



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

Conference Agenda: Subject to change

Sunday, October 16

- 1:30 p.m. **Conference Registration Desk opens**
- 3-4:30 p.m. **America's Newspapers Board of Directors Meeting**
- 4:30-5:30 p.m. **Public Notice Subcommittee Meeting**
- 6-7 p.m. **OPENING RECEPTION** (Blue Room)

Monday, October 17

- 8-9 a.m. **BREAKFAST** (Foyer) **DAILY WIRE**
Sponsored by The Daily Wire

- 9-4:30 p.m. **GENERAL SESSION** (Roosevelt Ballroom)

- 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. The discussion will be prompted by survey questions.

- 9:30-10:15 a.m. **A FOCUS ON REVENUE, Part 1**
**A REVENUE PLAN FOR THE FUTURE:
WHAT DOES IT LOOK LIKE?**
Discussion leaders:
Alan Fisco, president and CFO, The Seattle Times Company

Cameron Nutting Williams, regional publisher and CRO,
Ogden Newspapers
Bob Woodward, publisher, TH Media/Telegraph Herald, and vice
president, Woodward Communications

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

Larry Graham, founder and executive director,
The Diversity Pledge Institute
Gaby Martinez-Stevenson, director of institutional research,
The Diversity Pledge Institute

Studies have shown that diverse workplaces lead to increased revenue, happier employees and consumers. This session will focus on illustrating the strategies and tools newsrooms can use to meaningfully diversify their organizations in efforts to exceed their readership and revenue goals, retain staff and reflect the communities they serve. This will include: avoiding the pitfalls of checkbox diversity, how to approach structural changes to your newsroom and lessons from the diversity & inclusion pilot survey.

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. - Noon

SOLUTIONS PARTNER SHOWCASE
TownNews



Noon – 12:15 p.m.

SOLUTIONS PARTNER SHOWCASE
Legacy.com



These Showcases will highlight successful case studies from newspapers working directly with our Solutions Partners. Learn what's working for them and how new technologies and programs can translate to revenue or efficiencies for your organization.

12:15-1:45 p.m.

AWARDS LUNCH

Sponsored by Seyfarth Shaw



**PRESENTATION OF THE E&P
PUBLISHER OF THE YEAR AWARD**

Announced by:

Mike Blinder, publisher, Editor & Publisher



PRESENTATION OF THE INLAND DISTINGUISHED SERVICE AWARD

Announced by:

Jeremy Halbreich, chairman/CEO,
AIM Media Management



PRESENTATION OF THE CARMAGE WALLS COMMENTARY PRIZE

Announced by:

Lissa Walls Cribb, CEO, Southern Newspapers, Inc.

**RECOGNITION OF THE PARTICIPANTS IN THE EXECUTIVE
DEVELOPMENT PROGRAM**

Announced by:

Nat Lea, president and CEO, WEHCO Media

PRESENTATION OF THE FRANK W. MAYBORN LEADERSHIP AWARD

Announced by:

Nat Lea, president and CEO, WEHCO Media

1:45-2:30 p.m.

LIFE IN COMMUNITY MARKETS

Moderator:

Tom Yunt, retired media executive and board chair, Delphos Herald, Inc.

Panelists:

Jeremy Gulban, CEO, CherryRoad Media, Inc.

James Paxton, president and CEO, Paxton Media Group

Heidi Wright, COO, EO Media Group/The Bulletin

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.

2:45-3:00 p.m.

**SOLUTIONS PARTNER SHOWCASE
Easy Tax Credits**



3-3:15 p.m.

**SOLUTIONS PARTNER SHOWCASE
OwnLocal**



These Showcases will highlight successful case studies from newspapers working directly with our Solutions Partners. Learn what's working for them and how new technologies and programs can translate to revenue or efficiencies for your organization.

- 3:15-3:45 p.m. **BREAK WITH SPONSORS**
- 3:45-4:30 p.m. **A FOCUS ON REVENUE, Part 2
REVENUE EVOLUTION**
Discussion leaders:
Beth Bowers, senior director, revenue, The Atlanta Journal-Constitution
Paul Kasbohm, CRO/SVP, StarTribune, Minneapolis
- 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 FOR THE RECEPTION**
Meet at the back entrance of the hotel on Baronne Street.
- 5:30-7 p.m. **RECEPTION AT MARDI GRAS WORLD**
1380 Port of New Orleans Place, New Orleans
- This is a tour of New Orleans' famous Kern studios – giving you a behind-the-scenes tour of the making of the world's biggest Mardi Gras festival. Transportation is provided to Mardi Gras World, but no transportation is provided to return to the hotel or to dinner. (Mardi Gras World is a 20-minute walk to the beginning of Canal Street, but we recommend using Uber to take you to dinner or back to the hotel.)*
- The Monday reception and parade to the reception are sponsored by The Times-Picayune | NOLA.com.*



DINNER ON YOUR OWN

Tuesday, October 18

- 8-9 a.m. **BREAKFAST (Foyer)**
Sponsored by Software Consulting Services
- 9 a.m. - Noon **GENERAL SESSION (Roosevelt Ballroom)**
- 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

Discussion leaders:

Brad Waters, president, Sentinel Media Co., Rome, NY

Francis Wick, CEO, Wick Communications

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.

10:15-10:30 a.m.

SOLUTIONS PARTNER SHOWCASE

AdCellerant



10:30-10:45 a.m.

SOLUTIONS PARTNER SHOWCASE

Lineup



These Showcases will highlight successful case studies from newspapers working directly with our Solutions Partners. Learn what's working for them and how new technologies and programs can translate to revenue or efficiencies for your organization.

10:45-11:15 a.m.

REFRESHMENT BREAK WITH SPONSORS

11:15 a.m.-Noon

CHALLENGES IN HIRING AND RETAINING NEWSROOM EMPLOYEES

PJ Browning, publisher, The Post and Courier, Charleston

Mark Lane, president, WEHCO Newspapers

Most every newspaper is challenged in recruiting and retaining newsroom talent. How do we change the landscape?

Noon

LUNCH ON YOUR OWN

1:30-4 p.m.

BONUS SESSION AT THE OFFICES OF THE TIMES-PICAYUNE

840 St. Charles Avenue, New Orleans



1:30-2:30 p.m.

TRACK 1:

BRANDING CHALLENGES & OPPORTUNITIES

TRACK 2:

CREATING DIGITAL SALES EXPERTS

2:30-3 p.m.

TRACK 1:

NEWSLETTER SPRINTS

**TRACK 2:
EVOLVING DIGITAL PRODUCT PORTFOLIO**

3-4 p.m.

LEVERAGING YOUR LOCAL CULTURE TO DRIVE REVENUE

4-5 p.m.

CLOSING RECEPTION AT THE OFFICES OF THE TIMES-PICAYUNE

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