

America's  Newspapers

PIVOT 2020

VIRTUAL CONFERENCE FOR THE NEWSPAPER INDUSTRY

America's Newspapers has gone virtual with its annual conference and it's open to ALL newspaper executives. This must-attend event is perfect for newspaper executives and their teams focused on building successful models for the future.

OCT 6-8
11:00AM – 5:45PM EDT
WITH SESSIONS SCHEDULED
THROUGHOUT THE DAY

\$99 FOR AMERICA'S NEWSPAPERS MEMBERS
\$199 FOR NON-MEMBERS

Special rates for multiple registrations
from the same newspaper

www.newspapers.org/pivot for more details

Poynter.

LEADERSHIP TRAINING
FOR NEWSPAPER EXECUTIVES

Exclusive Sessions for PIVOT 2020 Attendees

Take advantage of the unique opportunity to experience the industry-leading training from the Poynter Institute for Media Studies. This three-module series will focus on the leadership skills needed for the newspaper operations of the future. The sessions are musts for editors, publishers, up-and-coming managers and any member of your organization who could benefit from this powerful information.

REVENUE, IT'S AN EDITOR'S JOB, TOO

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.

Cheryl Carpenter, Leadership Faculty Member
The Poynter Institute for Media Studies

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

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

WHAT NOW?

PIVOTING YOUR ORGANIZATION TO 2021 AND BEYOND

With 2020 nearly in our rearview mirror, what's sustainability look like for newspapers in the future? Each of the topics during this PIVOT session, led by leading industry experts, will provide a serious examination of new models that need to be in your plans for 2021. These sessions explore what the traumas of 2020 can teach us about the way forward and provide clear-eyed and viable options for sustainability.

NON-PROFIT MODELS: FUNDING OPTIONS FOR NEWSPAPERS TODAY

Journalism funded through non-profit means is one of the emerging, and most important models for local newspapers to consider. This session will examine the various approaches newspapers are taking to non-profit funding and provide guidance on how to get started or improve your efforts in raising non-profit funds.

WORKING REMOTELY: CHALLENGES & OPPORTUNITIES

The world turned to working remotely in 2020 but what's the future for a remote workforce post-COVID? This session will look into the impact of remote working, how it fits in the future workforce and how organizations can adapt to the potential of a new working paradigm.

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.

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 of Borrell Associates will lead this information-packed session that will provide guidance for 2021 planning and strategies for your sales teams to follow.

THE POWER OF ADVOCACY

It's never been more important for local newspapers to tell their story of how vital they are to their community's health. This session will detail the latest advocacy actions impacting local newspapers, including efforts around legislative support, obtaining digital equity with big-tech companies and other government actions affecting all newspapers. But, more importantly, will provide guidance on the steps every local publisher should be taking to educate their readers and legislators on the important role they play in our society and democracy.

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

Francis Wick, President, Wick Communications

Dean Ridings, CEO, America's Newspapers

RETOOLING THE SALES DEPARTMENT

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

DIVERSITY, INCLUSION AND EQUALITY: 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

IDEA EXCHANGE: C-SUITE CONVERSATIONS FOR SENIOR EXECUTIVES

The best part of any conference is often the idea exchanges that occur between attendees in the hallways or over refreshments. PIVOT 2020 will provide the same opportunity virtually with daily idea exchanges designed for senior executives. The exchanges will gather CEOs, COOs, general managers, publishers and market leaders for spirited conversations about the most important issues facing the newspapers they and their peers are leading. These exchanges are only for senior executives, and attendance is limited to just 40 per day to foster a full and frank interactive dialogue — with productive outcomes.

REGISTRATION NOW OPEN!

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