



INLAND
PRESS ASSOCIATION

OCT. 19-21
RENAISSANCE
CHICAGO HOTEL

129TH ANNUAL MEETING

Registration

- ◆ Everyone, including spouses and guests, must be registered and wear a badge at all times, even to events that are included in the general registration fee such as the Fellowship Reception on Sunday.
- ◆ Check the Inland registration table periodically for items that might be of interest to you such as news releases and the latest Inlander.

Last-minute Registration

On request, members will be billed for attendance at additional functions. Inland can accept Visa, MasterCard and American Express. Rates for late registration at the meeting and its events are:

Basic Registration: \$750 / \$1050 non-member

First time attendee: \$450

Spouse/Guest*: \$250

Monday luncheon Spouse/guest: \$75

Tuesday breakfast Spouse/guest: \$65

**The spouse/guest rate applies to registrants not employed by any newspaper or vendor companies. (Fee includes Sunday reception, spouse/guest event, and Monday evening event)*

Tuesday After-meeting session lunch: (\$40)

Hotel Information

During the Annual Meeting, people can reach the Renaissance Chicago Hotel at (312) 372-7200. The hotel's fax number is (312) 372-0093.

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Stay engaged.
Find solutions.
Move forward.



The Inland Advantage

The Inland Press Association's principal mission is to help its member newspapers and the industry at large thrive in their business performance, their journalism quality and their ability to respond nimbly to whatever changes arise in the media environment.

To keep the mission front and center, Inland has incorporated it into its brand, with the message: **Stay engaged. Find solutions. Move Forward.**

Inland is especially well known for its high-quality, cost-effective and practical continuing education for newspaper leaders and staff. Inland offers, for example, the only newspaper industry conferences designed specifically for family owners, for group executives, and for human resources professionals. Inland's frequent webinars--free to members--present experts addressing both the very latest digital and multimedia strategies for growing revenue and audience, as well as new twists on newspapers' most traditional businesses. Inland's annual New Business Development Conference gathers some of the industry's best thought leaders who lead participants through the process of envisioning new revenue streams.

Inland also provides vital industry research that newspapers use to compare their performances to peers, to identify business opportunities, to monitor employee morale and efficiency, and to track cost and revenue trends across time.

In partnership with the well-respected consultancy Mather Economics LLC, Inland in 2014 launched **Publisher Benchmarks**, a completely reimagined newspaper performance benchmarking tool that sets a dramatically higher industry standard.

Inland's Research Department produces other benchmarking studies recognized as industry gold standards.

The confidential **Newspaper Industry Compensation Survey** is the most complete and reliable benchmarking of pay and benefits across newspaper-specific employment categories.

The Employee Engagement Study provides valuable insight into workplace morale, identifying possible festering issues beyond the obvious ones such as wages and benefits.

The Monthly Ad Linage Report provides timely benchmarks of ROP, classified and preprint advertising lineage.

Through several programs, Inland proves its commitment to developing a strong future leadership for the newspaper industry. Most notably, its foundation sponsors the Inland Fellowship Program, which pairs minority staffers at member newspapers with industry veterans in a three-year program that includes mentoring and participation in association conferences--at no cost to the newspaper or fellow.

Inland membership also offers access to these valuable services

- Legal hotline
- Contests that motivate employees and provide ideas that newspapers can put to use themselves
- Libel insurance premium discount plan
- Monthly newspaper, *The Inlander*, a guide to association events and activities as well as columns and features that emphasize ideas and best practices for better newspaper performance.

Let Inland help you to: **Stay engaged. Find solutions. Move Forward.**

To join Inland or to get more information about the association, contact: Patty Slusher, Director of Membership and Programming, pslusher@inlandpress.org, (847) 795-0380

INLAND
PRESS ASSOCIATION & FOUNDATION

129th Annual Meeting

Sunday, October 19, 2014

Fellowship Reception Sponsors

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AP

A year of growth, and added value for our members

I have been lucky to serve as the president of your association at a time when—despite the many challenges facing our industry—Inland has never stopped working to enrich membership through innovative programs, provide valuable management tools, and assure an environment in which members can share strategies and learn from their colleagues.

Inland's financial health remains quite strong. I am proud to say that membership in Inland has grown by more than 10% over the last year... bringing the total number of members to just shy of 1,000. We welcomed papers from Civitas Media, Newspapers of New England, Hearst, Calkins Media and others. And, participation in our conferences and meetings is growing too, led by the dramatic growth of one of the prime industry events, the Key Executives Mega-Conference. Participation in Publisher Benchmarks—Inland's signature benchmarking service—has nearly doubled this year. And, the number of members taking advantage of our frequent and informative webinars continues to grow.

