



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
 New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

SUNDAY, APRIL 30

1:00 - 8:00 pm	Registration Opens	3rd floor, inside Grand Ballroom
1:00 - 8:00 pm	Exhibit Set-up	3rd floor, Grand Ballroom
5:30 - 8:00 pm	Opening Reception sponsored by The New Orleans Advocate (Presenting Sponsor)	Preservation Hall, 2nd Floor

MONDAY, MAY 1

7:00 am - 5:00 pm	Registration	3rd floor, Grand Ballroom
8:00 am - 5:30 pm	Exhibits	3rd floor, Grand Ballroom
8:00 - 8:45 am	Continental Breakfast/Networking with Exhibitors	3rd floor, Grand Ballroom
7:30 - 8:30 am	Advertiser Meetings	6th and 7th floors
8:45 - 9:15 am	Welcome, News Media Alliance Business The New Orleans Advocate (Presenting Sponsor) Dan Shea, President & Publisher, The New Orleans Advocate Tony Hunter, Chairman, News Media Alliance David Chavern, President & CEO, News Media Alliance The Honorable Mitch Landrieu, Mayor of New Orleans	Main stage, 3rd floor, Grand Ballroom
9:15 - 10:00 am	Keynote: Algorhythm Mitch Joel, President, Mirum	Main stage, 3rd floor, Grand Ballroom
10:00 - 10:30 am	Facebook for News Publishers Jason White, Manager, US News Partnerships, Facebook	Main stage, 3rd floor, Grand Ballroom



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
 New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

10:30 - 10:45 am	Break	3rd floor, Grand Ballroom
10:45 - 11:30 am	Attention All Advertisers! Groundbreaking ROI Research on Newspaper Advertising Howard L. Griffin, Senior Vice President, USA TODAY NETWORK National Sales Dr. Jef Richards, Chairman, Advertising & Public Relations Dept., Michigan State University	Main stage, 3rd floor, Grand Ballroom
<i>Monday, May 1 cont'd.</i>		
10:45 - 11:30 am	Presentation /Sponsor Pitch Michael MaLoon, VP, Innovation, News Media Alliance Bronze Sponsors: Mather Economics, Thinknear, Whiz Technology, Expert System	Innovation Stage
11:30 - 11:45 am	Associated Press. Gary Pruitt, President & CEO - Sponsor: Butler Color Press	Main stage, 3rd floor, Grand Ballroom
11:45 - 12:30 pm	Journalism in the Age of Trump: Reacting to Readers Moderator: Mizell Stewart, III, VP, News Operations, USA TODAY NETWORK and Vice President/Board Directors American Society of News Editors Amalie Nash, Executive Editor, West Region, USA TODAY NETWORK Alfredo Carbajal, Managing Editor, Al Día /The Dallas Morning News Tom Rosenstiel, Executive Director, American Press Institute Jonathan Martin, National Political Correspondent, The New York Times	Main stage, 3rd floor, Grand Ballroom
12:00 - 2:00 pm	Lunch (food and beverage all day) - Platinum Sponsor: Facebook	3rd floor, Grand Ballroom
12:30 - 3:30 pm	Advertiser Meetings	6th and 7th floors



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
 New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

