



The Mirage Hotel | Las Vegas, Nevada | February 24-26, 2014

The 2014 Key Executives Mega-Conference features the best thought leaders addressing the hottest trends in the industry today for increasing revenue, audience and engagement. This jam-packed program is developed jointly by the Inland Press Association, Local Media Association and the Southern Newspaper Publishers Association.

Legacy + Innovation = Transformation

Monday, February 24

Monday sessions sponsored by

 **USA WEEKEND**

10:00 am - **PRE-CONFERENCE BONUS SESSION (Bermuda A)**

Noon

Simplifying Digital Services Selling ... for Easy Deployment & Big Profits!

Can media companies, with *limited resources*, sell services beyond print and banner ads to small business owners? Internationally recognized **multimedia consultant Mike Blinder** and a **panel of media executives** – from markets of all sizes – will discuss how they make sizable profits by expanding product offerings to digital services, social networking assistance and native advertising sales. Join us to learn some easy-to-implement ways to use your existing sales resources to capture new revenue. Attendees will have access to sales materials and deployment information so they can use these tactics to make money immediately, in their own markets. ([read more](#))

Panelists: **Jerry Healey**, publisher and owner, Colorado Community Media
Matt Lohrmann, classified advertising manager, Walla Walla Union-Bulletin
Terry Ward, chief operating officer, KPC Media Group
Katie Wilson, digital advertising director, The Quad-City Times

10:00 am **Trade Show Opens (Ballrooms F, G, H)**

Visit our R&D partners throughout the conference. Let them show you how their products and services can improve your newspaper's bottom line.

1:00 pm - **OPENING GENERAL SESSION (Ballroom A)**

2:15 pm

The 2014 Advertising Outlook in YOUR Market

As marketers adjust media spending, local advertising is gaining in popularity. In 2014, for the first time, local advertising will surpass \$100 billion, or 37% of all U.S. advertising expenditures. What's happening in your market? **Gordon Borrell**, CEO of **Borrell Associates**, will offer insights on the biggest national trends. ([read more](#))

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2:30 pm -
3:30 pm

THREE CONCURRENT SESSIONS

Re-Inventing the Local Media Consortium (Ballroom A)

When the Newspaper Consortium rebooted as the Local Media Consortium in October, it did more than change its name. Pivoting from its long-term relationship with Yahoo!, the LMC is leveraging the scale of its membership (more than 800 newspapers and 200 broadcast outlets with a combined monthly digital footprint of 200 million users and 2 billion page views) to forge new partnerships, explore new development opportunities and allow members to work together to innovate. **Rusty Coats, executive director**, will explain how the Local Media Consortium evolved, where it is headed and why it's important to media companies. [\(read more\)](#)

Monetizing Mobile – An \$8 Million Case Study (Bermuda A)

Text messaging is often overlooked when local media companies think about monetizing mobile. In Chicago, selling text message campaigns to local SMBs has resulted in a revenue stream of \$8 million. It is easy to sell and is delivering great results for the clients. "Coaches" handle the fulfillment which frees up the sales reps to keep selling. Mobile marketing guru **Dick Larkin serves is president of Commando Marketing**, a company he co-founded in 2001. His specialty is mobile and loyalty marketing for locally focused businesses. [\(read more\)](#)

The Importance of a Carefully Drafted Social Media Policy (Bermuda B)

Employees' social media activities – whether for professional or personal usage, on- or off-the-clock, from one's work computer or personal mobile device – may impact your business in more ways than you might expect. Putting a social media policy into effect that attempts to limit what your employees can access at work and say about your company on social media platforms has to be done thoughtfully so it will not infringe on employees' rights. This session, led by **Rich Lapp and Joseph Marra of Seyfarth Shaw LLP**, will address the need to develop a social media policy and potential legal pitfalls you may encounter along the way. We will also provide pointers on crafting your policy so as to walk the line between protecting your legitimate business interests and staying out of court.

3:30 pm -
4:00 pm

R&D BREAK (Ballrooms F, G, H)

Refreshments in the Trade Show,
and an opportunity to learn from our R&D partners.

