

~Continued from inside

**5 p.m. Inland’s 129th Annual Business Meeting**  
**6 p.m. EVENING EVENT** *Sponsored by Athlon Media Group*  
Chicago-style tailgate party at **Morgan Street Manufacturing**  
*Trolleys depart at 6 p.m. from the front entrance of Renaissance*

**TUESDAY, OCTOBER 21**

*Sessions Sponsored by Legacy.com*

**7:30 a.m. Casey/Minnesota Award Breakfast and Contest Awards Presentation** *Sponsored by Seyfarth Shaw*  
Honoring **Gregg Jones**, President and CEO, Jones Media Inc.,  
the 2014 Casey/Minnesota Award Recipient — **GREAT STREET**

**9 a.m. The newspaper industry’s business model challenge—and a solution**  
Dallas Morning News Publisher and CEO **Jim Moroney** lays out  
the practical steps to take for diversifying beyond traditional  
revenue streams, with specific examples that capitalize on the  
strong newspaper brand to ensure a prosperous future.

**10:15 a.m. BREAK**

**10:30 a.m. Charting a Course for Dominating the Local Ad Market**  
Advertising guru **Jim Hart** of DM for Newspapers lays out

in detail the metrics you must be tracking to ensure you know where you are now with your SMB accounts—and how you can grow over the next five years. Hart will outline the changes newspapers need to make to successfully manage at least three to five times the number of advertisers that move through the door today. All attendees will be offered a complementary set of reports—using their newspaper’s data—that are guaranteed to give you deep insight into areas of their business that can be improved right now.

**11:45 a.m. Creating Your Local Digital Out-of-Home Ad Network: The RedPost Innovation**

Just months after their launch, RedPost “smart” single-copy kiosks are increasing sales and revenue with their unique digital broadcasting and real-time consumer data captures. RedPost co-inventors **Kerry G. Oslund** and **Eric Kanagy** will showcase results from multiple locations and pilot cities, and share advertiser, merchant and consumer feedback. Oslund of Schurz Communications and RedPost CEO Kanagy will also demonstrate how the smart kiosks keep informing and monetizing even after all papers are sold out.

**12:30 p.m. ADJOURN**

**Don’t leave just yet! Make plans to stay for this BONUS SESSION**

**12:30-3:00 p.m. – Doubling Down on Digital: The Mobile, Social and Video Evolution**

*Sponsored by Buzz360 — DISCOVER ROOM*

Wondering where the mobile, social and video revolution is headed? Want to position your company to profit from it and take maximum advantage of how it can benefit you? The bonus session is meant for you.  
The presentations will provide a road map of what’s ahead and how to best position your newspaper for success. We will share the latest thinking as to how mobile social and video will all evolve and integrate to create an exciting digital future. You will go home ideas on how to better position your newspaper to take advantage of these changes and to profit from them. You will also learn how to help local businesses—current and potential advertisers—navigate and profit with digital initiatives. This session will examine areas with newspaper businesses that need to evolve to best meet advertisers’ needs. This promises to be a rich session that will challenge your thinking and help you create a successful future.

**Bonus Session Presentations:**

- **The Media Mix Imperative: The Right Way to Add Mobile and Video**
- **The Editorial Imperative: Why Journalism Matters in the Digital Era**
- **The Native Advertising Imperative: Color It Green**
- **The Social Media Imperative: All Together Now**

**Bonus Session Presenters:**

- **Ray Marcano**, President and CEO, Canis Digital
- **Christy Oglesby**, Product Manager/External Audience, Cox Media Group
- **Steven Weaver**, CEO, GrowthWeaver
- **Patrick West** of News Distribution Network, Inc. (NDN)

Find session and speaker updates, and  
Registration forms at **WWW.INLANDPRESS.ORG**

For more information contact Patty Slusher at  
**(847) 795-0380** or [pslusher@inlandpress.org](mailto:pslusher@inlandpress.org)

**Hotel accommodations:**

**Renaissance Chicago Downtown,**  
1 West Wacker Drive, Chicago, IL 60601  
(312) 372-7200

For Hotel Reservations, contact Karla Zander at  
[kzander@inlandpress.org](mailto:kzander@inlandpress.org) or **847-795-0380**.