I wrote you last December to announce several enhancements to your membership in Inland. Those improvements to the basic membership package were approved by your board of directors last fall. The most significant included free access to Inland's many webinars—easily worth the cost of membership for many members. Inland is one of the few associations to make all of its webinars free to its members and we're on track to see 2014 webinar registration exceed 1,500 participants by year's end. Of course, our webinars are open to non-members as well at a modest price. The board also approved providing free samples from Inland's industry-leading salary benchmarking service, the Newspaper Industry Compensation Survey—another benefit that nearly pays for membership. These improvements were the result of intense work by the Membership Committee that was focused on making sure that members can see clear value in their membership.

This year also marked the rollout of Inland's Publisher Benchmarks, a real-time tool that allows newspaper executives to compare their newspaper, or group, against competitors—and across a variety of dimensions. The industry took notice of this improvement. Nearly 200 papers have subscribed to this improved service, including several groups such as McClatchy, Hearst, Pioneer, BH Media, Harris, Wick, Sandusky and others. Inland developed Publisher Benchmarks with Atlanta-based Mather Economics, LLC, a firm with deep expertise in data modeling. Publisher Benchmarks displays key financial and operational information online in a very attractive graphical format, available 24 hours a day. Publishers can enable executives throughout their organization to use the tool to manage their area. It also allows newspaper operators to define their competitive set—or “compset.” For example, a paper that outsources its printing could choose to compare itself with just those papers that also outsource printing. There are many compsets pre-loaded into the service, including by circulation, region, and revenue.

In addition to our well-attended annual meeting, we also co-sponsor the Mega-Conference with the Southern Newspaper Publishers Association and the Local Media Association. The conference, held each February, has grown into one of the industry's most-attended events. This year nearly 700 newspaper industry executives came to the Mega-Conference in Las Vegas – up 27 percent from 2013. As attendance has grown, so too has revenue from registrations and from

Inland's 2014 President's Report



Julie Inskeep

*The Journal Gazette
Fort Wayne, Ind.*

exhibitors and sponsors. The conference is successful financially, but it also has terrific program content. The feedback we received from our post-convention survey was very positive. Next year's Mega-Conference will be held in Atlanta, Feb. 23 through 25. We'll be releasing the program for that meeting later this fall. This event is a great example of our three organizations working together on behalf of the industry.

Those larger meetings are supplemented by several other live conferences. Your association also offers the newspaper industry's only conferences exclusively for family owners, for group executives and for human resource professionals. Other Inland gatherings through the year addressed such vital topics as social media, mobile, circulation, sales transformation, content innovations, and creating new products and revenue streams. And, to make sure that our meetings, webinars and conferences continue to focus on the evolution of our business, we created a Digital Advisory Committee

this year. That committee consults with our programming staff to assure we will include issues of topical concern.

While Inland has been active on a program and service level, we've also continued our commitment to actively listening to our members. As you may recall from the questionnaire you received this spring, we conducted a member satisfaction survey of our entire membership this year. Nearly 350 members took the time to respond to that survey, which sought their feedback and reaction to Inland's programs and services.

We also undertook a freshening of Inland's branding this year. The old logo and tag lines had served the association well, but we felt that they needed updating and consistency. We worked with the team from Creative Circle Media Solutions to come up with the new logo and slogan: “Stay engaged. Find solutions. Move forward.”

I was honored to host this summer's board meeting in Fort Wayne. The board spent the majority of that meeting discussing Inland's strategic direction and plans to make our organization even stronger. We are currently looking at ways to better position Inland, based on our member survey and the strategic planning discussions. And, as always I welcome input from all of our members. (Contact me at jinskeep@jg.net or at 260-461-8490).

The Nominating Committee deserves thanks for putting together an outstanding slate of candidates for consideration at this year's annual meeting. And Tom Slaughter, your executive director, deserves accolades for serving our organization so very well. We benefit tremendously from his love of our industry and of the value he believes that journalism accrues to our communities. He also brings deep experience in organizational planning and management. We are so blessed to have him and Patty Slusher and the rest of our staff.

Finally, let me close this report by expressing my thanks to you, our members, for making Inland the strong and forward looking association that it is.

Sincerely,

Julie Inskeep
Inland President
Journal Gazette
Fort Wayne, Indiana

Still adding value to Inland membership after 129 years

As we approach Inland's annual meeting, it's a good time to look at what your association has accomplished over the last 12 months – and to look ahead to the next year.