Refreshments sponsored by Seyfarth Shaw LLP



4:00 pm -
5:00 pm

GENERAL SESSION (Ballroom A)

Content Marketing: Fun and Profit Beyond the Advertorial Box

In order to properly fit ourselves into the network, we must remove industrial age thinking from our business minds. If we can do that, we are able to see content marketing in a different light. It's really the people formerly known as the advertisers functioning like media companies themselves. How do we fit in that context, and more importantly, how do we make money (not increase revenue) in so doing? With **Terry Heaton, president, Reinvent21**.

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5:15 pm -
6:45 pm

WELCOME RECEPTION (Ballrooms F, G, H)

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Tuesday, February 25

Tuesday sessions sponsored by



7:15 am -
8:00 am

R&D BREAKFAST (Ballrooms F, G, H)

Light breakfast in the Trade Show and an opportunity to learn from our R&D partners.

8:00 am -
9:15 am

GENERAL SESSION (Ballroom A)

What Will the Digital Natives Do?

First, Amazon founder Jeff Bezos bought The Washington Post for \$250 million of his own money. Then, eBay founder Pierre Omidyar pledged an identical sum to build a bottoms-up digital news organization. How will these digital natives change the practice of journalism and the delivery of the news? What new revenue streams and business models will they introduce? Start thinking the way they think with a panel of digital savants assembled by our moderator **Alan D. Mutter**, industry consultant and author of *Reflections of a Newsosaur*.

Panelists: **Rob Barrett**, vice president of Yahoo News/Finance and former digital chief of L.A. Times

Eric Bright, vice president of eCommerce for Deseret Digital Media and lifelong eMerchandise

Liz Lufkin, editorial director, OZY.com

John Temple, founding editor of Pierre Omidyar's Honolulu Civil Beat and former managing editor of The Washington Post

9:30 am -
10:30 am

THREE CONCURRENT SESSIONS

Programmatic Buying – Pros and Cons of Automated Sales (Ballroom A)

Programmatic buying – also known as RTB (real time bidding) or ad exchanges – is changing the way online publishers do business as these automated exchanges have been embraced by big advertisers as their preferred method of buying display advertising. But is putting inventory on auction-based exchanges really the best way for newspapers to maximize their digital revenue, or is programmatic buying simply driving down the price of advertising and cutting out the publisher? **Randy Bennett**, president, **Bennett Media Solutions**, and **Sam Metcalf**, manager of digital yield at **Milwaukee Journal Sentinel**, explain the pros and cons of programmatic buying, and the strategies behind successfully optimizing all online ad inventory. ([read more](#))

Take Back Your Classified Marketplace Now! (Bermuda A)

Learn the proven strategies that every newspaper, no matter its size, can implement to win back print and online recruitment, automotive and real estate revenue. **Janet DeGeorge**, president of **Classified Executive Training and Consulting**, will demonstrate how newspapers have seen a return of classified revenues and improvements in circulation. ([read more](#))

Keeping Print Alive by Listening to Your Customers (Bermuda B)

Digital may be our future, but print still holds tremendous power. How can we learn from our readers – current, past and potential – to improve our core product and extend the life of print? Hear from hundreds of media consumers interviewed by the team at Magid on why they read your paper – and why they don't. We'll share success stories from markets big and small and tell you how you can set your print revenue on the road to growth. **With Bill Day**, executive director of **Frank N. Magid Associates**, and **David Arkin**, vice president of content with **GateHouse Media**. ([read more](#))

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10:30 am - **R&D BREAK (Ballrooms F, G, H)**

11:00 am Refreshments in the Trade Show and an opportunity to learn from our R&D partners.

11:00 am - **THREE CONCURRENT SESSIONS**

Noon

Digital Agencies 2.0 (Ballroom A)

Digital agencies represent the hottest growth opportunity for many local media companies. As this space continues to emerge, new trends are developing. In addition to building websites and selling search, social and mobile, companies are now seeing opportunities in PR, inbound marketing and brand development. Agencies are also landing bigger accounts than they ever imagined. Panelists will share these details during this must-attend session.

