



## **SOLUTIONS ROUNDTABLES**

**MONDAY, OCTOBER 18, 2021**

The America's Newspapers Senior Leadership Conference is focused on developing solutions to build vibrant local newspapers. From revenue-producing programs to technology that improves efficiency, America's Newspapers Solutions Partners deliver these solutions and are critical to the industry's success.

The Solutions Roundtables give executives an opportunity to engage with 12 of the top companies serving newspapers. Each company offers unique products and services designed to improve newspaper performance and are backed by years of successful partnerships across the industry.

During the Solutions Roundtables session, newspaper executives will select six Solutions Partners to visit with for 15-minute sessions. Each session will provide the opportunity to learn more about the company, ask questions and set plans to follow up to learn more about how their products can improve the newspaper's bottom line.

The following pages highlight each of these companies, providing a brief overview of the company and the topics they plan to cover. Please take the opportunity to get to know these companies and plan which tables to visit during this important session.



[www.parademediagroup.com](http://www.parademediagroup.com)

**Table Hosts:** Renee' Miller, Business Manager - Newspaper Relations  
615-440-5556 • [rmiller@parade.com](mailto:rmiller@parade.com)

Scot Dalquist, VP - Newspaper Relations  
541-706-0547 • [sdalquist@parade.com](mailto:sdalquist@parade.com)

Kevin Craig, SVP | Director - Newspaper Relations  
951-760-1115 • [kcraig@parade.com](mailto:kcraig@parade.com)

**Discussion Topics:** AMG Parade's Newspaper Relations Group will offer an in-depth look at how Parade, Spry Living, Relish and our Athlon Sports annual preview guides continue to resonate with readers looking for informative and entertaining content in both print and digital formats.

*AMG Parade has supported the news media industry for more than 80 years. We partner with media organizations to provide resources and services that enhance their value to local audiences across a variety of platforms. As the industry evolves, AMG Parade is committed to exploring and developing new ways to support our partners for decades to come.*



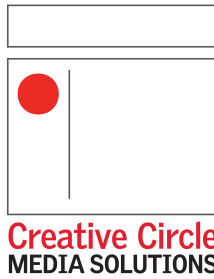
[www.codaventures.com](http://www.codaventures.com)

**Table Host:** Dave Storey, Senior Vice President  
319-360-4480 • [dave@codaventures.com](mailto:dave@codaventures.com)

**Discussion Topics:** Please join **Coda** for a discussion on how newspapers are turning research into ad revenue. For newspapers both large and small, Coda has created affordable research programs that have helped its clients achieve their advertising revenue objectives. We'll be sharing some of those strategies, along with examples of sales materials that have made a measurable difference in conversations with advertisers.

Coda's research quantifies a newspaper's total audience across platforms – print, web, social, apps, e-Editions, email newsletters and more. Plus, custom studies can be tailored to meet specific advertising or strategic goals. We look forward to discussing how data can mean dollars for your newspaper.

***Coda** is an ROI-driven newspaper research and consulting firm specializing in your success. For newspapers both large and small, Coda can create affordable research solutions that achieve your revenue objectives. Coda's research quantifies your total audience across all platforms – print, web, social, apps, email newsletters and more. Our newspaper industry experts work with your team to leverage your audience data and local market insights to have meaningful conversations with your advertisers and prospects. We also create customized sales materials and train your team, so they are ready to provide data-driven proof that your newspaper delivers the consumers advertisers want to reach.*



[www.creativecirclemedia.com](http://www.creativecirclemedia.com)

**Table Host:** Bill Ostendorf, President and Founder  
401-455-1555 • [bill@creativecirclemedia.com](mailto:bill@creativecirclemedia.com)

**Discussion Topics:** Like everything we do, we'll make this about you. This is a great opportunity to learn stuff you can use. Bring anything you'd like to discuss — from your website to your branding or print products or advertising and marketing materials and get quality feedback and ideas. Some of the kinds of topics we can cover:

- Proven methods to dramatically increase readership that work in print and online.
- Why were we driven to invest \$3.5 million in a new web CMS to help save newspapers?
- How we can make print better.
- How COVID has changed your readers' lives and how to remake your content to match their needs.
- What's involved in an upgrade to Creative Circle's dynamic CMS and how it will grow your business.
- How to start or expand into branded content faster and easier.
- What's really holding back newspaper advertising revenue?
- How Apple provides a path to success for other media.

*Creative Circle can drive your readership, engagement and revenue to new levels. Our web software delivers flexibility, ease of use, strong design and impact. Our solutions are thoughtful and effective because we combine custom software development with deep expertise in content, design, advertising and print production. Our vision and passion for local journalism led us to create integrated pay walls, user contributed content, hyper-local sites and branded content tools years before anyone else. We can replace multiple other vendors and help in a broad range of other ways – with high-end outsourcing, print redesigns, strategic consulting and energizing news and advertising training.*



Empowering your media business

[www.lineup.com](http://www.lineup.com)

**Table Host:** Markus Feldenkirchen, President of Sales, North America  
630-854-3734 • [Markus.Feldenkirchen@lineup.com](mailto:Markus.Feldenkirchen@lineup.com)

**Discussion Topics:** Markus Feldenkirchen will be introducing Lineup to the roundtable attendees and offering a quick dive into our software tools Adpoint and Amplio:

- Adpoint is a multichannel advertising sales management solution designed to operate all the way from pitch to order. It has four modules covering the gambit of operations: CRM, OMS, Finance and Analytics.
- Amplio is a subscription management, recurring revenue and monetization platform built for publishers. It is focused on enabling you to attract new readers or engage your existing audience through easy to set up and run data-driven journeys.