But first, let's recognize a remarkable milestone. This year marks Inland's 129th annual meeting. In this age of lightning change, that longevity is a testament to the enduring spirit of this organization. The technology and business models have changed, and will continue to change, but the ideal of like-minded newspaper people coming together to share their passion for our industry remains.

Much of our effort over the last year has focused in three areas:

- Adding greater value to membership in Inland
- Making significant investment in key services
- And, working hard to listen to our members and act on what they tell us

As Inland President Julie Inskeep reports elsewhere, we made dramatic improvements in the basic benefits associated with membership in Inland. For most members, those additions more than cover their annual dues. Now, all webinars are completely free to Inland members. Additionally, members now have access to free samples of salary data from Inland's nationally recognized annual compensation survey. Those are just a few of the enhancements now available to members.

Your board of directors also approved investment in Publisher Benchmarks – the replacement to the National Cost and Revenue Study. This new benchmarking tool is the most advanced and sophisticated management tool for newspaper operators offered to the industry. It gives newspaper executives online access to thousands of data points that allow them to compare themselves to their peers in ways not previously available. All of this is presented in an intuitive and attractive online site. Small commercial here: If you haven't had a demonstration of Publisher Benchmarks you owe it to yourself and your organization to take a look at its capabilities.

Finally, we undertook a survey of our entire membership this spring, asking detailed questions about our services, meetings and programs. All of those questions were aimed

Executive Director Report



Tom Slaughter

*Inland Press
Des Plaines, Illinois*

This year marks Inland's 129th annual meeting. The technology and business models have changed, and will continue to change, but the ideal of like-minded newspaper people coming together to share their passion for our industry remains.

at making sure we stay as close as possible to our members and their needs. As former New York Mayor Ed Koch famously asked: "How'm I doing?" We wanted answers to that same question. We got a lot of useful feedback, some of it pointed. Fair enough. But, most of it was very positive — and useful. This is the second such survey we've done in the last four years and we believe it's a valuable exercise that we will continue.

While those three initiatives highlighted aspects of our work over the last year, our continuing focus on curating innovative ideas, approaches and solutions and sharing them with our members continued, both through our live events and our ever-popular webinars.

Our meeting year revolves around our Chicago annual meeting, a longtime member favorite, and the Key Executives Mega-Conference, which we co-sponsor with the Southern Newspaper Publishers Association, and the Local Media Association. The Mega-Conference has grown into one of the most popular and well-attended industry meetings of the year, both among newspaper executives and the companies that offer services and solutions to the industry. Of course, we also sponsor several other unique meetings and conferences – all intended to provide a forum for attendees to explore the unique issues they face.

Inland is fortunate to have a strong, and involved, board and an active executive committee. The committee was led this year by President Julie Inskeep who provided thoughtful and focused leadership. It has been a pleasure to work with her. The association also benefits from the work of a small and efficient staff, all of whom have a passionate commitment to the association and the industry.

Finally, I would like to thank you for your continuing support of Inland and its mission to grow and support its members and the industry.

Respectfully submitted,

Tom Slaughter
Executive Director

Stay engaged.
Find solutions.
Move forward.

INLAND
PRESS ASSOCIATION & FOUNDATION

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Meet our 2014 Annual Meeting Conference speakers



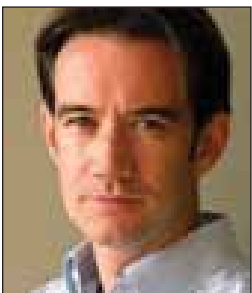
Penelope (Penny) Muse Abernathy is the Knight Chair of Digital Media Economics at the School of Journalism and Mass Communication at the University of North Carolina. She is a former senior executive at *The Wall Street Journal* and *The New York Times*, where she was responsible for developing and implementing strategies for multimedia enterprises. She was also vice president and executive director of industry programs at the Paley Center for Media in New York City. Before going to the business side of the industry, she served as a newspaper reporter and editor at several dailies, including *The Charlotte Observer*, *The Greensboro News & Record*, *The Dallas Times-Herald*, *The Wichita Eagle-Beacon*, and *The Fayetteville Times*. Her book, "Saving Community Journalism: The Path to Profitability," was published in April 2014.



Matt Coen is co-founder and president of Second Street, a provider of private-label online promotions platforms for media companies based in St. Louis. He is also an adjunct instructor on entrepreneurship at Washington University. He founded myCapture Inc. in 2003 and SportsHuddle.com in 1999. He is a former director of new products and business development for Pulitzer Technologies in St. Louis.



