



Conference Agenda - *Subject to change*

Sunday, October 8

Noon – *Superior East*

Conference Registration Desk Opens

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

Board Meetings

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

Opening Reception

Sponsored by Kodak



Monday, October 9

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

Breakfast

Sponsored by Seyfarth



9:00 – 10:15 a.m.

WELCOME | GENERAL SESSION – *Great Lakes Grand Ballroom*

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.

Moderator: Kevin Hall, President, Georges Media Group

Panelists:

Mike Fortman, Associate Publisher, TH Media

Jason Hegna, VP Sales, Shaw Media

Paul Kasbohm, EVP/CRO, StarTribune

Amy Sutton, Inside Advertising Director, The Post and Courier

10:15 – 10:30 a.m.

AI and the Future of Newsroom Efficiency: 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.

Host: Tony Bangert, CRO, BLOX Digital

Presenter: Bob Woodward, VP of Community Media, Woodward Communications



10:30 – 10:45 a.m.

Better Together:

Where 25 Years of Newspaper Partnership will Take Us Next: Legacy.com

Join Legacy.com's Executive Chairman Stopher Bartol as he discusses his company's longstanding and evolving commitment to newspapers and how Legacy's latest investments are already adding value for clients.

Host: Stopher Bartol, Executive Chairman, Legacy.com



10:45 – 11:15 a.m.

Break with Sponsors

Coffee sponsored by BellCornerstone

Refreshments sponsored by Coda Ventures



11:15 a.m. – 12:15 p.m.

Local Media Accelerator

Take a deep dive on how a partnership 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.

Moderator: Mackenzie Warren, Lead, Medill Local News Accelerator

Panelists:

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

Jesús Del Toro, Editor in Chief, La Raza

Yazmin Dominguez, Assistant Director, Local News Accelerator, Northwestern University

Travis Siebrass, Deputy Managing Editor/Digital, Daily Herald

12:15 – 1:45 p.m. – Michigan Ballroom

America's Newspapers Awards Luncheon

Sponsored by Jobcase



- 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.

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.

Moderator: Tim Franklin, Senior Associate Dean, Medill School, Northwestern University

Panelists:

Jennifer Kho, Executive Editor, Chicago Sun-Times

Aaron Morrison, Race and Ethnicity News Editor, The Associated Press

Allison Petty, Central Illinois Executive Editor, Lee Enterprises Inc.

Mitch Pugh, Executive Editor, Chicago Tribune

Eric Schurenberg, Founder and Executive Director, Alliance for Trust in Media

2:45 - 3:00 p.m.

Solving Today's Newsroom Challenges: Newsday's Success Story: 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.

Host: Chris Freeman, Account Executive, Atex



3:00 – 3:15 p.m.

Making “Best Of” a Year-Round Revenue & Audience Machine: Second Street



Your “Best Of Ballot” is the top revenue and audience initiative of the year. Don’t miss out by only focusing on your “Best Of” for two months out of the year. Join Julie Foley, senior customer success manager at Second Street, to learn how “Best of Ballots” should be a continued celebration that drives success all year long!

Host: Julie Foley, Senior Customer Success Manager, Second Street

3:15 – 3:45 p.m.

Break with Sponsors

Coffee sponsored by BellCornerstone

Refreshments sponsored by Cribb, Cope & Potts



3:45 – 4:00 p.m.

Enabling Reach and Revenue: Lineup Innovation and Client Success: Lineup Systems

Learn how Lineup is continuing to innovate by helping clients increase advertising revenue and audience monetization.

Host: Michael Mendoza, Founder and CIO, Lineup Systems



4:00 – 4:15 p.m.

Data Analytics and Data Visualization: The Key to Sales and Workflow Empowerment: SCS

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.

Host: Kurt Jackson, Owner, SCS



4:15 – 5:30 p.m.

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.

Moderator: Cameron Nutting Williams, CRO, Ogden Newspapers

Presenters:

Danielle Coffey, President/CEO, News/Media Alliance

Dean Ridings, CEO, America's Newspapers

Panelists:

Alan Fisco, President, The Seattle Times Company

Zachary Richner, Director, Richner Communications

Francis Wick, CEO, Wick Communications

Heidi Wright, COO & Publisher, EO Media Group

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

Reception

Sponsored by RevContent

REVCONTENT

Tuesday, October 10

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

Breakfast

Sponsored by FT Strategies

FT STRATEGIES

9:00 – 10:30 a.m.

GENERAL SESSION – *Great Lakes Grand Ballroom*

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.

Presenter: Jeremy Gilbert, Knight Professor in Digital Media Strategy, Medill, Northwestern University

Responsible Generative AI

This is an off-the-record discussion on how to build AI systems responsibly as more and more companies, including publishers, start to think about how to use AI systems in their day-to-day business. With recent developments in AI, the ability for small businesses to build their own models is much more accessible than it has ever been before. Chloé Bakalar will discuss how these models are being used, some of the pitfalls and concerns, and how to avoid these issues as you start to explore AI's use in your business and news operations.

Presenter: Chloé Bakalar, Chief Ethicist, Meta

10:30- 11:00 a.m.

Break with Sponsors

Coffee sponsored by BellCornerstone

Refreshments sponsored by DataJoe

BELLCORNERSTONE
Commercial Real Estate



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.

Presenter: J. Stephen Poor, Partner, Seyfarth Shaw

11:30 - 12:30 p.m.

What's Next for AI?

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

Moderator: Daisy Donald, Principal, Head of Americas, FT Strategies

Panelists:

Chloé Bakalar, Chief Ethicist, Meta

Jeremy Gilbert, Knight Professor in Digital Media Strategy, Medill, Northwestern University

J. Stephen Poor, Partner, Seyfarth Shaw

12:30 p.m. – Conference adjourns

Thank you to our conference sponsors!