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**MONDAY EVENING EVENT:**

**Athlon Media Group**

**PLATINUM: Mather Economics**

**GOLD: Southern Lithoplate**

**SILVER: DM for Newspapers**

**BRONZE: AAM/CAC**

**BRONZE: Page Cooperative**

**MONDAY LUNCH:**

**USA Weekend**

**TUESDAY BREAKFAST:**

**Seyfarth Shaw**

**MONDAY CONTINENTAL  
BREAKFAST: Hilco**

**WIFI: TownNews.com**

**MONDAY SESSIONS: CIPS  
Marketing Group, Inc.**

**HOTEL KEY CARDS: HDS  
Premier Consulting**

**REGISTRATION ENVELOPE:**

**Metro Creative Graphics, Inc.**

**TUESDAY SESSIONS: Legacy.com**

**NOTEPADS: Second Street**

**TOTE BAGS: Creative Circle**

**Media Solutions**

**CONFERENCE BADGES:**

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**MONDAY A.M. BREAK:**

**Prolmage**

**MONDAY P.M. BREAK:**

**Group Underwriters**

**POCKET PROGRAM:**

**Way, Ray, Shelton & Co., P.C.**

**COMMUNICATION:**

**Presslaff Interactive Revenue**

**TUESDAY BONUS SESSION:**

**Buzz360**

**MEDIA SPONSORS: E&P, NetNewsCheck, News&Tech**

A limited number of sponsorship and exhibiting opportunities are still available for the 129th Annual Meeting. For more information contact Karla Zander at [kzander@inlandpress.org](mailto:kzander@inlandpress.org) or **847-795-0380**.

Stay engaged.  
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**INLAND**

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OCTOBER 19-21, 2014

**129TH ANNUAL MEETING**

**RENAISSANCE HOTEL, CHICAGO**

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## SUNDAY, OCTOBER 19

**8:30 a.m. Board and Committee Leaders Meeting**

**11:30 a.m. Board, Committee Chair Luncheon**

## 1-4:30p.m. NextTech: Inland's Digital Solutions Showcase

**1 p.m. – Welcome and Introductions:** **Mike Gugliotto**, President and CEO, Pioneer News Group, Seattle, WA., 129th Annual Meeting Program Chair

**Program Facilitators:** **Greg Osberg**, CEO and Founder and **Ryan Ellis**, Account Manager, Revlyst, and **Pat Hagerty**, Director of Media Partnerships, Revlyst



### 1:15 p.m. Utilizing Start-ups: Best Practices and Strategies for Successful Partnerships

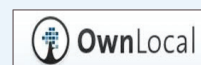
Working with startups necessarily involves a welcome culture change of innovation. What must be avoided, however, is a culture clash. Hear from newspaper that have worked with digital startups, and learn from their experience. This panel discussion will include best practices for launching and leveraging pilot programs, how to ensure an excellent working relationship, and how to foster a startup culture in the workplace.

- Speakers: **Greg Osberg**, CEO and Founder and **Ray Marciano**, President and CEO of Canis Digital

### 1:45 p.m. Case study: The Startup Experience

When Source Media looked to launch a new digital initiative, it turned to **OwnLocal**, the turnkey digital agency service. At this session, the startup and its media partner review why they partnered, how it's working, and what benefits they and local advertisers are reaping.-Speakers: **Jeremy Mims**, Founder and VP Business Development, OwnLocal and **Mike Gugliotto**, President and CEO, Pioneer News Group

### 2:15 p.m. Break



### 2:30 p.m. The Startup Showcase

\* **OwnLocal**: Their white-label platform allows media companies to help local businesses find new customers online.

\* **Queryly**: Provider of a superior site search experience that deepens user engagement and opens up native advertising opportunities.

\* **Emissary**: Their expert marketplace platform delivers value to the most valuable customers while generating more revenue from their engagement.

Find session and speaker updates, and Registration forms at [WWW.INLANDPRESS.ORG](http://WWW.INLANDPRESS.ORG)



\* **Yieldbot**: Their marketing channel increases revenue by capturing and organizing web publisher intents, and making them available to advertisers to match offers and ads with the content.

\* **TapCliq**: Offers "precision moment targeting" so native ads reach the right audience at the right time and at the right location.

\* **dSide**: Cloud-based technology that matches customized user preferences to a marketplace.

\* **SocialNewsDesk**: A social media management platform for news publishers that opens up monetization opportunities.

\* **Saambaa**: Plug-and-play technology that easily turns local entertainment content into a highly monetizable mobile app.

\* **Virgla**: A mobile publishing platform now in closed beta at a Minnesota newspaper group.

\* **YieldMo**: Creator of a mobile platform enabling marketers to purchase high-quality, non-banner ad inventory in consumer friendly ad formats.