John Cribb is managing director of Cribb, Greene & Associates, the mergers, acquisition planning, appraisal and consulting firm headquartered in Bozeman, Montana. He formed the company in 1984 with the purchase of Jepson & Associates, a Rocky Mountain newspaper brokerage firm. The son and nephew of newspaper owners, John Cribb worked in all aspects of newspaper operations, including publisher, of titles in Oregon.



Bill Day is executive director of the Advertising Effectiveness practice at Frank N. Magid Associates, where he leads project teams to improve sales and reduce expenses at Fortune 500 companies. From 2006 to 2010, he was director of national sales for Gannett. He was an integral player in the design, evaluation and launch of the chain's Sunday Select initiative. Prior to Gannett, he was national sales manager for the *Daily Press*, the Tribune Publishing newspaper operation in Newport News, Va. He led such diverse projects as the CareerBuilder.com print rollout, event marketing and pricing strategies for multiple publications. Since 2010 he has been an adjunct faculty member at American University, lecturing on the rapidly changing media ecosystem.



Chuck Dreifus is managing member of Charles J Dreifus & Associates LLC, a financial consulting and advisory firm to media companies and financial institutions. He has deep industry expertise in media and communications lending. He was formerly managing director/sector head, media finance at CIT Group.



Ryan Ellis is account manager for Revlyst, a revenue catalyst firm dedicated to connecting early stage digital startups with the media industry. Revlyst manages a portfolio of nationwide startups from a variety of technology categories including content management, content monetization, audience development and audience monetization. He is chairman of the executive board of the *Burlington County Times* in Willingboro, N.J., and served on the executive board of the *Beaver County (Pa.) Times*. From 2009 to 2011 he was circulation sales coordinator for Calkins Media Inc.



Jim Hart is a partner in Phoenix-based DM for Newspapers and Integrated Advertising Solutions, which works with newspapers to adopt a direct marketing approach to every aspect of their business. His clients include *The Washington Post*, *Los Angeles Times*, *Kansas City Star*, *Fort Worth Star Telegram*, *Miami Herald*, *The Tampa Tribune*, *Milwaukee Journal Sentinel*, *The Memphis Commercial Appeal* and dozens of others. He launched direct and database marketing efforts at the Arizona Republic and was vice president of consulting for Astech Intermedia, which helped newspapers use data and analysis to improve their targeting and ad revenue. He was general manager of Design Mail, a subsidiary of *The Dallas Morning News* that targeted preprints to the household level.



Doug Hiemstra is COO of the Omaha World-Herald Co. and president of World Media Enterprises, the Berkshire Hathaway subsidiary created when Warren Buffett bought 63 dailies and weeklies bought from Media General for \$142 million. He joined the World-Herald in 1999. Hiemstra is a member of the Inland Press Association Board of Directors.



Eric Kanagy is the CEO of Goshen, Ind.-based RedPost Inc., which he founded in 2007 to create digital signs. He is the co-inventor of The RedPost, a “smart” newsrack that displays real-time headlines, community information and advertising while gathering consumer data for retailers and circulation departments. He has been founder or co-founder of several digital startups, including Enovent, a solutions provider utilizing Flat World technology, and Everblue Media, a video production company. He was a programmer for M-CAM, an intellectual property analytics startup in Virginia, and Transmeta, a microchip manufacturer in Silicon Valley. In 2003, he was honored with the Indiana Governor’s Award for Tomorrow’s Leaders.



Ray Marcano is founder of Dayton, Ohio-based RayMarcano.com, a digital media company. He was formerly senior manager for strategic initiatives at Cox Media Group’s Digital & Strategy Team. He’s a former national president of the Society of Professional Journalists and a two-time Pulitzer Prize juror.



Jim Moroney is publisher and CEO of *The Dallas Morning News*, a position he has held since June 2001. He is a member of A. H. Belo’s Management Committee and served as president of Belo Interactive, Inc. since its inception in May 1999 until 2001. He served as executive vice president of Belo with responsibilities for all of its television stations from 1997 to 1999. He was named “Publisher of the Year” by *Editor & Publisher* magazine in 2003 and in 2013 received the Frank W. Mayborn Award from The Texas Daily Newspaper Association for Community Leadership.



Speaker Biographies

Philip W. Murray is executive vice president of Dirks, Van Essen & Murray, the Santa Fe, New Mexico-based mergers and acquisitions firm for the newspaper industry. He joined the firm in 1996 after earning a master's degree in business administration from the University of Virginia's Darden School. Prior to that, he worked for 11 years as a reporter and editor for daily newspapers in Virginia and Pennsylvania. His writing awards included first place honors for business reporting and national and international reporting. He earned a B.A. in journalism in 1983 from Washington and Lee University.