*For over a decade, Lineup has helped media organizations from small, local publishers to the world's biggest and most iconic brands manage their audience and revenue. With Lineup's highly scalable solutions, Adpoint (advertising revenue solution) and Amplio (audience and subscription revenue solution), our platforms enable our customers to sunset legacy systems and enjoy a more efficient and more streamlined approach across all their sales and subscription management operations.*

# mather:

www.mathereconomics.com

**Table Host:** Matt Lindsay, President  
678-585-4101 • matt@mathereconomics.com or  
info@mathereconomics.com

## Discussion Topics:

- **Premium content** – Algorithmically selecting articles for “premium” status (only available for subscribers.) This tactic is being used by publishers to increase subscription sales.
- **Registration gates** – Case studies on what happens to publisher’s KPIs when they introduce a registration gate. We can show the effect on page views, ad impressions, paywall hits, subscription conversions, registrations/first-party data.
- **Digital pricing strategies** – What is the willingness to pay for digital subscriptions? Evidence from over 150 markets that Mather Economics is working with on digital subscription pricing programs.

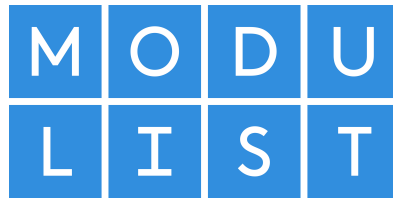
*Mather Economics is a global business consultancy that works with leading news media, magazines, digital publications and other businesses around the world to grow revenues, increase subscription levels, and optimize operations through applied analytics. To support digital audience analytics, Mather developed [Listener™](#), a first-party data collection tool designed to ease data gathering, integrate with your fulfillment systems, and scale your operations to grow digital revenue. Mather has combined technology, audience & content analytics, and strategic consulting to help you achieve the level of operations used by the best-in-class businesses. We act as the intelligence layer for your technology to push recommendations into common publisher fulfillment systems and are an extension of your digital revenue management team.*

America's Newspapers

20 **SENIOR LEADERSHIP** 21  
CONFERENCE

THE BROADMOOR | COLORADO SPRINGS

IN PERSON OCTOBER 17-19



[www.modulist.news](http://www.modulist.news)

**Table Host:** Devlyn Brooks, President  
701-241-5545 • [devlyn@modulist.news](mailto:devlyn@modulist.news)

**Discussion Topics:** Community content leads to audience building, as well as producing revenue. It's a win-win proposition for publishers.

*Modulist specializes in the processing of user-generated paid content, helping media “Publish life’s stories” about their community. Our world-class, easy-to-use, online portal allows users to submit paid content, such as obituaries, business announcements and other milestones to multiple publications with a single transaction. Our partners benefit by seeing a decrease in production costs and an increase in revenue in integral content categories. During 2020, our high-performing Customer Success team processed more than 40,000 orders and \$5 million in revenue for our clients, without costing them a dime.*



[www.ownlocal.com](http://www.ownlocal.com)

**Table Hosts:** Lloyd Armbrust, Founder & CEO  
512-501-6265 • [l@ownlocal.com](mailto:l@ownlocal.com)

Landon Morales, Chief Revenue Officer  
561-809-1586 • [landon@ownlocal.com](mailto:landon@ownlocal.com)

**Discussion Topics:** *Tired of small one-person agencies stealing your customers?* It's the same with giant cattle-call discounters: digital advertising has become a race to the bottom. You can't win when you're just reselling Facebook and Google, because there's always someone willing to take a smaller cut. Join us for a discussion about new strategies to fight this trend, and how to keep your customers while making more money.

*Trusted by more than 3,500 publishers globally, OwnLocal is the leading provider of SMB-focused digital advertising solutions for local publishers. OwnLocal helps build a strong foundation for your local agency, while instantly growing revenue, improving retention and increasing sales. Simple and powerful, OwnLocal's products deliver real value to local business customers while providing publishers with easy, profitable access to the entire spectrum of local advertisers.*



# Publication Printers corp.



Official Printer of the Denver Broncos

[www.publicationprinters.com](http://www.publicationprinters.com)

**Table Hosts:** Anthony Rivera, Sales Representative  
303-646-7665 • [AnthonyRivera@publicationprinters.com](mailto:AnthonyRivera@publicationprinters.com)

Nate Saunders, Sales Representative  
303-944-5699 • [Nate.Saunders@publicationprinters.com](mailto:Nate.Saunders@publicationprinters.com)

**Discussion Topics:** Publication Printers is a leading print partner for newspaper publishers, providing expertise in creating niche special publications. Family-owned and operated since 1979, we take pride in treating every client like part of the family – deserving of the best quality, customer service and pricing. Talk to us about special sections done right!

