



Conference Schedule -- (Pacific Time Zone)

Session times and topics are subject to change

	TUESDAY, OCTOBER 6	WEDNESDAY, OCTOBER 7	THURSDAY, OCTOBER 8
Session 1	Keynote Address: Mike Reed (Gannett) 8 a.m.	Keynote Address: Mary Snapp (Microsoft) 8 a.m.	Diversity and Inclusion: Why it Matters Now More Than Ever Mizell Stewart, Leona Allen, Corinne Chin 8 a.m.
Session 2	Leading a Modern News Company Neil Brown (Poynter) 8:45 a.m.	Editors and Revenue Cheryl Carpenter (Poynter) 9:05 a.m.	The 3 Pillars of a Strong News Company Doris Truong (Poynter) 9:15 a.m. ING will host a concurrent session (Pressing Forward into Our Future) 9 a.m.
Session 3	What Now? Pivoting Past 2020 to Sustainable Models (Part 1) Working Remotely: Challenges & Opportunities Nancy Meyer, Susan Davidson Talmadge 10 a.m. Recruiting Top Talent: How Does Your Plan Compare? Laurie Kahn 10:45 a.m.	E&P's Publisher of the Year Award Annual Meeting / Presentation: What's Ahead for 2021 Election of Officers/Directors 10:15 a.m. ING will host a concurrent session (Print Operations All-Stars Awards Presentation and Panel) 10:15 a.m.	Non-Profit Models: Funding Options for Newspapers Today Joaquín Alvarado 10:15 a.m.
Session 4	What Now? (Part 2) Growing Subscription Revenue and Evolving Frequency Models Matt Lindsay, Madelin Zwingelberg 11:45 a.m. Finding New Opportunities Through Market Expansions PJ Browning, Chris Reen 12:20 p.m.	The Power of Our Advocacy Mission Alan Fisco, Francis Wick, Dean Ridings 11 a.m.	What the Future for Newspapers Looks Like Gordon Borrell 11:15 a.m.
Session 5	Senior Executive Idea Exchange (under 20,000 total subscribers) 1:15 p.m.	Arm Your Digital Sales Team to Successfully Pivot Your Business Charity Huff Noon	The Future of Content Tim Franklin, Craig Duff, Mandy Jenkins 12:15 p.m.
Session 6	To join the Idea Exchange, newspaper execs needed to select this at the time of registration.	Senior Executive Idea Exchange (20,000-50,000 total subscribers) 1:15 p.m.	Senior Executive Idea Exchange (50,000-100,000 total subscribers) 1:15 p.m.

AMERICA'S NEWSPAPERS
VIRTUAL CONFERENCE



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(Times listed as Pacific Time Zone)

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Tuesday, October 6

- 8 - 8:30 a.m. Introductions / Opening Remarks / Recognition of Sponsors
- Keynote Address: The Future of Newspapers**
Mike Reed, CEO, Gannett
- 8:30 a.m. Break
- 8:45 - 9:30 a.m. **Leading a Modern News Company**
Be it the newsroom or the revenue and marketing team, today's news organizations stoke creativity, communicate goals and standards clearly, and encourage new and innovative approaches rooted in sound fundamentals and ethical decision-making.
Neil Brown, president, The Poynter Institute for Media Studies
- 9:30 - 10 a.m. **Conference Break and Conversations with E&P:**
E&P's **Mike Blinder** talks with **Alan Fisco**, president, The Seattle Times Company, Seattle, Wash.
- 10 - 11:30 a.m. **What Now? Pivoting Past 2020 to Sustainable Models (Part 1)**
While 2020 has been a year like no other, there are steps every newspaper can be taking toward sustainability. If these topics aren't yet on your radar, they should be:
- 10 - 10:45 a.m. **Working Remotely: Challenges & Opportunities**
The world turned to working remotely in 2020 but what's the future for a

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remote workforce post-COVID? This session will look into the impact of remote working, how it fits in the future workplace and how organizations can adapt to the potential of a new paradigm.

Nancy Meyer, publisher and general manager, Orlando Sentinel

Susan Davidson Talmadge, president and owner, HR Catalyst Consulting

10:45 - 11:30 a.m.

Recruiting Top Talent: How Does Your Plan Compare?

How does your compensation plan stack up to others in the industry? And, is that what matters most to today's sales staff? Get the first look at the results of Media Staffing Network's compensation study and learn why sellers are leaving the industry and what you can do to attract a higher quality of candidate. This session will cover what recruitment marketing, culture and compensation will look like for the next generation of sales executives and managers.