Christy Oglesby is product manager/external audience for Cox Media Group, the big broadcast, newspaper publisher and direct marketing company. At Cox she develops video content strategy for its digital properties, produces webinars, negotiates vendor contracts and analyzes the competitive landscape. A former reporter with the Atlanta Journal-Constitution, Oglesby spent more than a decade at CNN, starting as a news writer, then producer and quality assurance manager with an emphasis on analytics across all the network's platforms.



Gregory J. Osberg is the CEO and founder of Revlyst, a revenue catalyst firm dedicated to connecting early stage digital startups with the media industry. Revlyst manages a portfolio of nationwide startups from a variety of technology categories including content management, content monetization, audience development and audience monetization. Before launching Revlyst, Osberg was publisher and CEO of The Philadelphia Inquirer, Daily News and Philly.com. In his extensive publishing career, he has served as president and worldwide publisher of Newsweek, CEO of Buzzwire and president of CNET.



Kerry Oslund is senior vice president of publishing and emerging media at Schurz Communications, where he also serves on the board of directors' acquisition and benefits committees. He created and coordinates the "SCI Centers for Excellence" that engages digital specialists throughout the company to create digital solutions. He is the co-inventor of the RedPost newsracks that serve not only as POS displays but real-time information centers that broadcasts content for consumers and gathers data for retailers and circulation departments. Prior to joining Schurz, he was vice president of New Media for Gannett Broadcasting in Washington, D.C. Before joining its corporate team in 2002, he served as news director of Gannett's WXIA-TV in Atlanta. He was corporate news director for Lee Enterprise, overseeing seven network affiliate TV stations and serving as news director for the flagship KOIN-TV in Portland, Oregon. He has six Emmys, a Golden Microphone and the National Association of Black Journalists highest award for International Coverage.



Tom Rosenstiel is executive director of the American Press Institute. Before joining API in January 2013, he was founder and for 16 years director of the Project for Excellence in Journalism at the Pew Research Center in Washington, D.C., and co-founder and vice chair of the Committee of Concerned Journalists. His journalism career included 10 years as the media write for the *Los Angeles Times*, chief congressional correspondent for Newsweek, press critic for MSNBC, business editor of the Peninsula Times Tribune and a reporter for Jack Anderson's Washington Merry Go 'Round column. He is the author of seven books, including the well-regarded and widely translated "The Elements of Journalism: What News People Should Know and the Public Should Expect." His most recent book, co-edited with Kelly McBride of the Poynter Institute, is "The New Ethics of Journalism: Principles for the 21st Century."

Speaker Biographies (Continued)



Stacey Sedbrook is vice president of strategic sales consulting for BIA/Kelsey, responsible for delivering go-to-market strategies for existing and potential clients. Before joining BIA/Kelsey, she was vice president/digital for Beasley Broadcast group, where she built a digital agency division with turnkey products and sales operations. She has served as senior director of digital sales and operations at GateHouse Media New England and vice president/local digital sales at Gannett Co. From 2007 to 2011 she was director of sales communications and training at *The Dallas Morning News*. Her newspaper career includes serving as director of online sales, marketing and product development at the *Houston Chronicle*, and director of new media for *The Denver Post*.



Steve Shelton is president of Way, Ray, Shelton & Co., P.C., where he specializes in accounting and auditing. He has concentrated in accounting in the newspaper industry for 25 years. He has experience with mergers, acquisitions, equity and debt financing and accounting for the day-to-day activities of the newspaper industry. He is a past member of the board of directors and past president of INPACT Americas, an organization of accounting firms with 35 member firms from the United States and affiliate firms in more than 30 countries worldwide.



Steve Weaver is CEO of GrowthWeaver, a digital marketing services agency based in Denver. Steve has an extensive history with newspapers. He's been the new ventures/revenue director for Swift Communications, publisher of the *Greeley Tribune* in Colorado, senior vice president of advertising at *The Dallas Morning News*, and held executive sales and circulation positions at *The San Jose Mercury News*, *Tampa Tribune* and *Boulder Daily Camera*.



Patrick West is partnership manager for News Distribution Network, responsible for managing digital audience and revenue growth for NDN partners. He began his career at NDN as an account manager in 2012, becoming senior account manager the next year. Prior to joining NDN, he was an account manager with The Weather Channel. He serves on the board of directors of the American Marketing Association-Atlanta.