*Anthony Rivera and Nate Saunders have a combined 62 years of commercial printing experience between them. Each has filled a variety of roles during their careers, from press operator to sales representative, and many others in between. These experiences have equipped both Nate and Anthony with a comprehensive knowledge of all aspects of printing and an exceptional ability to advise their customers, helping them to best utilize their print and distribution budgets and grow their publications.*



[www.seyfarth.com](http://www.seyfarth.com)

**Table Hosts:** Camille A. Olson, Partner,  
Chicago, Los Angeles and San Francisco  
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Richard B. Lapp, Partner,  
Chicago, Los Angeles and San Francisco  
312-460-5914 • [rlapp@seyfarth.com](mailto:rlapp@seyfarth.com)

**Discussion Topics:** The Hottest Legal Topics! We will have some ice breakers. Bring us your own to hear our legal strategies to optimize risks facing your newspaper today.

*With approximately 900 lawyers across 17 offices, Seyfarth Shaw LLP provides advisory, litigation and transactional legal services to clients worldwide. Seyfarth has one of the largest media practices in the world, in all areas of employment, corporate and litigation. Seyfarth has worked closely to advance the interests of newspapers through regulatory reform under the Fair Labor Standards Act, tax reform under Section 3508 of the IRC, and many state and local laws regulating newspaper companies. Whether navigating complex collective bargaining, operational strategies, litigation, investigation, workplace counseling, corporate deals, or advising on policy matters, Seyfarth attorneys have decades of experience in working with newspapers.*



[www.newspapersystems.com](http://www.newspapersystems.com)

**Table Host:** Kurt Jackson, Owner and Managing Member  
610-746-7700 • [kurt@newspapersystems.com](mailto:kurt@newspapersystems.com)

**Discussion Topics:** For many years, SCS has helped publishers large and small become more efficient. As margins grow ever smaller, these efficiencies help us all maintain a healthy bottom line. At the SCS roundtable, we will discuss how to leverage technology to automate your entire pagination process. We believe this technology should be affordable to publishers and groups of all sizes. Everyone attending our roundtable will be eligible for a free pagination needs assessment, as well as a trial, to see if your product and environment are a good fit for this exciting new technology. Need another reason to sit at our table? I will also tell you why, at the age of 61, I thought it a smart move to buy a newspaper software company!

*SCS is known for its innovative technology, for its longevity as a solutions provider and for providing the industry's best service and support. The company provides advertising, production and editorial systems that create workflow efficiencies and optimize sales and productivity for independent and corporate publishers of all sizes.*



**Table Host:** Rick Rogers, Chief Revenue Officer  
417-592-0163 • rrogers@townnews.com

**Discussion Topics:** Best Practices for Growing Digital Audience Revenue  
Learn expert tips and tricks to help you generate revenue from your audience. From identifying an effective meter strategy to presenting attractive offers that maximize conversions, Rick Rogers, CRO of TownNews, will share easy ways you can make a big impact today.

Topics will include:

- Building a meter strategy to achieve your business goals.
- Increasing conversions with targeted offers.
- Creating effective promotional campaigns.
- Simple ideas for reducing friction on your signup forms.
- And much more!

*TownNews equips local media organizations with the digital services and guidance to transform their business models and flourish in the digital age. Our tools and expertise in print, digital, video, OTT and advertising enable forward-thinking media organizations in dynamic markets to efficiently engage their audiences, increase security and grow revenue. Fueled by a passion for local media and 30+ years of proven success, more than 2,000 news organizations have benefited from the platform and tools we've built specifically for the media industry to thrive. Contact TownNews today to learn how we can help you thrive in the digital age.*



[www.voiceport.net](http://www.voiceport.net)

**Table Host:** Dan Martini, Vice President of Sales  
702-497-4679 • [dmartini@voiceport.net](mailto:dmartini@voiceport.net)

**Discussion Topics:**

- Find out what's new – and what's changing – in automated customer service that directly impacts your revenue.
- Hear about what other papers are doing to support digital customers while reducing the load on agents and IT resources.
- Learn the pros and cons of touch tone and voice recognition IVRs, and how each affects the customer experience, and retention.
- Hear how proactive outbound interactions help keep your customers engaged, reduces expensive calls to your contact center, and helps monetize customer care.
- We want to hear from you: Tell us about your service challenges and ask us anything about helping you improve.

*More than 500 newspapers in North America rely on VoicePort for automated customer self-service experiences that wow subscribers with simplicity and speed.*

- *IVR: Inbound and Proactive Outbound for maximum contact center efficiency.*
- *Messaging: Inbound and Proactive Outbound (including 2-way texting, so customer service isn't inundated with queries).*
- *PCI compliant payment processing for automated payment acceptance 24/7.*
- *Analytics and Advanced Reporting for quick understanding of contact metrics.*
- *Segmentation for personalized call flows for VIPs, digital customers, high churn risk customers.*
- *Carrier Services to better manage dispatch, deliveries and alerts to delays.*