



## PROGRAM

### SUNDAY, SEPT. 10

#### EXHIBITS

#### EXHIBIT SPACE

Our R&D partners will have exhibits to demonstrate products and services to help newspapers make money, save time, build audience or improve operations. Visit with them in the Exhibit Space at these times:

Sunday, Sept. 10	.....	11 a.m. – 7:30 p.m.
Monday, Sept. 11	.....	7:30 a.m. – 5 p.m.
Tuesday, Sept. 12	.....	7 a.m. – Noon

#### 1 p.m.

#### GENERAL SESSION

##### Welcome and Introductions

*From SNPA President Chris Reen, president and publisher, The Oklahoman Media Co.; Inland President Doug Hiemstra, executive vice president, BH Media Group; and Dan Steever, president and publisher, The Gazette, Colorado Springs.*

##### Meet the exhibitors

##### Marketing the Strength of our Brand

See how a brand at work drives success through consumer preference, revenue streams and brand extensions. And, hear about strategies journalists can employ to build trust, based on case studies of dozens of newspapers.

**Bob Provost**, executive-in-residence/consultant, The Marketing Provost/NRBP  
**Chris Reen**, president and publisher, The Oklahoman Media Co.  
**Tom Silvestri**, president and publisher, Richmond Times-Dispatch  
**Joy Mayer**, audience engagement strategist, Mayer Media Strategy, and consulting fellow, Reynolds Journalism Institute (TrustingNews.org)

##### The Future of Newsrooms: When Change is Not Enough

This session takes a deep dive into how newsrooms must be organized – or more correctly, re-organized – to meet the challenges of the digital age. You'll hear specific suggestions on how media organizations should move forward.

**Bill Church**, senior vice president of news, GateHouse Media

## Meet the exhibitors

### REFRESHMENT BREAK with Sponsors and Exhibitors

Exhibit Area

*Sponsored by Data-Dynamix*

### Super-Serving Main Street: Events, Promotions and Digital Services

From a small market in Kentucky, Ham Broadcasting has earned industry-wide recognition for its very successful promotions and digital services enterprises. Learn how events and digital services can generate meaningful revenue no matter the size of your market.

**Beth Mann**, president and CEO, Ham Broadcasting Co., Inc. (WKDZ / WHVO)

6-7:15 p.m.

### WELCOME RECEPTION - [Become a Welcome Reception sponsor](#)

*Sponsored by:*

*Dirks, Van Essen & Murray (Gold Sponsor)*

*Cribb, Greene & Cope (Silver Sponsor)*

*PAGE Cooperative (Silver Sponsor)*

*AdCellerant (Bronze Sponsor)*



Dirks, Van Essen & Murray



Cribb, Greene & Cope



*Craft Beer sponsored by Pro Football Weekly*



*Wine-Tasting sponsored by Mirabel Technologies*



## MONDAY, SEPT. 11

7:30 a.m.

### BREAKFAST WITH EXHIBITORS

Exhibit Area

*Sponsored by ICANON Newzware*



8:30 a.m.

### GENERAL SESSION

*Monday sessions sponsored by Libercus*



#### Getting Paid for Your Digital Content: A New Vision

The co-founder of Square is proposing a revolutionary digital content payment method for content creators of all types. Learn what this mass-scale payment method could mean to your organization.

**Jim McKelvey**, founder and CEO, McKelvey Project

#### When Digital Disruption Comes to Town:

##### How Small-Market Newspapers are Thriving

How are small market newspapers responding to the challenges of digital disruption? Showcasing success stories - and drawing on the challenges, opportunities – for local newspapers in the digital age, this session will highlight findings from new and unpublished research, produced for the Tow Center for Digital Journalism at Columbia University and the Agora Journalism Center in Portland.

**Damian Radcliffe**, Chambers Chair in Journalism, University of Oregon

## Meet the exhibitors

## REFRESHMENT BREAK with Sponsors and Exhibitors

Exhibit Area

### Print First: Strategies that are Growing Print Volumes

The Honolulu Star-Advertiser has bucked the national trend over the past five years to grow overall print volumes through a diversified product portfolio approach using print centric strategies and tactics. This is a must-attend session.

**Aaron Kotarek**, vice president, circulation, Oahu Publications, Inc.

### Inland and SNPA Awards Presentations

*Frank W. Mayborn Leadership Award, Carmage Walls Commentary Prize, Ray Carlsen Distinguished Service Award and Ralph D. Casey/Minnesota Award*

12:15 p.m.

### BUFFET LUNCH

Sponsored by WeHaa



1:30 p.m.