Laurie Kahn, founder and CEO, Media Staffing Network

11:30 a.m.

Break

11:45 a.m. - 1 p.m.

What Now? Pivoting Past 2020 to Sustainable Models (Part 2)

While 2020 has been a year like no other, there are steps every newspaper can be taking toward sustainability. If these topics aren't yet on your radar, they should be:

11:45 a.m. -
12:20 p.m.

Growing Subscription Revenue and Evolving Frequency Models

Newspapers saw reader engagement spike during COVID, but how can that turn into subscriber revenue growth for the future? This session will look at the latest strategies and best practices for print and digital subscriber revenue models and how to turn increases in engagement to sustainable subscription growth. Additionally, the session will explore the impact of frequency changes and their real impact on subscriber revenue.

Matt Lindsay, president, Mather Economics

Madelin Zwingelberg, senior manager, Mather Economics

12:20 - 1 p.m.

Finding New Opportunities Through Market Expansions

While many newspapers have announced reduced print frequency or other cutbacks, expansions are being implemented in cities like Greenville and Myrtle Beach, South Carolina, and Denver, Colorado. What's making these market expansions possible and what's the future for these operations?

PJ Browning, publisher, The Post and Courier, Charleston, S.C.

Chris Reen, president, The Denver Gazette, Denver, Colo.

Moderator: Leonard Woolsey, president, Southern Newspapers, Inc., and president and publisher, The Daily News, Galveston, Texas

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1 p.m.	End of General Sessions
1:15- 2:45 p.m.	<p>Senior Executive Idea Exchange <i>For senior executives only. This idea exchange is for publishers, general managers, market leaders and any senior management role at a newspaper with fewer than 20,000 total subscribers.</i> This session is fully booked.</p> <p>Moderators: Brian Jarvis, president, WV News, Clarksburg, W.Va. Emily Walsh, publisher, Observer Media Group, Sarasota, Fla.</p>

Wednesday, October 7

8 - 8:50 a.m.	<p>Introductions / Recap / Recognition of Sponsors</p> <p>Keynote Address: Microsoft's News Initiative Mary Snapp, vice president, strategic initiatives, Microsoft</p>
8:50 a.m.	Break
9:05 - 9:50 a.m.	<p>Editors and Revenue <i>Learn leadership skills needed for cross-departmental, audience-driven change that generates revenue. We'll talk about how to be a "mini publisher," responsible for the core elements of our business: news content, audience growth and engagement, and revenue generation.</i> Cheryl Carpenter, leadership faculty member The Poynter Institute for Media Studies</p>
9:50 a.m.	Break
10:15 - 10:45 a.m.	<p>America's Newspapers Annual Meeting and Presentation: What's Ahead for 2021 Chris Reen, president, America's Newspapers and president, The Gazette, Colorado Springs Alan Fisco, nominated as president of America's Newspapers for 2020-21 and president, The Seattle Times Company, Seattle, Wash. Dean Ridings, CEO, America's Newspapers</p> <p>Election and installation of officers for 2020-21</p> <p>Presentation of E&P's Publisher of the Year Award Announced by Mike Blinder, publisher, E&P</p>

Concurrent Session
(10:15 - 11:45 a.m.)



Presented by International Newspaper Group and E&P
Print Operations All-Stars Awards Presentation and Panel
Celebrating the heroes and war stories of 2020, and operations leaders who have stood out in 2020.

Moderator/Presenter:

Mark Hall, director of manufacturing Eastern Canada, Post Media Group, and president of ING

A separate registration is needed for this concurrent session.
Register for this free ING session at this link:
<https://internationalnewspapergroup.org/take-action/>

10:45 a.m.

Break

11 - 11:45 a.m.

America's Newspapers: The Power of our Advocacy Mission

America's Newspapers' advocacy mission is built on three pillars: Defending freedom of the press and expression; remaining vigilant and ready to express the viewpoint of newspapers on government legislation or action that might benefit or hinder their publishing, newsgathering or business operations; and demanding equity with digital platforms that use and monetize the content newspapers create.

Receive an update and learn how you can help protect the interests of our industry!

Alan Fisco, president, The Seattle Times Company, Seattle, Wash.

Francis Wick, president, Wick Communications

Dean Ridings, CEO, America's Newspapers

11:45 a.m.

