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## Wednesday, October 10

- 8-11 a.m.                   **EXHIBITOR SETUP** (Boone)
- 11 a.m. - 7 p.m.           **EXHIBITS OPEN** (Boone)
- Our R&D partners will have exhibits to demonstrate products and services to help newspapers make money, save time, build audience or improve operations.
- Noon-1 p.m.               **WELCOME REFRESHMENTS WITH EXHIBITORS** (Boone)
- Join us for light refreshments as we kick off the 2018 News Industry Summit!
- 1-5 p.m.                   **GENERAL SESSION** (Crockett; enter through the Exhibit Area in Boone)
- 1 p.m.                      **WELCOME AND INTRODUCTIONS**  
*Pat Dorsey, SNPA president*
- WELCOME TO NASHVILLE**  
*Bill Barker, Southeast regional president*  
*USA Today Network and LocaliQ*
- MEET OUR SPONSORS AND EXHIBITORS**  
One-minute introductions of our R&D sponsors and exhibitors, and a preview of new products and services that could change the way you do business.
- 1:30-2:30 p.m.           **OPPORTUNITIES AND GROWTH STRATEGIES**  
Hear how the GateHouse business model is evolving to build a sustainable future for local journalism: news and content innovation, building new revenue streams and the strategic way GateHouse is pursuing efficiencies.  
*Kirk Davis, CEO, GateHouse Media*
- 2:30-3:15 p.m.           **REFRESHMENT BREAK WITH EXHIBITORS** (Boone)

3:15-5 p.m.

**DRAWING THE TRANSFORMATION ROADMAP  
AND GETTING TO THE DESIRED RESULT**

This session will focus on helping current publishers and publishers-to-be lead through the chaos and uncertainty to constantly anticipate what's next and have the wherewithal to turn possibilities into positive results.

*Neil Brown, president, The Poynter Institute  
Cheryl Carpenter, faculty, The Poynter Institute*

**HOW TO BE A TRANSFORMATION LEADER**

Charting a course for your company and collaborating with your team to create a future. Taking an "essentialist" approach to leadership.

*Neil Brown, president, The Poynter Institute*

**ELECTION OF SNPA OFFICERS AND DIRECTORS**

6-7:15 p.m.

**WELCOME RECEPTION IN THE EXHIBIT AREA**

*Sponsored by Brainworks; Cribb, Greene & Cope; Dirks, Van Essen, Murray & April; PAGE Cooperative; and Southern Lithoplate*



Cribb, Greene & Cope



**Thursday, October 11**

8:30 a.m.

**CONTINENTAL BREAKFAST WITH OUR EXHIBITORS (Boone)**

9 a.m. - Noon

**GENERAL SESSION (Crockett; enter through the Exhibit Area in Boone)**

9 a.m.

**WELCOME AND INTRODUCTIONS**

*Pat Dorsey, SNPA president*

9:15-10 a.m.


**CRISIS PR: How to Counter the Assault on Journalism  
and Media Credibility**

In today's highly divisive political environment, the media and its credibility have become the news. Learn how to develop a public relations strategy to strengthen trust and credibility in your community and go home with immediate tactics to educate and engage your community.

*Tara Deering-Hansen, principal, Sonder Public Relations*

10-10:45 a.m.

**REFRESHMENT BREAK WITH EXHIBITORS**

10:45-11:30 a.m.	<p><b>HOW TO BUILD TRUST AND UNDERSTANDING WITH YOUR AUDIENCE</b> Learn how your newspaper can build a foundation of trust by better explaining what you do and why. New research and best practices from the American Press Institute will show you how to avoid the common pitfalls that confuse and alienate readers. You can use this to build brand credibility, subscriptions and long-term loyalty.</p> <p><i>Jeff Sonderman, deputy executive director, American Press Institute</i></p>
11:30-Noon	<p><b>Presentation of Awards</b> Frank W. Mayborn Leadership Award (presented by Pat Dorsey) Carmage Walls Commentary Awards (presented by Lissa Walls, Southern Newspapers Inc.)</p>
Noon-1 p.m.	<p><b>BUFFET LUNCH</b> (Boone) <i>Sponsored by Site Impact</i></p> 
1-5 p.m.	<p><b>GENERAL SESSION</b> (Crockett)</p>
1-1:45 p.m.	<p><b>DISRUPTION IN THE MUSIC INDUSTRY: What Newspapers Can Learn from the Turnaround</b> Digital disruption is now decades old to both the music and the newspaper industries. Massive shifts in platforms and business models have forced publishers and content creators to take new paths and learn some important lessons along the way. Join industry veteran Carol Hudler as she interviews Mark Montgomery, a music industry veteran and serial entrepreneur, to understand how the lessons learned and paths taken in the music industry might provide insights that could help local media operations today.</p> <p><i>Carol Hudler, CEO, Hudler Success Strategies</i> <i>Mark Montgomery, entrepreneur and investor</i> <i>@ hellomarko.com</i></p>
1:45-2:15 p.m.	<p><b>LESSONS LEARNED BY A DIGITAL AGENCY</b> Just about everyone is or has tried it, and many have shut their agencies down. Who is successful and why? With the challenges of competition, low margins, staffing, constantly evolving products, training and low barriers to entry ... what does success look like? Learn more about WEHCO's success and what's on the horizon.</p> <p><i>Jay Horton, president/digital, WEHCO Media, Inc.</i></p>
2:15-2:45 p.m.	<p><b>DIGITAL AUDIENCE: New Avenues for Content Distribution and Creation</b> Some observations and tactics for developing audiences from experience in the U.S. to the UK and back again.</p> <p><i>Jeff Moriarty, senior vice president/digital, GateHouse</i></p>

