

JOIN US IN NEW ORLEANS!

APRIL 30 –
MAY 3 2017

mediaXchange

2017 SESSIONS

MONDAY, MAY 1

Welcome, News Media Alliance Business. Alliance Board Chairman and President, TWH Incorporated, Tony Hunter, will open the conference along with Presenting Sponsor, *The New Orleans Advocate* and News Media Alliance President & CEO, David Chavern.

The Honorable Mitch Landrieu, Mayor of New Orleans. (Invited) Mayor Landrieu will welcome attendees of mediaXchange 2017 to New Orleans.

Keynote: Algorhythm. In the opening Keynote, Mirum Agency President Mitch Joel talks about how digitization has led to major changes in consumption habits, leading to more efficient consumers, while at the same time creating a massive challenge for businesses to adapt to their audience. This pulse and flow of where consumers are at, or the "algorhythm" (a play on "algorithm" and "rhythm"), is providing the blueprint for business models going forward.

Facebook for News Publishers. The Facebook Journalism Project launched in January 2017 with a mission to strengthen Facebook's relationships with the news industry and develop new tools and trainings for both journalists and news consumers. Jason White, Facebook's US News Partnerships Manager, will discuss the initiative's early efforts and the latest updates to Facebook's media products including Instant Articles and Facebook Live.

Calling All Advertisers! Groundbreaking ROI Research on Newspaper Advertising.

Presentation/Sponsor Pitch.

Audience Development: Monetizing Your High Quality Audience with High Integrity Metrics. Dr. Augustine Fou, an industry-recognized thought leader in digital strategy, integrated marketing and digital ad fraud research, will present compelling new insights into human versus non-human site traffic, with practical steps on how to resolve any issues that are uncovered. Learn how "quality positioning strategy" Quality Certification tools from the Alliance for of Audited Media can help set your company apart from competitors and drive more revenue.

Sponsor Presentations.

Audience Development: Proven Strategies for Building Reader Engagement & Retention. This session addresses the question, "How do we leverage engagement into retention?" Heather Williams, Regional Vice President, Audience Development, McClatchy, and her colleague Melody Nelson, Retention & Engagement, along with Rich Handloff of *The Washington Post*, address the questions and share tactics, and their overall strategy, that is working to retain print and digital subscribers across markets and for publications of all sizes.

Accelerator Pitch Session. The four winning media startups of the Alliance's 4th annual Accelerator Pitch Program will pitch their ideas to help the news media industry grow revenue. The session will feature companies founded within the last couple of years offering innovative solutions for print, digital and mobile, including: Hearken, Recruitology, Relay Media and Wallit.

Audience Development: Acquiring the Right Audience to Maximize Profitability. This session is devoted to implementing a data-driven strategy; adaptable tactics to better retain subscribers; and the programs essential to building audience and revenue. Audience executives from Newsday and Advance will share strategies that are delivering significant, measurable success in reducing churn and improving performance in both digital and print platforms.

Table Talks. Table talks will offer deeper dives on content directly sourced from members through ideaxchange, social media and the website. Each Table Talk will be approximately 45 minutes, accommodate 10-12 people and will be first-come, first-served, with the ability to float from one to another as your interests dictate. Each table conversation is led by a designated facilitator.

Advertiser Roundtables. More than 30 advertisers will be represented at this year's Advertiser Roundtable, an informal setting designed to encourage open discussion between newspaper companies and advertisers.

TUESDAY, MAY 2

Keynote: The Associated Press. Gary Pruitt, President & CEO of The Associated Press, will share the latest developments at AP.

Keynote: How to Grow Your Business With Shareable Content. Former VP at BuzzFeed Motion Pictures and former Global Lead for Industry Relations at Google, Jonathan Perelman shows audiences how to tell their story in a genuine, authentic, and meaningful way that generates word of mouth marketing at internet scale. In his keynote, he will talk how the social web works and how to take advantage of it. He will show how to have a major impact through mixing good, solid reporting on things that matter to your audience and using the latest technology tools and platforms.

Keynote: Changing Demographics and Opportunities in Journalism. Generational expert and book author Paul Taylor talks about the two demographic trends that have fed the hyper-partisanship of politics and policymaking in recent years, creating challenges and opportunities for journalism.

Members with Momentum. In this session, Alliance members will present new products and initiatives in a live "highlight reel" of news media innovation. Each speaker will have 10 minutes or less to showcase and promote their latest and greatest products, projects and programs.

Real News Initiatives.

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Google (Invited).

Audience Development: Leveraging the Brand Across Markets & Platforms. By introducing a new master brand, USA TODAY NETWORK, Gannett further leveraged the strength of its national and local brands by showcasing the power of its media network. Through the NETWORK, Gannett unites its brands on multiple platforms – mobile, digital and print – to strengthen consumer engagement in real time with events and experiences, and through enhanced special membership deals. In this session, two executives charged with implementing the concept, Aimee Jolley and Daphne Lowell, will outline the strategy and the implementation across their markets.

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Audience Development: Cutting-Edge Approaches to Driving Subscriptions. Learn about modern, sophisticated strategies for growing your subscribers. Deputy Director of The American Press Institute, Jeff Sonderman, will debut new research insights about who subscribes to news and how you can use content, marketing, and data analysis to better motivate people to subscribe to your publication. Executives from newspaper companies will also share their experiments and successes.

Audience Development: Retaining Readers Through Cost Effective Service Improvements. In this session, Michael Otero, Director, National Home Delivery for *The New York Times* leads a group of newspaper operational and audience executives in a discussion of the proven cost-effective tactics necessary to maintain a relationship with readers, a look at how the distribution business needs to evolve and the steps necessary to get there. The discussion will address key challenges such as shared services among newspapers, recruiting agents, identifying potential recruits such as retirees, and assisting them in building a sustainable distribution system.

Audience Development: Customer Intelligence and Sales/Pricing Strategies that Build Audiences.

This session includes the story behind the success of the *Los Angeles Times* digital subscription sales program, as well as how *The Albany Times Union* is enabling the audience division to allocate its marketing investments toward high value households, and how *The Star-Tribune* is applying data about its readers and allocating resources to maintain its exceptional reach.

Closing Remarks. Alliance President & CEO David Chavern will recap the last two days of insights and close the 2017 conference.

Closing Reception.

Crystal Bell Award. The Ad Council will present the annual Crystal Bell Award to one newspaper that has shown outstanding support and leadership in disseminating Ad Council public service messages.

Passing the Gavel. Outgoing Alliance Board Chairman Tony Hunter will introduce the new incoming Chairman in the traditional passing of the gavel.



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