12:30 - 1:00 pm	<p>Harnessing the Perfect Storm: Case Studies on How Agency, Client & Publisher Teams Drive Success and ROI Moderator: Tony Hunter, President, TWH Inc. and Board Chair, Nucleus Marketing Solutions Mark Sciortino, Divisional Vice President, Brand Marketing Strategy, Walgreens David Sturuss, Director, Marketing Strategy and Analytics, Walgreens Melony Rios, Vice President, Client Services, Novus Susan Jacobs, SVP Strategy & Publisher Relations, Nucleus Marketing Solutions and SVP National & Retail Sales, tronc, Inc. Eric Myers, Multi-Market Vice President of Advertising, Cox Media Group Kevin Gentzel, Chief Revenue Officer, USA TODAY NETWORK</p>	Main stage, 3rd floor, Grand Ballroom
1:00 - 1:45 pm	<p>Audience Development: Monetizing with High Integrity Metrics Bronze Sponsor - Tecnavia Press Moderator: Daniel E. Schaub, Corporate Director of Audience Development, McClatchy Tom Drouillard, CEO Alliance for Audited Media : New Products and Platforms Dr. Augustine Fou, Independent Ad Fraud Researcher</p>	Main stage, 3rd floor, Grand Ballroom
1:30 - 2:15 pm	<p>Sponsor Presentations Matt Monahan, Sales & Product Lead, Arc Publishing, Washington Post Russ Freyman, Head of Partnerships, Emerging Products, Google</p>	Innovation Stage
1:30 - 2:00 pm	<p>Table Talks: Diversity & Culture Manage by Measuring: New Approaches to KPIs and Benchmarks for Running Your Company: Michael A. Gugliotto, President & CEO, Pioneer News Group Improving Diversity of News and Staff: Mizell Stewart III, VP, News Operations, USA TODAY NETWORK Who are Millennials?: Paul Taylor, Head of Development, Essential Media Publisher Value on Facebook: Josh Mabry, News Partnerships, Facebook Diversity in Media: We are growing with you. Martha Montoya, Chair, National Association of Hispanic Publications</p>	3rd floor, Grand Ballroom



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
 New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

2:00 - 2:15 pm	Break - snacks and beverages - Platinum Sponsor: Facebook	3rd floor, Grand Ballroom
1:45 - 2:30 pm	Audience Development: Proven Strategies for Building Reader Engagement & Retention Rich Handloff, Director of Consumer Marketing, The Washington Post Heather Williams, Regional VP, Audience Development, McClatchy Melody Nelson, Regional VP, Retention & Engagement, McClatchy	Main stage, 3rd floor, Grand Ballroom
2:30 - 3:00 pm	Accelerator Pitch Remy Schwartz, Manager, Business Strategy & Operations, Hearken Roberto Angulo, CEO & Co-Founder, Recruitology David Gehring, CEO & Co-Founder, Relay Media Mike Gehl, President, Wallit	Main stage, 3rd floor, Grand Ballroom
3:00 - 3:45 pm	Audience Development: Audience Data to Drive Margin and Retention Moderator: Paul Marok, Director, Data Analytics & Pricing, Advance Central Services Conner Freeman, Director of Circulation Planning & Analysis, Advance Central Services SE Patrick Tornabene, VP, Audience Development & Analytics, Newsday	Main stage, 3rd floor, Grand Ballroom
3:45 - 4:30 pm	Table Talks ROI: Dr. Jef Richards, Chairman, Advertising & Public Relations Dept., Michigan State University VR/AR: Ray Soto, USA TODAY NETWORK Video on Facebook: Meghan Peters, News Partnerships, Facebook Developments in the Digital Replica Edition: John Harrison, Director, Business Development East Coast, Tecnavia; Paul Felicissimo, Director, Audience Development & Operations, GateHouse Media AAM's Brandview: Preparing for Launch. Kevin Rehberg, Director of Client Development, Alliance for Audited Media; Daniel Schaub, Corporate Director, Audience Development, McClatchy TCPA Compliance & Opportunities: Eric Allen, Attorney Allen, Mitchell & Allen PLLC; Tony Ort, VP, Media Accounts TCN, Inc. The Quality Value Proposition - Dr. Fou, Cybersecurity & Ad Fraud researcher and Tom Drouillard, CEO, President & Managing Director, Alliance for Audited Media	3rd floor, Grand Ballroom



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
 New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

(Table Talks continued)

The Audience Database & The Engagement Funnel: Communicating with Readers to Build Engagement
 - Heather Williams, Regional Vice President Audience Development, McClatchy & Melody Nelson,
 Regional Director, Retention & Engagement, McClatchy