Earl J. Wilkinson is executive director and CEO of the International News Media Association (INMA). During his career, Wilkinson has written numerous books and reports related to the future of media, marketing, and the strategic outlook for the newspaper industry—most notably the annual Newsmedia Outlook report. The Texas native writes The Earl Blog at INMA.org, speaks frequently at newspaper industry conferences worldwide and is widely quoted in trade magazines, newspapers, industry web sites, and other media.



Michael Wolff is a columnist for *USA Today*, a contributing editor at *Vanity Fair* and an author whose books includes the Rupert Murdoch biography, "The Man Who Owns the News." An early Internet pioneer, Wolff has been involved in many start-ups, and was the founder in 2007 of the news curator *Newser*. He has been a media columnist for *New York* magazine and the *Guardian* newspaper as well as editor of the advertising industry magazine *Adweek*.

129th Annual Meeting

SUNDAY, OCTOBER 19

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

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

1 p.m. – Welcome and Introductions

Program Facilitators: **Greg Osberg**, CEO and Founder and **Ryan Ellis**, Account Manager, 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.

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.

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.

* **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.

* **Saamba**: 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.

* **Infamous**: 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 ProImage*

10:45 a.m. CONCURRENT SESSIONS:

Big Data: Not Just for the Big Boys — DISCOVER ROOM

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.

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.

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.

OCTOBER 19-21 – RENAISSANCE CHICAGO HOTEL



1:30 - 4 p.m. SPOUSE/GUEST EVENT

The Chopping Block

Meet in the Lobby at 1:15 p.m.

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

Book signing — **Penelope Muse Abernathy**

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.

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

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

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

12:30-3:00 p.m. BONUS SESSION — DISCOVER ROOM

Sponsored by Buzz360

Doubling Down on Digital: The Mobile, Social and Video Evolution

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.

- **Ray Marciano**, 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)

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Champion of diversity honored with Distinguished Service Award

Ed Henry, who this summer retired as HR business partner for Schurz Communications, looks back on his three-decade career in the newspaper industry as “a great ride.”

“I’m very grateful to the Schurz family for giving me an opportunity to be, well, a part of their family,” he said. It was the Schurz family executives who encouraged him to become involved with Inland, Henry recalled—a relationship that benefited both him and the association.

“I came from an educational background, working with colleges, students and (academic) personnel. I didn’t really have a newspaper background, but Inland helped me understand the workings of the newspaper industry,” Henry said.

Particularly helpful, he said, was Ray Carlsen, the longtime Inland executive director who retired in 2009. “He sort of took me under his wing,” Henry said. “He was always accessible. If there was ever anything I needed to know I could call Ray. Tom Riebock (Wick Communications’ director of Human Resources) and Camille Olson (partner at Seyfarth, Shaw LLP) were also very, very helpful.”

Monday, Oct. 20, Henry will be presented with a high honor named for his Inland mentor, the Ray Carlsen Distinguished Service Award. The award criteria state it is intended for “members who have distinguished themselves in service to the association and its affiliated foundation, who have been exemplary in service to their communities and their companies and who deserve the recognition of their peers and colleagues.”

Henry has served on the board of directors of the association and as chairman of its Human Resources committee. But his most lasting legacy at Inland undoubtedly will be his work to diversify newspaper leaders.

“My primary responsibility at Inland has been with the minority outreach,” he said. And the Inland Fellows program has been a key component of that outreach. We want to bring in minorities and develop them, those who are interested in moving up the ladder their careers, through the workshops, the education and the mentoring Inland provides. My main concern has been to help our members to employ staffs that reflect the makeup of their communities.”



Ed Henry
HR Business Partner,
(retired), *Schurz
Communications*

Ray Carlsen Distinguished Service Award

I came from an educational background, working with colleges, students and (academic) personnel. I didn’t really have a newspaper background, but Inland helped me understand the workings of the newspaper industry.

Inland Fellows, who enter the program minority employees with management potential from member newspapers, have gone on to become editors, publishers, owners of digital consultancies and more. Henry notes that the program has been successful, but, as always, would like to get more newspapers involved in the Fellowship.

“Our future goal is to communicate to more papers what the program is all about, and to get them better acquainted with the Fellows,” he said.

Henry said he’s enjoying retirement, especially because it affords him more time with his wife, Anita, who was recently diagnosed with ALS, often referred to as Lou Gehrig’s Disease. “Her strength, her bravery in coping with this disease has really been an inspiration to me and people around me,” he said.