Panelists: **Jason Erdahl**, executive director/digital media, Minneapolis Star Tribune
Anthony Habayeb, senior vice president, development and alliances, Propel Marketing
Ryan Moffat, regional sales director for AdTaxi

Making Print YOUR Competitive Advantage for Online Promotions (Bermuda A)

Online promotions are exploding and are expected to produce revenue of nearly \$80 billion by 2017. Newspapers can continue to get their share of this revenue by integrating their online promotions with print components – a unique way to amplify online promotions that newspapers can easily tap into. Newspapers of all sizes are driving serious revenue, with some seeing more than \$100K from a single promotion. Join us as **Julie Foley, director of affiliate contesting success at Second Street**, explores how the power of print can help your online promotions reach new heights! ([read more](#))

Paywalls, Membership Models and Google Customer Surveys:

What Paid Content Option Is Right For You? (Bermuda B)

For newspapers the paid content issue was once a stark choice – to charge or not to charge. Now they confront an array of options from tight or porous paywalls, to meters, to memberships, “freemium” content to Google Customer Surveys. This session looks at the strengths and drawbacks of each approach as well as hybrid strategies such as combining a pay meter with Google Customer Surveys.

Moderator: **Daniel Williams**, chief executive officer, Leap Media Solutions
Panelists: **Rich Forsgren**, chief technology officer, Times Publishing Company (Erie Times-News)
Mike Jenner, Houston Harte Endowed Chair, Missouri School of Journalism, University of Missouri

Noon **LUNCH (Ballrooms B, C, D, E)**

1:30 pm

Sponsored by:



1:30 pm - **THREE CONCURRENT SESSIONS**

2:30 pm

Enablement from the Back End (Ballroom A)

Many believe that the industry is – and must be – headed for “Zero Capital Budgets” and three significant trends happening simultaneously are behind this initiative: The consolidation of production into print centers; the sourcing of software to the cloud for content, advertising, circulation and finance; and the sale of company facilities and moving to a “hoteling” or a mobile operations model. Combined, all three lead to a true Local Media House, and away from hardware, equipment and building that consume limited resources. When the capital budget is \$0, the capital can be redeployed for revenue experiments and business development. ([read more](#))

Moderator: **Rick Surkamer**, president, Surkamer Advisors LLC
Panelists: **Robert Brown**, president and COO, Swift Communications

Evan A. Ray, president, Gannett Publishing Services, McLean, Va.
Ron Sams, vice president of sales, manroland web systems

10 Audience Development and Circulation Metrics for Audience and Revenue Growth (Bermuda A)

Today's modern audience development / circulation department finds itself embracing the new digital world while, in part, still relying on traditional measurements to define success. During this break-out session, one of the industry's most respected experts in circulation and audience growth reviews 10 crucial metrics – and how you can put them to use immediately to grow audience and revenue. With **Steve Wagenlander, publisher and president, Summerville Communications, and corporate director of audience development, Evening Post Industries.** ([read more](#))

Smile, You're On Digital Video: A Promising New Tool for Newspapers (Bermuda B)

Newspapers have heard ad nauseam that their business model has been “disrupted” by digital media. But it turns out that digital is giving newspapers a tool to be the disrupter: digital video. With the lessons learned from the early days of the Internet, newspapers must do more than simply load their print content into their websites. Newspapers are well-positioned to disrupt local TV stations by producing their own engaging content. For newspapers, digital video offers two big benefits: the CPMs from video are higher than broadcast, and the perceived value of video makes subscriptions or memberships more attractive to audiences. This session lays out the specific steps necessary to take advantage of digital video. With **Shannon Kinney, founder and client success officer, Dream Local Digital**

2:30 pm - R&D BREAK (Ballrooms F, G, H)

3:00 pm Refreshments in the Trade Show and an opportunity to learn from our R&D partners.

3:00 pm - TWO CONCURRENT SESSIONS

4:00 pm

Town Hall/Idea Exchange for Small Dailies and Weeklies (Bermuda A)

Bring your best idea and take away many more that you can use right away to improve your business and your bottom line. Moderated by **Adam Burnham, vice president, interactive sales and services, Affinity Express.** Burnham is the former vice president of advertising and digital for Journal Register Company/Digital First Media.

