



America's Newspapers

SENIOR LEADERSHIP

CONFERENCE

OCTOBER 8-10, 2023 * CHICAGO

Conference Agenda

Subject to change

Sunday October 8

3-5:00 p.m. - *Chicago Ballroom (16th floor)*

Board Meetings

5:30 – 6:30 p.m. – *Michigan Ballroom*

Opening Reception

Monday, October 9

8:00 – 9:00 a.m. – *Great Lakes Foyer*

Breakfast

GENERAL SESSION – *Great Lakes Grand Ballroom*

9:00 a.m. – 10:30 a.m.

Welcome:

Advocacy in Action: Strategies for success

The newspaper industry has an excellent opportunity to benefit from two critical pieces of legislation in Congress right now. But the time is now for publishers to take action! This session will focus on the critical issues impacting advocacy efforts and what publishers should do to improve the chances for success. Attendees will come away with powerful information to help them make local decisions and a road map on how to build relationships with legislators and readers for success.

- What's Happening in Washington? A behind-the-scenes look at what's happening with the Community News & Small Business Support Act and JCPA.
- The State of Newspapers: Headlines from the America's Newspapers industry research study on what local newspaper publishers think about the future of the industry.
- What Publishers Must Do: Open discussion on the state of newspapers and what publishers must act on now and how to effectively engage with your representatives – and your community – on critical issues impacting newspapers.

10:30 – 11:00 a.m.

Break with Sponsors

11:00 – 11:45 a.m.

Medill Local News Accelerator:

Spurring innovation and improving sustainability of Chicago news organizations

Learn how partnerships between one of America's leading journalism schools and five Chicago-area news organizations are yielding encouraging new performance outcomes in the key areas of research and insights, content strategy, business strategy, product design and leadership development. You'll hear from Mackenzie Warren, a longtime news executive at Gannett who now leads Northwestern University's Medill Local News Accelerator. He'll be joined by leaders from La Raza, which has served Hispanic Chicagoans for 53 years, and the Daily Herald, whose history in the region stretches back almost to the time of Abraham Lincoln.

Mackenzie Warren, Lead, Medill Local News Accelerator

M. Eileen Brown, Vice President/Director of Strategic Marketing and Innovation, Daily Herald, Arlington Heights, Illinois

Jesús Del Toro, Editor in Chief, La Raza, Chicago, Illinois

11:45 a.m. – Noon

BLOX Digital Solution Showcase

AI and the future of newsroom efficiency

Host: Tony Bangert, CRO, BLOX Digital

Join us for a glimpse into the future of digital content creation with Bob Woodward, VP of Community Media at Woodward Communications. In this dynamic exchange, we'll discuss how AI can ethically augment the efficiency of the modern newsroom. We'll also explore how innovative tools like BLOX Digital's Smart Cropping are enhancing productivity at Woodward Communications. Finally, we'll preview the cutting-edge AI tools under development at BLOX Digital.

Noon – 12:15 p.m.

Legacy.com Solution Showcase

12:15 – 1:45 p.m. – Michigan Ballroom

America's Newspapers Awards Luncheon

- America's Newspapers Annual Business Meeting
- Awards presentations:
 - Carmage Walls Commentary Prize
 - Inland Distinguished Service Award
 - Frank Mayborn Leadership Award
 - Executive Development Class of 2023

1:45 – 2:45 p.m.

Revenue 2024

This fast-paced session will feature some of the industry's leading voices discussing the hottest issues and opportunities in revenue management, development and diversification opportunities, including events, digital revenue, sales training & recruitment and more.

2:45 - 3:00 p.m.

Lineup Solution Showcase

3:00 – 3:15 p.m.

Upland (Second Street) Solution Showcase

3:15 – 3:45 p.m.

Break with Sponsors

3:45 – 4:45 p.m.

Content 2024

Editorial leaders from across the industry will discuss the hottest issues and opportunities in building strong local news products in the coming year, including digital content, diversity, trust in media, revenue-producing content and more.

Moderated by Tim Franklin, Senior Associate Dean and John M. Mutz Chair in Local News

4:45 – 5:00 p.m.

Atex Solution Showcase:

Solving Today's Newsroom Challenges: Newsday's success story

Host: Chris Freeman, account executive, Atex

Join us for an interactive presentation with Jack Millrod, director of editorial technology at Newsday, and Chris Freeman of Atex. Learn how Newsday has overcome newsroom challenges with innovative solutions such as content budgeting, multichannel workflows and visual storytelling tools. We'll discuss how Newsday is able to excel in today's leaner environment and get a preview of their next steps, including the introduction of AI-assisted SEO tools. Discover how to reach and engage audiences in the digital age and get insights that you can apply to your own newsroom.

5:00 – 5:15 p.m.

SCS Solutions Showcase:

Data Analytics and Data Visualization: The key to sales and work-flow empowerment

Kurt Jackson, owner, will explore how Software Consulting Services is using Data Analytics and Data Visualization to enhance sales and workflow efficiency in any type of organization.

5:15 p.m.

Adjourn

5:30 – 6:30 p.m. – Michigan Ballroom

Reception

Tuesday, October 10

8:00 – 9:00 a.m. – Great Lakes Foyer

Breakfast

GENERAL SESSION – Great Lakes Grand Ballroom

9:00 – 10:30 a.m.

Generative AI: The latest innovations and setting guidelines to maintain trust with sources and readers.

Local news publishers need to push through the hype and the fear and realize they have NO choice but to think about generative AI now. This session will highlight the latest innovations in AI and, most critically, the need for publishers to set clear guidelines for use to maintain trust with their sources and audiences.

Jeremy Gilbert, Knight Professor in Digital Media Strategy at the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University

David Adkins, Senior Engineering Manager at Meta

10:30- 11:00 a.m.

Break with Sponsors

11:00- 11:30 a.m.

Legal Impacts of Generative AI on the Newspaper Industry

This session will focus on the basics and the risks and benefits of generative AI, and emerging legal issues.

J. Stephen Poor, Partner, Seyfarth Shaw

11:30 - 12:30 p.m.

What's Next for AI?

The expert panel of specialists leads this open discussion on the future opportunities and challenges AI will bring to local newspapers.

Moderated by Daisy Donald, Principal, FT Strategies

12:30 p.m. – Conference adjourns