The couple begin their days exercising at the Ray & Joan Kroc Corps Community Center in South Bend. Henry occasionally goes golfing—“Although I should probably say, ‘hacking,’” he said with a laugh—but still finds time for community service. Henry serves on South Bend’s Human Rights Board, helping to provide anti-discrimination training programs for businesses and employees.

Fourth-generation newspaper owner Gregg Jones to receive Casey Award

Gregg K. Jones knows his way around newspaper associations. He's been president of the Tennessee Press Association, president of the Southern Newspaper Publishers Association and chairman of the Newspaper Association of America. Through all that time, he was attending Inland events, even though he took his time actually joining the association.

"I got started with Inland way back, when I began going to what became the (Inland Family Owners and Next Generation Leadership Conference)," Jones said. "When I finally joined after stepping down as chairman of NAA, I don't think I've missed a meeting since. The Group Executives Conference is always great, the special seminars and of course the webinars. Inland makes a wonderful effort to present the best topics, the best speakers that are of the greatest interest to you."

But it's the friendships he's made through Inland that make the association special, he said. "I truly believe the best thing you can get out the association is the friendships you make with people who share your interests and your vision."

On Tuesday morning October 21, Gregg Jones will receive one of Inland's top honors, the Ralph D. Casey/Minnesota Award, presented each year to a publisher, editor or senior newspaper staff member who has a distinguished record of leadership and service in the newspaper industry. The award, named after the first director of the University of Minnesota School of Journalism and Mass Communications, is intended to honor someone who is an agenda-setter, bringing about change while exemplifying the finest in journalism and community service.

Jones is CEO and president of Jones Media Inc. and co-publisher of its flagship daily, The Greeneville Sun in Tennessee. He's a member of the fourth generation of Jones family newspaper owners, which gives him a long perspective on the business.

"This industry hasn't stopped changing since I got into it—and that was basically since I was born," he said. Jones' 14 newspapers have been on the forefront of those changes. The flagship Sun was the first daily newspaper in Tennessee to convert to offset printing. It was the first to use digital photography. It became the largest Internet service provider in the east of the state.

Jones began working in the family business in junior

Ralph D. Casey/ Minnesota Award

**You have associations
like Inland because there
are certain things you
can do collectively that
you can't do individually.**

— Gregg Jones, President & CEO, Jones Media



high, and pursued journalism through high school and college, becoming a full-time employee of Jones Media in 1972. Along the way he became convinced of the necessity to cooperate, even with so-called competitors.

In the 1980s, when Advo threatened to take away insert business, Jones helped organize a regional network of newspapers that could offer one-order, one-bill insert advertising. More recently, he outsourced printing of the Sun to a neighboring newspaper. "We're delivering our competition's newspaper, and they're printing us, and we're getting along wonderfully," he said.

"We've got to find ways to work together," he added. "You have associations like Inland because there are certain things you can do collectively that you can't do individually."

As an example, Jones has served for several years on the board of PAGE Cooperative (Publishers Associated to Gain Economy) and is currently its president. And his passion to aid the industry has also extended overseas. In the early 1990s, for instance, Jones was instrumental in helping the Foundation for the Development of Polish Agriculture establish an independent newspaper and magazine publishing organization in Warsaw.

At home, Jones says the 14 newspapers are doing well, "not unlike most newspapers under, say, 50,000 circulation." While the transformation in newspaper is "huge," he adds, he remains bullish on the industry and its multi-platform future.