Town Hall/Idea Exchange for Larger Dailies (Bermuda B)

A session to share your best ideas for increasing revenue, cutting costs, and improving operations with your peers. Bring your best, and hear what is working at other newspapers. Moderated by **Tom Yunt, president and CEO of Wick Communications Co.**

4:15 pm - GENERAL SESSION (Ballroom A)

5:15 pm

How will Social Advertising Technology Affect Newspapers?

REVENUE.com is a native advertising technology that allows publishers to post in-stream sponsored content online to earn revenue and is redefining online advertising with its social advertising technology. Working with leading brands, Revenue.com has launched over 5,000 native ad campaigns. The company launched in May of 2012 and today has more than 800 advertisers. In 2012, Revenue.com was named "The Next Big Thing" by the Paley Center for Media. How will the future of native advertising affect newspapers? With **Francisco Diaz-Mitoma Jr., CEO, Revenue.com**

6:00 pm - EVENING RECEPTION HOSTED BY NEWSCYCLE Solutions

8:30 pm The Beatles' REVOLUTION Lounge at The Mirage



Wednesday, February 26

7:15 am - R&D BREAKFAST (Ballrooms F, G, H)

7:45 am Light breakfast in the Trade Show and an opportunity to learn from our R&D partners.

GENERAL SESSION (Ballroom A)

7:45 am Innovating Local News

The news ecology has become more diverse and innovative, from hyper-local neighborhood news websites to investigative sites such as Texas Tribune, to the increasing digital focus of public media. Their revenue models include non-profit and for-profit. Some are foundation-funded, others are advertising-driven. All are part of the evolving news landscape, with partnerships and mergers becoming more common. Learn how some of these innovators see the new news landscape, with a discussion moderated by **Rusty Coats, executive director of the Local Media Consortium**. [\(read more\)](#)

Panelists: **Kevin Davis**, CEO and executive director, Investigative News Network
Margie Wolf Freivogel, editor, St. Louis Public Radio and The Beacon
Robyn Tomlin, editor of Thunderdome, Digital First Media

8:45 am DRAWING FOR AN iPad

Must be present to win
iPad donated by Mather Economics

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9:00 am Local Media Sales Transformation Playbook

The increase in local media competition has created a host of challenges for traditional media organizations. These challenges are compounded by steep declines in revenues and customers and cost cutting to reduce declining margins. What can be done to offset these situations? In this session, BIA/Kelsey executives **Charles Laughlin, senior vice president and managing editor, and Jed Williams, vice president, consulting and senior analyst**, present a compelling new model for sales success and map out effective pathways to change. Their experiences offer best practice examples for similar local media companies looking to advance their own sales organizations. [\(read more\)](#)

10:00 am CONFERENCE ADJOURNS

The program ends at 10 am so those who are flying East can catch noon flights, make their connections, and get home at a reasonable time.

USER GROUP MEETINGS

10:15 am - Leap Media Solutions – User Group Meeting (Grand D)

2 pm Leap Media Solutions clients and guests are invited to join this user group meeting. RSVP to Tom Ratkovich: tom.ratkovich@leapmediasolutions.com

LEAP media solutions

10:15 am - Adicio – Annual Client Conference (Grand E)

5 pm Adicio clients and guests are invited to attend Adicio's Annual Client Conference and Best Practices Exchange. RSVP to Tony Lee: tony@adicio.com

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10:30 am - RealMatch – Innovation Summit (Grand C)

5 pm RealMatch will host its **RealMatch Innovation Summit** from 10:30 a.m. to 5 p.m. RealMatch Affiliate Partners and guests are invited to attend. Interested in attending? RSVP to Amy DeCicco at adecicco@realmatch.com

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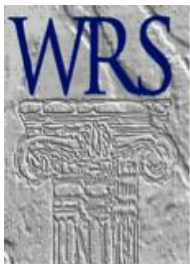


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