Wehaa](#) — provide revenue opportunities every newspaper can take advantage of today.
- 12:15 p.m. **LUNCH IN THE TOWN SQUARE**
 Sponsored by [Whiz Technologies](#)
- 1:15-2:45 p.m. **SOLUTIONS ROUNDTABLES (Stemmons Ballroom)**
 This fast-paced session provides attendees with the opportunity to meet in a no-pressure, small group environment with a variety of companies that will provide overviews of how their products tackle some of today's challenges. This popular session — which is only open to newspaper attendees and the table hosts — will provide valuable information to develop strategic plans.
- Table hosts are:**
- | | |
|---|--|
| AffinityX | Marfeel |
| CitySpark | Mather Economics |
| Column | Piano |
| Creative Circle Media Solutions | SceneThink |
| Easy Tax Credits | Seyfarth |
| ICANON Newzware | Social News Desk |
| Jobcase (Recruitology) | Software Consulting Services |
| King Features | TakeAds |
- 2:45 p.m. **REFRESHMENT BREAK IN THE TOWN SQUARE**

3:15-4:00 p.m.

CONCURRENT SESSIONS:

EVENTS ARE BACK IN A BIG WAY: Are you maximizing your opportunities?

(Carpenter Ballroom)

Bob Woodward, publisher, TH Media and vice president, community media, Woodward Communications

CONNECTING WITH YOUR AUDIENCE TO GROW SUBSCRIBERS AND ENGAGEMENT (Stemmons Ballroom)

Rob Curley, editor, The Spokesman-Review

4:00 p.m.

Break to change sessions

4:15-5:15 p.m.

CONCURRENT SESSIONS:

BUILDING AND MONETIZING YOUR FIRST-PARTY DATA (Stemmons Ballroom)

Newspapers are sitting on massive databases and first-party data and segmented audiences are the future of their business; they will drive conversions and subscriber revenue. This session will uncover how to learn what they have, how to grow first-party data, and how to target that audience for monetization. You will learn first-hand from media organizations that have successfully gained new revenue from their first-party data and how you can, too.

Julie Foley, senior customer success manager, Second Street

Liz Huff, senior director of customer success, Second Street

AMERICA'S NEWSPAPERS LOCAL NEWSPAPER STUDY (Carpenter Ballroom)

Get a deeper look at the results of the 2023 Local Newspaper Study. This session will provide an overview on how Americans consume local news and how they perceive the role of local newspapers for delivering content as an advertising source.

Marianne Grogan, president, Coda Ventures

5:30 – 6:30 p.m.

RECEPTION IN THE TOWN SQUARE

Sponsored by [Cribb, Cope & Potts](#)

Dinner on Your Own

Tuesday, April 4

7:30-8:30 a.m.

BREAKFAST IN THE TOWN SQUARE

8:30 a.m.

GENERAL SESSION (Stemmons Ballroom)

AND, THE WINNER IS ... Mega-Innovation Award

The two finalists for this year's Mega-Innovation Award will talk about their entries and how your organization can learn and benefit from their innovations.

Award to be announced by Jason Taylor, president, Ventures, Gannett Media

FINALIST: Honolulu Star-Advertiser / Oahu Publications, Inc.

Entry presented by Aaron J. Kotarek, senior vice president, audience and operations

FINALIST: Richner Communications

Entry presented by Zachary Richner, director, and Stuart Richner, CEO

9:00 a.m.

MODERNIZE YOUR RECRUITING TO DELIVER TOP TALENT

Noted recruitment expert Julian Placino will lead this session on how newspapers can get creative and ignite their recruitment culture now. In a competitive job market, it's critical for newspapers to modernize how they recruit employees by focusing on people first (the who) and then focus on what they're trying to accomplish. You'll leave this session with a practical and actionable roadmap on how to energize your recruitment efforts.

9:45 a.m.

COFFEE BREAK IN THE TOWN SQUARE

10:15-11:00 a.m.

CONCURRENT SESSIONS:

BUY OR SELL. What is your newspaper worth? (Stemmons Ballroom)

Mike Blinder, publisher of Editor & Publisher Magazine, will host a panel of some of the industry's most respected media brokers who will offer the latest insights into the current buy/sell environment.

With Sara April, partner at Dirks, Van Essen & April, and John Thomas Cribb, director of Cribb, Cope & Potts

GNI AMERICA'S NEWSPAPERS COHORT - PROGRAM TAKEAWAYS

(Carpenter Ballroom)

Moderator and cohort participants to be announced soon

11:00 a.m.

Break to change sessions

11:15 a.m.-12:15 p.m.

DIGITAL TRANSFORMATION STRATEGIES TO FUTURE-PROOF YOUR BUSINESS MODEL (Stemmons Ballroom)

Digital engagement experts discuss strategies, tactics and philosophies that yield tangible results. Case studies and proof of concepts will be explored that detail how to increase digital audiences, revenue, retention levels and overall engagement and identify key performance indicators to scrutinize potential barriers to success.

Panel moderated by Aaron Kotarek, senior vice president, audience and operations, Oahu Publications, Inc.

12:15- 1:15 p.m.

LUNCH IN THE TOWN SQUARE

Sponsored by [A Marketing Resource - AMR](#)

- 1:15-2:30 p.m. **IDEA EXCHANGE ROUNDTABLES** (Stemmons Ballroom)
Exchange ideas directly with other attendees and come away with as many ideas as possible.
- Tables/Topics include:
- **Best Print Ideas and Magazine Publishing**
 - **Newspaper Advocacy Issues**
 - **State Public Notice Issues**
 - **Print Frequency**
 - **Community-Funded Newsroom Positions**
 - **Recruiting**, moderated by speaker Julian Placino
 - **America's Newspapers National Survey Recap**
 - **GNI Program Takeaways**, shared by participating members of America's Newspapers
- 2:30-3:00 p.m. **ADVOCATING FOR NEWSPAPERS**
 Learn about the latest advocacy efforts to protect local journalism, what the future holds for legislation and how publishers can get involved to help protect local journalism.
Dean Ridings, CEO, America's Newspapers
Danielle Coffey, executive vice president and general counsel, News/Media Alliance
- 3:00-3:30 p.m. **REFRESHMENT BREAK IN THE TOWN SQUARE**
- 3:30 p.m. Buses depart for The Dallas Morning News
- 4:00-5:30 p.m. **DALLAS MORNING NEWS SESSIONS:**
- RE-ENERGIZING YOUR NEWSROOM TO REACH NEW READERS WITH AUDIENCE-FOCUSED DATA**
Katrice Hardy, executive editor, The Dallas Morning News
Pete Doucette, senior managing director, strategy, Mather Economics
- UNLOCKING REVENUE THROUGH CAUSE MARKETING**
Gillian Breidenbach, partner + chief community officer, Medium Giant
- 5:30-6:30 p.m. **CLOSING MEGA RECEPTION**
Hosted by The Dallas Morning News
- 6:30 p.m. **CONFERENCE ADJOURNS**
- Dinner on your own in Downtown Dallas!

Thank you to our conference sponsors!



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