The WP Loyalty Programs & Proven Retention Tactics- Rich Handloff, Director of Consumer Marketing,
 The Washington Post; Tiffany Lindsley, Retention and Loyalty Programs, The Washington Post
Data-Directed Retention Strategies - Connor Freeman, Advance Central Services; Bob Terzotis, Executive
 VP, Mather Economics; Patrick Tornabene, VP, Audience Development & Analytics
Advertiser & Publisher Partnership for New Revenue - Marsha Lawrence, Director, Circulation Analysis,
 Novus

Single Copy: Successful Merchandising Programs that Worked – Craig Holley, Senior Director,
 National Product Sales, Gannett, USA TODAY NETWORK

New Revenue: Premium Editions & The LA Times – Gary Olszewski, Vice President, Consumer Sales, Los
 Angeles Times

Data Driven Audience & Ad Revenue Programs: Steve Wade, President and Publisher of the Augusta
 Chronicle; Tom Ratkovich, Managing Partner, LEAP Media Solutions

3:30 - 4:45 pm	Advertiser Roundtables - Bronze Sponsor - NewsNotes Advertising	Mardi Gras DE Ballroom
5:00 - 7:00 pm	Networking Reception - Gold Sponsor - Alliance for Audited Media	Exhibit Area, 3rd floor Grand Ballroom

TUESDAY, MAY 2

7:00am - 5:00 pm	Registration	3rd floor, Grand Ballroom
7:30 - 9:00 am	Advertiser Meetings	6th and 7th floors
8:00 - 10:00 am	Breakfast	3rd floor, Grand Ballroom
8:00 am - 4:45 pm	Exhibits	3rd floor, Grand Ballroom



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
 New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

9:00 - 10:00 am	Keynote: How to Grow Your Business With Shareable Content Jonathan Perelman, Head of Digital Ventures, ICM Partners	Main stage, 3rd floor, Grand Ballroom
10:00 - 10:45 am	Keynote: Opportunities in Audience - Millennials and Diversity Paul Taylor, Author, The Next America and Senior fellow, Encore.org	Main stage, 3rd floor, Grand Ballroom
10:45 - 11:00 am	Break - snacks and beverages - Platinum Sponsor: Facebook	3rd floor, Grand Ballroom
11:00 - 12:00 am	Members with Momentum Introduction by Seth Rogin, Nucleus Marketing Solutions Kirk Davis, Chief Executive Officer, GateHouse Media Guy Tasaka, Chief Digital Officer, Calkins Digital	Main stage, 3rd floor, Grand Ballroom
12:00 - 12:30 pm	metricsXchange Michael MaLoon, Vice President for Innovation, News Media Alliance Matt Lindsay, President, Mather Economics LLC	Main stage, 3rd floor, Grand Ballroom
12:30 - 12:45 pm	Break - Platinum Sponsor: Facebook	3rd floor, Grand Ballroom
11:30 - 12:15 pm	Table Talks	3rd floor, Grand Ballroom

Data-Based Decision Making at the Star Tribune: Laura Burkholder Director of Consumer Marketing, Minneapolis Star Tribune; Daniel Williams, CEO, LEAP Media Solutions
Developing the Distributor Model - William Reynolds, SVP Circulation and Operations, The Denver Post; Bill Nagel, VP, Shares Audience/Print Products, Cox Media Group Inc.
Implementing a Customer Intelligence strategy – Todd Peterson, VP, Audience, Albany Times-Union; Tom Ratkovich, Managing Partner, LEAP Media Solutions
Using Data & Analytics to Inform Content Strategy - Jeff Sonderman, Deputy Director, American Press Institute



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
 New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

National Distribution Partnerships – Michael Otero, Director, National Home Delivery, The New York Times

Singe Copy Ideas that POPI Collected and Shared Success Stories - L. Gayle Pryor, VP, Audience Growth & Distribution, BH Media Group Publishing Solutions

Engagement with the e-Edition: John Harrison, Director, Business Development East Coast, Tecnavia; Paul Felicissimo, Director, Audience Development and Operations, GateHouse Media Inc

Effective Solutions For New Revenue & Adding Value for Advertisers: Marsha Lawrence, Director, Circulation Analysis, Novus

TCPA Compliance & Opportunities: Questions and Answers: Eric Allen, Attorney Allen, Mitchell & Allen PLLC; Tony Ort, VP, Media Accounts, TCN, Inc.

