CONFERENCE AGENDA

Subject to change

Sunday, April 14

1:30 p.m.  REGISTRATION DESK OPENS

5:30-6:30 p.m.  WELCOME RECEPTION IN THE TOWN SQUARE

Sponsored by Kodak

Monday, April 15

7:30-8:30 a.m.  BREAKFAST IN THE TOWN SQUARE

Sponsored by Compulse

8:30 a.m.  GENERAL SESSION

WELCOME TO ARIZONA AND MEGA-CONFERENCE

8:40 a.m.  GENERAL SESSION

Mi-Ai Parrish, managing director, Arizona State University, CEO and founder, MAP Strategies Group

9:15 a.m.  GENERAL SESSION

The AI Impact on Local News

AI is impacting the local news environment at a rapid speed. It's not just about content, it's also changing the way sales and operations will be run.

Jeremy Gilbert, professor and Knight Chair in Digital Media Strategy at Medill, Northwestern University

9:50 a.m.  COFFEE BREAK IN THE TOWN SQUARE
10:20 a.m. **Concurrent Sessions:**  
**Innovative Strategies for Revenue Growth**  
An all-star sales panel will detail the strategies, technologies and best practices that empower their organizations to make data-driven revenue generation a reality. We’ll also discuss strategies on how to push sales reps out of their comfort zone and into multi-media, digitally savvy consultants and all-star sellers. With Chris Stegman, CRO, The Salt Lake Tribune, and others

**Politics 2024**  
Politics will dominate the media landscape at the national, state and local levels for the rest of the year. This session will focus on how newsrooms in some of the most contested areas are building coverage plans to engage audiences and provide insights.

11:00 – 11:15 a.m. Break

11:15 a.m. **Concurrent Sessions:**  
**Digital Product Development: Building a Lasting Book of Business**  
This session delves into the strategic approaches for creating and nurturing a sustainable book of business through digital products and offerings. We will explore the critical decision-making process between leveraging external vendors and internal development (in housing), evaluating their impacts on scalability, cost-effectiveness and innovation. Robert Young, GM, Advertising, The Advocate, NOLA

**AI is for More Than Content! Using AI to Enhance Operations**  
While the focus in the media world has been on how AI can impact content, new AI-driven applications are being introduced every day that enhance other areas of the operation. This session will introduce how AI is being used to find efficiencies in distribution, operations, HR and more with real-world examples from inside and outside the media industry. With Rachel See, senior counsel, Seyfarth Shaw, LLP

12:00 p.m. **LUNCH IN THE TOWN SQUARE**  
*Sponsored by SCS*

1:00 p.m. **General Session:**  
**Growing Audience and Creating Meaningful Conversations with Your Communities**  
This dynamic session delves into how newsrooms can more effectively open communication with readers using digital and data tools. Newspapers of any size can learn valuable strategies to engage new and existing readers. With Josh Awtry, senior vice president / audience development, Newsweek
1:40 p.m.       COFFEE BREAK – TOWN SQUARE

2:10 p.m.       SOLUTIONS ROUNDTABLES
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 — open only to newspaper attendees and the table hosts — will provide valuable information to develop strategic plans.

*Table hosts include: BellCornerstone, CitySpark, Column, Creative Circle Media Solutions, Elite Insights, Enghouse Interactive, FT Strategies, Jobcase (formerly Recruitology), King Features, Monster, NERUS Strategies, Newzware/ICANON, OnPremise Network, OwnLocal, Seyfarth Shaw and Spot-On*

4:00 p.m.       General Session
Evaluating & Recruiting All-Star Employees/Structuring, Recruiting and Evaluating All-Star teams
Best practices for finding and keeping great people. We’ll tap into generational differences and how media companies are recruiting and incentivizing future employees. Along with strategies around how to keep, retain, and build a successful multi-media sales team.

4:30 p.m.       General Session
Putting Local in Local Sales
This fast-paced panel discussion with three industry leaders will focus on where their local sales success is coming from and how you can adopt their ideas into your local operation, today. *With Mike Blinder, publisher E&P Magazine*

5:15 p.m.       Sessions End

5:30-6:30 p.m.  WELCOME RECEPTION IN THE TOWN SQUARE
Sponsored by Gannett

*Tuesday, April 16*

7:30-8:30 a.m.  BREAKFAST IN THE TOWN SQUARE
Sponsored by INDIGO TRIGGER
8:30 a.m. **General Session**  
**Advocating For Local Journalism**  
The News/Media Alliance is leading the way on seeking compensation from Big Tech for their use of newspapers’ content. **Danielle Coffey, president and CEO**, provides an update on where the JCPA is now and what’s happening in other states.

Learn about America’s Newspapers’ 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**

9:10 a.m. **Break**

9:20 a.m. **General Session**  
**Leads to Cash**  
Tap into real-world examples and gain practical knowledge and actionable insights to supercharge your lead generation efforts. The Leads-to-Cash session will review the tools and platforms to drive successful lead generation operations from beginning to end. We will dive into how this cross-department system structuring will develop revenue growth across the entire organization. **Moderated by Christopher Prinos, founder and CEP, INDIGO TRIGGER**

10:00 a.m. **COFFEE BREAK IN THE TOWN SQUARE**

10:30 a.m. **General Session**  
**Strategic Philanthropy**  
This session will discuss how philanthropic partnerships can be utilized to meet the coverage needs of local communities. Discover innovative approaches to community engagement and support through strategic philanthropy. **Stacy Sullivan, director of local philanthropic partnerships at USA TODAY Network | Gannett**

11:15 a.m. **General Session**  
**Subscriber Revenue and Retention**  
Building reader revenue continues to be at the forefront of every organization’s strategic plan. This session will focus on how to involve the total operation to engage new audiences and retain existing readers.

Noon **LUNCH IN THE TOWN SQUARE**

1:00 p.m. **General Session**  
**Measuring Local Newspaper Ad Effectiveness**  
America’s Newspapers and Coda Ventures unveil the results of the 2024 Local Newspaper Ad Effectiveness Study. Learn how local newspaper ads stack up against the competition across a wide variety of retail segments.
1:45 p.m. **General Session**

*Mega-Conference Idea Exchanges*

These always popular sessions wrap-up the Mega-Conference! Connect with your colleagues and exchange your best ideas in revenue, content, digital and more.

3:00 p.m. **Mega-Conference Concludes**

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