Annual Meeting Participants List

* = Past President
** = Board member or nominee

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Marysville, OH

Kevin Behrens
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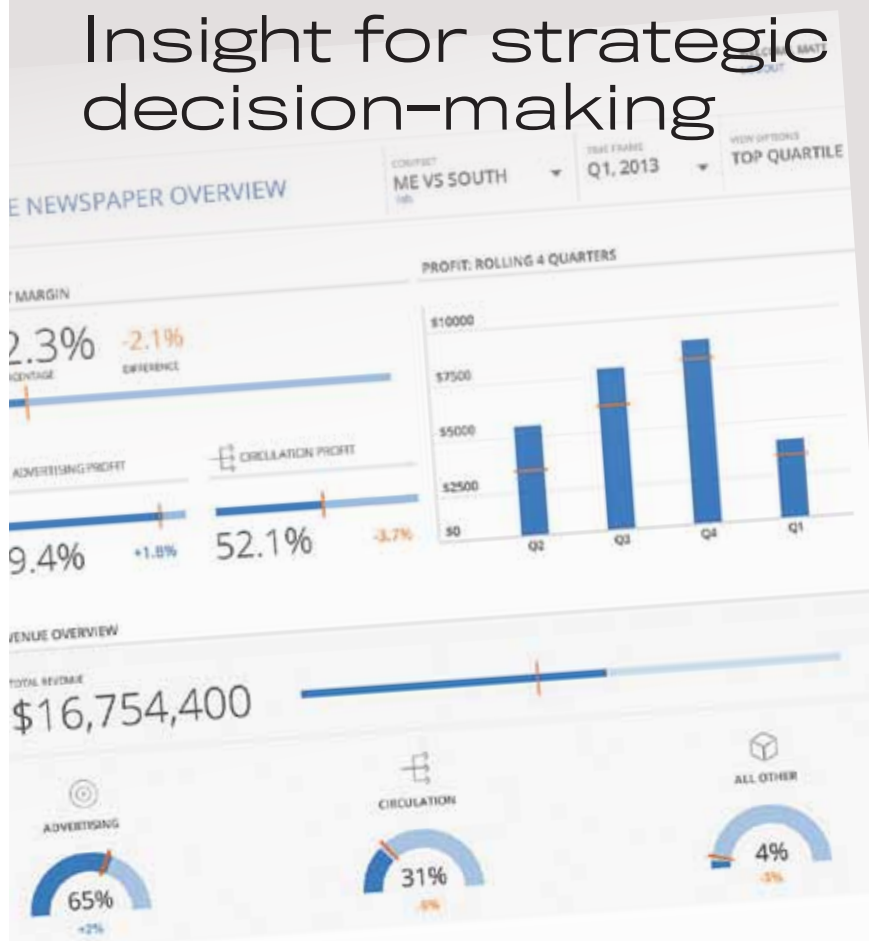
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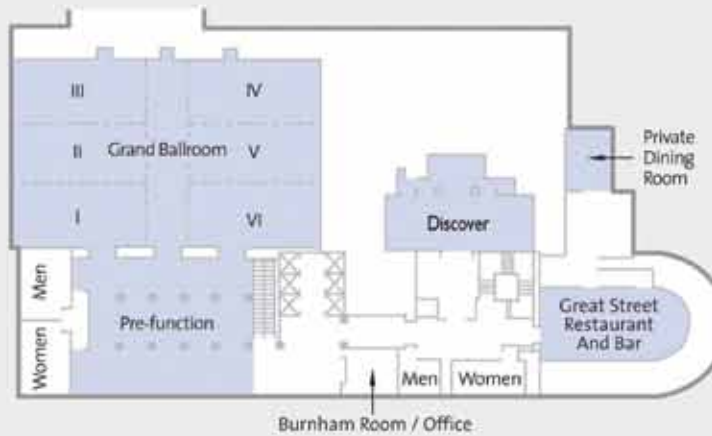
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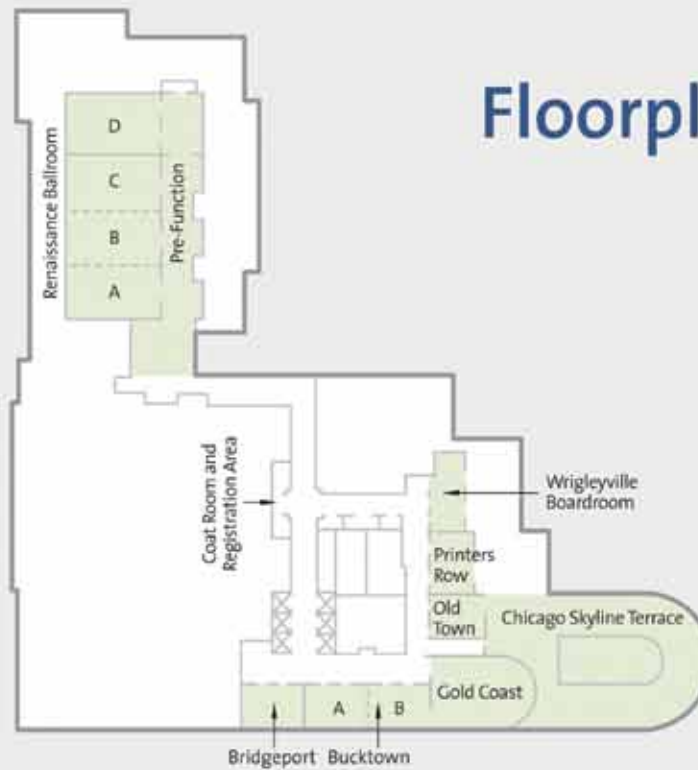
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