AAM New Products and Platforms: Tom Drouillard, CEO, Alliance for Audited Media; Kevin Rehberg, Director of Client Development, Alliance for Audited Media

12:00 - 2:00 pm	Lunch (all-day food & beverage) - Platinum Sponsor: Facebook	3rd floor, Grand Ballroom
12:30 - 4:00 pm	Advertiser Meetings	6th and 7th floors
12:45 - 1:15 pm	Google & the News Industry: Partnering for Success Jason Washing, Director, Global Partnerships, Google	Main stage, 3rd floor, Grand Ballroom
1:15 - 2:00 pm	Audience Development: Leveraging the Brand Across Markets & Platforms Bronze Sponsor - LEAP Media Solutions Moderator: Jerry Hill, VP, Strategic Segments & Marketing Operations, Gannett, USA TODAY NETWORK Aimee Jolley, Sr. Director, Consumer Brand, West Group, USA TODAY NETWORK Daphne Lowell, Sr. Director, Consumer Brand, East Group, USA TODAY NETWORK	Main stage, 3rd floor, Grand Ballroom
1:30 - 2:15	Table Talks Exploring New Pathways to Video Revenue: Guy Tasaka, Chief Digital Officer, Calkins Digital; Emily Dresslar, Head of Strategic Partnerships, Calkins Digital VR/AR: Ray Soto, USA TODAY NETWORK YouTube for News Publishers: Brandon Feldman, Content Partnerships, YouTube News	3rd floor, Grand Ballroom



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
 New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

2:00 - 2:45 pm	Innovation Q&A with Seth Rogin, NUCLEUS Moderator: Michael MaLoon, VP, Innovation Seth Rogin, President, NUCLEUS Marketing Solutions	Innovation Stage
2:15 - 3:15 pm	Audience Development: Cutting Edge Approaches to Driving Subscriptions Tom Rosenstiel, Executive Director and Jeff Soderman Deputy Director, American Press Institute Jennifer Benz, Principal Research Scientist and Deputy Director, AP-NORC Center for Public Affairs Research Ann Poe, Vice President, Audience, Digital Revenue & Products, Cox Media Group Esfand Pourmand, Senior Vice President of Revenue for Hearst Newspapers, Digital	Main stage, 3rd floor, Grand Ballroom
3:00 - 3:45 pm	Q&A with Mather Economics Michael MaLoon, VP, Innovation, News Media Alliance Matt Lindsay, President, Mather Economics Arvid Tchivzhel, Director, Mather Economics	Innovation Stage
3:15 - 4:00 pm	Audience Development: Retaining Readers Through Cost Effective Service Improvements Michael Otero, Director, National Home Delivery, New York Times Bill Reynolds, SVP Circulation and Operations, Denver Post Bill Nagel, SVP, Cox Media Group	Main stage, 3rd floor, Grand Ballroom
4:00 - 4:45 pm	Audience Development: Customer Intelligence Strategies that Build Audiences Across Platforms Moderator: Gary Olszewski , Los Angeles Times Laura Burkholder, Director of Consumer Marketing, Star Tribune Todd J. Peterson, Vice President of Circulation, Times Union Gerard Brancato, Senior Director, Digital Subscription Marketing, tronc, inc.	Main stage, 3rd floor, Grand Ballroom
4:45 - 5:00 pm	Closing Remarks, Crystal Bell Award, Passing of the Gavel David Chavern, President & CEO, News Media Alliance Crystal Bell Award - Karen Volkman, Managing Director, Midwest Region, The Ad Council	Main stage, 3rd floor, Grand Ballroom



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of May 2, 2017**
New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

5:00 pm Conference Hall closes

5:00 - 6:30 pm Closing Reception - **Platinum Sponsor: Google**

Mardi Gras DE Ballroom

WEDNESDAY, MAY 3

7:30 - 12:00 pm Advertiser Meetings

6th and 7th floors

12:00 pm Conference Ends