



THURSDAY, MAY 14

2 - 5 p.m. **GENERAL SESSION**

Free vs. Paid Content Debate

With strong advocates on both sides, the debate is at the core of today's central industry question: what lies ahead?

Walter Hussman Jr., publisher, Arkansas Democrat-Gazette, and CEO, WEHCO Media, Inc.

Mark Potts, recoveringjournalist.com and consultant to media and Internet companies

Idea Exchange

Ideas applicable to marketing/circulation/Internet/niche publications. Delegates to bring examples.

Tom Silvestri, publisher, Richmond Times-Dispatch

6 - 7 p.m. **NETWORKING RECEPTION**

FRIDAY, MAY 15

9 a.m. – Noon **GENERAL SESSION: AUDIENCE METRICS**

The Audience Metric – And How to Research Audience

Why adopting an audience metric is the true measure of a multimedia business' reach. Techniques and approaches to learn more about your market and customers. This session will include video of actual focus group conversations.

Ron Mulder, president, MORI Research

Audience Segmentation – The Gannett Experience

How adopting the audience metric has been done successfully. Why Gannett focused on specific audience types, how they did it, and the resulting product portfolio/successes.

Jennifer Carroll, vice president and senior editor, ContentOne, Gannett Co. Inc.

How to Assemble an Audience Portfolio

Analyze potential audiences, then develop products and services to satisfy them. Mulder identifies 18-20 audience segments and isolates three of them for further discussion.

Ron Mulder, president, MORI Research

Noon **LUNCH PROGRAM**

Millennial Generation and How They Consume Media

Are young millennials (ages 12-31) the downfall of traditional news media? Or are Gen Xers (ages 32-44) on the forefront of dismantling traditional news organizations? Learn who the Gen Xers are, why they are killing news organizations and what you can do about it.

Jack MacKenzie, president, Millennial Strategy Program



Annual Sponsor

FRIDAY, MAY 15 (Continued)

1:30-5 p.m. **GENERAL SESSION**

Markets to Pursue

Three audience segments that should be on everyone's radar screen.

1. Young People – How Young People Get the News

A New Way to View Content

Jim Kennedy, vice president and director of strategic planning, The Associated Press

2. Rolling Out Skirt Publications – How to Do it and Still Make Money

Young Professional Segment and Boomer Segment

Doug Forshey, vice president/new products and market development, Media General Publishing

3. Women 25-49 and Parents

Bill Fox, assistant managing editor/new media, Greenville News

Sudie Gambrell, director of parenting publications, Greenville News

SATURDAY, MAY 16

9 a.m. – Noon **GENERAL SESSION: PRODUCT DECISIONS THAT IMPACT AUDIENCE**

How to Get the Most Revenue From Pre-Prints: Delivering Them to Profitable ZIP Codes

Nancy Green, CEO, Nancy Green & Associates

Paid vs. Free Circulation: The Bluffton Model

Jim Smith, Ph. D., vice president/research and development, Morris Publishing Group

The Future: Key Opportunities for the Short- and Long-Term

Terry Heaton, senior vice president, Media 2.0, AR&D, Grapevine, Texas

Noon **ADJOURN**