2:45-3:15 p.m.

### **REFRESHMENT BREAK WITH EXHIBITORS**

3:15-3:45 p.m.

### **PROGRAMMING CONTENT LIKE A YouTuber**

YouTube is the next generation of television – the future of how people (especially young people) are consuming media. Every month, more than one billion people visit YouTube to watch more than six BILLION hours of video. As users drastically increase every year, it is important for local media companies to think beyond and learn about how to successfully play in the creative YouTube arena.

*Kevin Grosch, CEO, Made In Network (partners with AMG|Parade)*

3:45-4:15 p.m.

### **HYPER-LOCAL NEWS ORGANIZATION IN TENNESSEE IS GROWING READERS AND REVENUE**

Five years after its inception, Main Street Media of Tennessee is a fast-growing media company operating in the suburbs of Nashville. Publishers of eight weekly newspapers, magazines and websites, the company's focus on hyper-local news unique to each community has allowed it to grow ad revenue as well as circulation. Hear how a "print-first" operation has been able to buck the trends and set itself on a path for continued growth.

*Dave Gould, president and CEO, Main Street Media of Tennessee*

4:15-5 p.m.

### **BEST IDEAS FROM SNPA'S PUBLISHER-TO-PUBLISHER VIDEO CONFERENCES**

Hear some of the best revenue, cost-cutting, content and audience ideas from SNPA's new P2P video conferences. These calls are free and require no travel or time away from the office. Email [edward@snpa.org](mailto:edward@snpa.org) to sign up for the next two calls scheduled for October (Best Revenue Ideas of 2018) and November (Non-Traditional Revenue).

*Tom Silvestri, president and publisher, Richmond Times-Dispatch*

6:30-8 p.m.

### **ROOFTOP PARTY OVERLOOKING DOWNTOWN NASHVILLE**

*Sponsored by AMG|Parade and SNPA*

#### **Rock Bottom Brewery**

111 Broadway (an easy walk from the hotel)

Hand-crafted beers, live music featuring country music singer/songwriter Casey Weston, delicious food and some of the best views of Downtown Nashville



## Friday, October 12

- 8:15 a.m. **BREAKFAST BUFFET WITH OUR EXHIBITORS** (Boone)
- 9 a.m. - Noon **GENERAL SESSION** (Crockett; enter through the Exhibit Area in Boone)
- 9-9:30 a.m. **PRESENTATION OF AWARDS**
- Print Quality Contest (presented by Tim Burke, SNPA treasurer, and publisher, The Palm Beach Post)
  - Photo Contest (presented by Matt Coen of Second Street and Michelle Williams of The Associated Press)
- 9:30-10:15 a.m. **GETTING PAID FOR CONTENT: RETHINKING FAIR USE**  
The newspaper industry's practice of permitting digital platforms such as Google, Facebook, Twitter and others to exploit content created by publishers without compulsory or use-based compensation must change. Otherwise, the survival of many daily papers will be at risk. Every publisher needs to hear this hard-hitting presentation.  
*John Chachas, managing partner, Methuselah Advisors*
- 10:15-10:30 a.m. **INSTALLATION OF OFFICERS, DIRECTORS AND TRUSTEES**
- 10:30-11 a.m. **LAST CHANCE TO VISIT WITH OUR EXHIBITORS**
- 11 a.m.-Noon **FOUNDATIONS OF SUCCESS IN SALES AND SALES MANAGEMENT**  
The closing session is a don't miss! Our presenter will focus on the characteristics of a great salesperson, a great manager and a great company. Participants can expect to take away a set of principles that they can implement in themselves and their companies. Hear ideas that built several billion-dollar sales organizations, from a man who has taken two companies from zero to public companies.  
*Tom Black, owner and founder, Tom Black Center for Excellence*

### Learn from our conference sponsors and exhibitors:



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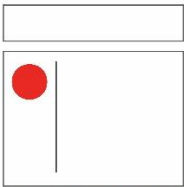
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