Break

Noon - 1 p.m.

Arm Your Digital Sales Team to Successfully Pivot Your Business

The digital world is changing. Is your team up to speed and ready to meet the challenges? Here's what you – as a publisher or senior executive – need to know.

Charity Huff, CEO, January Spring

1 p.m.

End of General Sessions

1:15 - 2:45 p.m.

Senior Executive Idea Exchange

For senior executives only. This idea exchange is for publishers, general managers, market leaders and any senior management role at a newspaper with 20,000 - 50,000 total subscribers.

A limited number of seats are still available in this session. To participate in the Idea Exchange, senior newspaper executives should select this at the time of registration.

Moderators:

Nick Monico, chief operating officer, Adams Publishing Group

David Dunn-Rankin, president, D-R Media

Thursday, October 8

8 - 9 a.m.

Introductions / Recap / Recognition of Sponsors

Diversity and Inclusion: Why it matters now more than ever

Learn from industry thought leaders and experts on how to ensure your organization is meeting expectations for diversity, inclusion and equality, how that impacts your content and product plans and how it impacts your business from financial and social aspects.

Mizell Stewart III, news executive, Gannett and the USA TODAY Network, and adjunct faculty member, The Poynter Institute for Media Studies

Leona Allen, deputy publisher, The Dallas Morning News

Corinne Chin, senior video journalist, The Seattle Times

9 a.m.

Break

9:15 - 10 a.m.

The 3 Pillars of a Strong News Company

Hiring, retention and promotion are important for healthy news organizations. A diverse workforce will serve diverse audiences and that's essential to business and journalism success. We'll explore how to keep the hiring pipeline flowing.

Doris Truong, director of training and diversity, The Poynter Institute for Media Studies

Concurrent Session
(9 - 10:30 a.m.)



Presented by International Newspaper Group and E&P

Pressing Forward into Our Future

Despite the past and present circumstances, newspapers are pressing forward.

Moderators:

Mark Hall, director of manufacturing, Eastern Canada, Post Media Group, and president of ING

Wayne Pelland, senior vice president, print operations, Gannett, and ING vice president

A separate registration is needed for this concurrent session.

Register for this free ING session at this link:

<https://internationalnewspapergroup.org/take-action/>

10 a.m.

Break

10:15 - 11 a.m.

Non-Profit Models: Funding Options for Newspapers Today

This session will explore philanthropic and community funding options and opportunities for local newsrooms. As we navigate the extraordinary challenges confronting the sustainability of local journalism, new models have emerged to drive greater impact and capacity for local newsrooms. Led by The Seattle Times and its community funding initiative, a set of best practices and lessons learned have emerged. These are now being tested and adapted for markets all over the country. This session will provide an overview of these, as well as practical advice to publishers and editors who are interested in testing the model in their communities.

Joaquín Alvarado, executive director of Project Accelerate, The Seattle Times

11 a.m.

Break

11:15 a.m. - Noon

Where's the Opportunity? Trends that will Impact Newspapers Going Forward

The economic disaster of 2020 impacted all media, with newspapers hit hardest. As the economy rebounds, how can newspapers position themselves for revenue gains in 2021? And as the next wave of technological change – 5G – disrupts broadcast competitors, what secret do newspapers possess that could equate to a tremendous advantage?

Gordon Borrell, president, Borrell Associates

Noon

Break

12:15 - 1:15 p.m.

The Future of Content: A Documentary and Discussion on How Youngstown is Sustaining Local News

With last year's closing of The Vindicator, the city of Youngstown, Ohio, no longer had a daily newspaper. A new digital news outlet called Mahoning Matters was launched about two months later, as part of The Compass Experiment – a partnership between Google and McClatchy to explore sustainable business models for local news. View a documentary about what's happened since The Vindicator closed, and hear about lessons learned.

Tim Franklin, senior associate dean and head of the Local News Initiative, Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University

Craig Duff, professor, Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University

Mandy Jenkins, general manager, the Compass Experiment

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1:15 p.m.

End of General Sessions

1:15 - 2:45 p.m.

Senior Executive Idea Exchange

For senior executives only. This idea exchange is for publishers, general managers, market leaders and any senior management role at a newspaper with more than 50,000 paid subscribers.

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Moderators:

Pat Dorsey, publisher, Austin American-Statesman, and regional publisher, Gannett

Judi Terzotis, president and publisher, The Times-Picayune | Advocate, Baton Rouge, La.