\* **Infomous**: Better engagement and higher yield — Transforming your content into an engaging, interactive visual representation

\* **Cxence**: Real-Time big data platform that provides online publishers with insight into their online audiences

\* **VuSay**: Allows users to comment on videos at specific moments and then share via social media

### 4:30 p.m. Adjourn

### 5 p.m. Exhibit Hall opens

### 6 p.m. Fellowship Reception

## MONDAY, OCTOBER 20

Sessions Sponsored by CIPS Marketing Group, Inc.

### 7:30 a.m. CONTINENTAL BREAKFAST

#### 7:45 a.m. WELCOME



### 8 a.m. Creating a News Brand for Modern Times: Lessons From Around the Globe

International News Media Association (INMA) Executive Director and CEO **Earl J. Wilkinson** examines why the print brand no longer translates to today's multi-media brand. In this presentation, learn what the world's most successful publishers are doing to stay contemporary.

### 9 a.m. The Market for Newspapers Now: Current Valuations and Financing Options

Two of the industry's top newspaper industry brokers report on the latest M&A trends, the current valuations and the acquisitions strategies of a whole new group of buyers now in the market for newspapers. You'll also hear from top financing executives with extensive experience in newspaper M&A financing. Gain a deeper understanding of the worth of your newspaper properties. -Moderator, **Doug Hiemstra**, SVP & COO of BH Media Group. With **Phil Murray**, Executive Vice President, Dirks, Van Essen & Murray; **John Cribb**, Managing Director, Cribb, Greene & Associates; **Chuck Dreifus**, Managing Member, Charles J Dreifus & Associates LLC; and **Steve Shelton**, President, Way, Ray, Shelton & Co.

### 10:15 a.m. BREAK Sponsored by Prolmage

### 10:45 a.m. CONCURRENT SESSIONS:

#### Big Data: Not Just for the Big Boys

Big Data has opened up unparalleled business opportunities to newspapers of all sizes. Second Street President and Co-Founder **Matt Coen** demonstrates how media companies can mine the databases they already have to understand their customers better—and generate new revenue. — [DISCOVER ROOM](#)

#### Reaching Millennials and Retaining Boomers:

#### The Keys to Audience Growth — [GRAND BALLROOM](#)

Drawing on the latest research from Frank N. Magid Associates, this presentation provides deep insights into the minds of today's news consumers. Learn how the youngest cohorts, that elusive 18- to 24-year-old audience, find their news, and what they want out of a news brand. This session will focus on the practical principals necessary for engaging new and lapsed readers—and provide a roadmap to winning old and new audiences alike. -With **Bill Day**, Executive Director, Advertising Effectiveness practice, Frank N. Magid Associates.

**11:45 a.m. Distinguished Service Luncheon** Sponsored by *USA Weekend* —Honoring **Ed Henry**, Vice President, Administration (retired) of *South Bend Tribune*. Guest speaker: **Michael Wolff**, USA Today Columnist, author. — [GREAT STREET](#)

### 1:15 p.m. Newspaper Journalism in the Digital Era of Distraction



American Press Institute Executive Director **Tom Rosenstiel**, makes the case that to advance in the future, publishers need to develop centers of excellence in which their coverage is more helpful to citizens and more engaging than anything available elsewhere. Learn the steps needed to achieve that goal.

### SPOUSE/GUEST EVENT



**Monday, October 20**  
**1:30 p.m. to 4 p.m.**

We're taking the "Knife Skills" class at The Chopping Block, Chicago's largest recreational cooking school and gourmet retail store, located in the world-famous Merchandise Mart.

Enjoy a hands-on chopping session where you learn how to mince, slice and dice vegetables and herbs. You also learn about knife care, sharpening, honing, selecting, manufacturing and other fun facts.

### 2:30 p.m. Developing a Revenue-Generating Digital Sales Strategy

**Stacey Sedbrook**, Vice President of Strategic Sales Consulting at BIA/Kelsey, leads a session that will help you evaluate your true digital revenue opportunity, assess your organization's readiness to change and identify the key players needed to implement revenue-generating strategies. Sedbrook will guide participants through a checklist for change, including technology infrastructure, appropriate products, services and pricing, structuring sales staff and compensation, and setting budgets and goals. You will leave this session with clear goals and action items to get you where you need to be.

### 3:30 p.m. BREAK

Sponsored by Group Underwriters

### 4 p.m. The Digital Challenges—and Opportunities—Facing Community Newspapers



**Penelope Muse Abernathy**, author of "Saving Community Journalism: The Path to Profitability" and Knight Chair of Digital Media Economics at the School of Journalism and Mass Communication at the University of North Carolina, draws on new research to show how newspapers can redeploy their traditional strengths of engagement with their communities to build digital communities with new opportunities to generate revenue and sustainable profits.

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