



Attracting New Audiences and Engaging Readers

An NAA Audience Development
Symposium – Sunday April 17th

9:00 AM

NAA Networking Breakfast

9:45 AM

Welcome To Washington DC and Today's Program

Gregg Fernandes	Vice President Distribution and Customer Care Washington Post
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10:00 AM

Building a Digital Audience – Mobile Focus

<u>Moderator</u>	Rich Handloff	Director, Consumer Marketing The Washington Post
	Mark Smith	Editor, Mobile Web The Washington Post
	Christopher Meighan	Director, Emerging News Products The Washington Post

11:00 AM

Programs to improve reader engagement with the digital products.

<u>Moderator</u>	Wendy Reeves	Regional Director of Audience Development The News & Observer
	Debbie Tolman	Sr. Audience Engagement Manager Cox Newspapers
	David Stone	Sr. Search Engine Marketing Manager Cox Media Group, Newspapers

11:45 AM

Rapid Fire Session: "Revenue and Audience Builders: Ideas that Work"

Rich Handloff	Director, Consumer Marketing The Washington Post
Paul Felicissimo	Director- Audience Development and Operations GateHouse Media LLC.

12:15 PM

LUNCH

12:45 PM

Programs to Build Audience Across Platforms

<u>Moderator</u>	Wendy Reeves	Regional Director of Audience Development The News & Observer
	Renee Lopez-Cantera	Audience Growth & Initiatives Manager The Miami Herald
	Andrew Ladd	Director, Research & Strategic Insight at Tribune Publishing Chicago Tribune Media Group

1:45 PM

An Integrated Loyalty Program

Renee Clark

VP/Membership
Gannett Co., Inc.

2:15 PM

A Visit to Virtual Reality

Ray Soto

Creative Lead – Applied Technologies
Gannett Co, Inc

2:30 PM

Outsourcing- Elements of Success –

Robert Saurer

Vice President Consumer Marketing
GateHouse Media

BREAK

3:15 PM

Outsourcing- Elements of Success – REPORT OUT

Robert Saurer

Vice President Consumer Marketing
GateHouse Media

3:30 PM

Generate additional revenues from readers

Premium editions, Single Copy Opportunities & Transactional Revenues

Moderator

Bert Ortiz

Vice President, Circulation
Orlando Sentinel & Tribune Publishing

Heather Williams

(Transactional)

Regional VP of Audience Development
The McClatchy Co.

Craig Holley

(Single Copy)

National Single Copy Sales Director
Gannett Co., Inc.

Gary Olszewski

(Premium Editions)

Vice-President, Consumer Sales
Los Angeles Times

Local Events& Partnership Revenues

Janenne Remondino

VP/ Partnerships
Gannett Co., Inc.

4:30 PM

Rapid Fire Session: “Revenue and Audience Builders: Ideas that Work”

Rich Handloff

Director, Consumer Marketing
The Washington Post

Jeff Hartley

Publisher
Log Cabin Democrat

4:55 PM

**Wrap-up Follow-Up
And Close**

Bert Ortiz

Vice President, Circulation
Orlando Sentinel & Tribune Publishing

6:00 PM

OPENING RECEPTION _ NAA MEDIAEXCHANGE 2016