### CONCURRENT SESSIONS

#### Option 1

#### Revenue Gets its Close-up: Monetizing Video

*West Ballroom A/B*

This session will provide strategic insights for distribution, programming and monetization of video. Learn how to monetize video views, both on and off the YouTube platform – and drive revenue in ways that cannot be done through traditional means. Hear about new opportunities in video that are being successfully implemented by a few select media organizations.

**Uzo Ometu**, strategic partnerships manager, Google

#### Option 2

#### Going the Digital Agency Route:

#### Two Solutions, Two Success Stories

*West Ballroom C/D*

This session looks at two approaches to digital agencies. Our presenters will tackle the questions most on publishers' minds: How are the agencies structured and built – and are they profitable?

**Conan Gallaty**, president, digital, WEHCO Media, Inc.

**Marilyn Hoeffner**, vice president and general manager, BigWing

2:30 p.m.

### CONCURRENT SESSIONS

#### Option 1

#### What Newspapers Must Do to Keep Public Notices

*West Ballroom A/B*

The threat to public notices has never been more dire. Learn about the current state of public notices and the practices that every paper must embrace to help the industry successfully respond to the siege on this traditional pillar of government transparency.

**Eric Barnes**, publisher & CEO, The Daily News Publishing Company

**Brad Thompson**, president & CEO, Detroit Legal News Company

**Option 2**  
**Building a Productive Sales Environment**

*West Ballroom C/D*

Hear about proven, successful strategies to build a productive sales environment, maintain a healthy pipeline of qualified sales professionals, and reach new customers with compelling marketing tactics designed to make them loyal customers of your newspaper brand.

**Charity Huff**, managing partner, Maroon Ventures

**Option 3**  
**Innovations that will Change the Way You Do Business**

*Rocky Mountain Ballroom A/B*

This session features presentations from startups and initiatives from established media companies, all fully vetted, who offer ground-breaking solutions in several areas including video platforms, voice recognition, a marketplace for videographers and other innovations that could create new revenue streams at your organization.

**Greg Osberg**, CEO and founder, Revlyst

**REFRESHMENT BREAK with Sponsors and Exhibitors**

Exhibit Area

**4 p.m.**

**GENERAL SESSION**

**Nice to See You All: Identifying and Building New Audiences**

This session brings together panelists who have each taken different approaches to audience development. They'll talk about their strategies and share the impact their initiatives are having.

**Amy Glennon**, publisher, vertical businesses, Cox Media Group

**Stephanie Weber**, vice president of audience development, The Gazette, Colorado Springs

**Moderator: Mark Cohen**, publisher, Akron Beacon Journal and Ohio.com

**BUSINESS SESSIONS**

SNPA and Inland members are asked to attend the annual business session of their respective association. At these meetings, new leaders are elected and retiring leaders are recognized.

**6-8 p.m.**

**EVENING EVENT** *sponsored by AMG|Parade*

*Play, located in the lobby level of Broadmoor West*



Play time! Join AMG|Parade at Play: a fun room featuring opportunities for bowling, foosball, pool and other games. Appetizers and drinks will be served.

# TUESDAY, SEPT. 12

7:30 a.m.

## BREAKFAST WITH EXHIBITORS

Exhibit Area

*Sponsored by Seyfarth Shaw*



8 a.m.

## GENERAL SESSION

*Tuesday sessions sponsored by Olive Software*



### Meeting the Challenge: The Shifting Nature of Our Business

The Washington Post is recognized as a journalism and business model of digital innovation. Our presenter is at the center of this transformation, responsible for crafting the innovative strategies to deliver great storytelling over digital platforms.

**Jeremy Gilbert**, director of strategic initiatives, The Washington Post

### Inland and SNPA Awards

Photo, Print Quality and Newsroom Contests

### Taking the Measure of Benchmarking Today

This session will discuss how publishers use numerical benchmarking to track progress, or the lack of it. What's the proper ratio of salaries to revenue? How do publishers track the impact of programmatic changes on rates and revenue? What is the proper ratio of ads to news content, and how have recent business shifts changed the picture?

**Dolph Tillotson**, president, Southern Newspapers, Inc.

**P.J. Browning**, president, Newspaper Division, Evening Post Industries, and president and publisher, The Post and Courier, Charleston, S.C.

**Moderator: Doug Phares**, president and COO, Sandusky Newspaper Group

### A Dozen That Deliver: 12 Ideas That Drive Revenue

This closing session will deliver specific revenue-building ideas that can be implemented immediately back at your company.

**Tom Yunt**, COO, United Communications Corporation, Kenosha, Wisc.

Noon

## CONFERENCE ADJOURNS

[Registration for delegates and spouses](#)

[Sponsorship and Exhibit Opportunities](#)

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[Meet all of our Sponsors and Exhibitors](#)