

CNPA 2011 PRESS SUMMIT & GOVERNMENT AFFAIRS DAY

April 14-16, 2011 • Thursday-Saturday
Wilshire Grand Los Angeles



THURSDAY, APRIL 14

PROGRAM

11:45 to 1:00 p.m.

Welcome Luncheon

Speaker: Michael Zimbalist - The New Communication Paradigm

1:15 to 2:45 p.m.

General Session I

Resource Roundtables

Roundtable Participants:

- CIPS Marketing
- Marketwire
- Mather Economics
- Reuters
- Seeing Interactive
- Total Pass
- TownNews.com
- Myles Mellor Crosswords
- Transcontinental

3:00 to 5:00 p.m.

General Session II

Advertiser Roundtables

To-date we have the following Roundtable Participants:

- Allied Integrated Marketing
- Best Buy
- Target
- Coldwell Banker
- ID Media
- Local Getaways
- JC Penney (ACG)
- Michaels (ACG)
- Staples
- Goodway Group
- CS, Inc.

6:00 to 7:00 p.m.

Opening Night Reception

Sponsored by LA Times

7:00 to 9:00 p.m.

Dinner/Entertainment

Will Durst, Political Satirist

FRIDAY, APRIL 15

PROGRAM

7:15 to 8:15 a.m.

Women Executives' Breakfast

Host: Debra Hershon, publisher, Half Moon Bay Review

8:30 to 9:30 a.m.

CONCURRENT SESSIONS I AND II

Session I

Trends and Best Practices in Core Paid, TMC and Sunday Select Type Distribution Programs

Moderator: Aaron Kotarek, Vice President/Circulation & Distribution, Press-Enterprise, Riverside

Panelists:

- Colleen Brewer, Vice President, National Ad Sales, Gannett Co., Inc.
- Chris Cope, CEO, American Communications Group
- Ken Higdon, Vice President of Business Development, CIPS Marketing Group, Inc.
- John McKeon, President and General Manager, The Dallas Morning News
- Steve Winslow, Print Media Buyer, Best Buy
- Devin Hedberg, Print Media Analyst, Best Buy

Description:

Would you like to hit a more targeted audience while growing incremental revenues? Do you want to increase market penetration with a low cost solution? Would you like to save distribution expenses? If your answer is yes, then we have a panel of six industry experts who will show you how! Hear newspaper executives from Gannett and A.H. Belo, advertising executives from Best Buy and ACG Media, and distribution company CIPS, discuss strategies for serving customers and generating new revenue streams.

Session II

Restoring Community Spark

Moderator: Steve Lambert, editor and publisher, The San Gabriel Valley Newspaper Group, West Covina

Panelists:

- Tim Gallagher, President, Gallagher 20/20
- Marcia Parker, West Coast Editorial Director, Patch
- Marc Wilson, Founder/CEO, TownNews.com

Description:

Is your newspaper as connected to your community as it used to be? Has Patch or some other competitor set up shop in your town? What can you do about it? "Restoring Community Spark" - a session for editors and publishers - examines this industry dilemma from the perspective of a newspaper executive, a former newspaper executive and Patch's West Coast editorial director. Hear what they say we're doing right - and wrong - and what we can do to bring "community" back into community newspapering.

9:45 to 10:45 a.m.

General Session III: Government Affairs Day

Lessons from the City of Bell Scandal

Moderator: Russ Stanton, Editor, Los Angeles Times

Panelists:

- Jeff Gottlieb, Reporter, Los Angeles Times
- Steve Marble, Writer, Los Angeles Times
- Kenneth R. Pulskamp, City Manager, City of Santa Clarita
- Zev Yaroslavsky, Los Angeles County Supervisor

Description:

Following a tip, the Los Angeles Times made a public records request that uncovered huge public official salaries, corruption and alleged crimes in the blue collar City of Bell. The Times series of stories rocked the state and re-energized newspaper scrutiny of local government agencies and public employee compensation practices and the response from city, county and state government and their representative organizations has resulted in legislative hearings and efforts at reform. Hear the story behind the story from the reporters and editors who broke it.

FRIDAY, APRIL 15 (cont'd)

PROGRAM

11:00 to 11:45 a.m.

General Session IV: Government Affairs Day

Public Pensions Panel

Moderator: David Lauter, Assistant Managing Editor, Los Angeles Times

Panelists:

- Dan Borenstein, Columnist / Editorial Writer, Contra Costa Times, Walnut Creek
- Karl Olson, Partner, Ram & Olson, San Francisco
- John Tavaglione, President, California State Association of Counties (CSAC), and Riverside County Supervisor
- Don Knabe, Director, California State Association of Counties (CSAC), and Los Angeles County Supervisor

Description:

California cities, counties and the state, itself, have promised billions of dollars in future pensions which are currently underfinanced. The under-funded pensions threaten to swamp public budgets over the next decade, even as the state tries to pull out of a deep recession. But this is not just a green-eyeshade story. The problems and abuses of pensions can be grist for great journalism. Learn what this story is all about and see some examples of how to tell it.

Noon to 1:30 p.m.

Friday G.A. Luncheon

Speaker: California Lt. Governor Gavin Newsome (invitation pending)

Host: Ralph Alldredge, CNPA, President-Elect, Publisher, Calaveras Enterprise

Welcoming Remarks by Mayor Villaraigosa

1:45 to 3:00 p.m.

CONCURRENT SESSIONS III AND IV

Session III

Apps, Waps, and Maps: How to Make Money and Earn Loyalty to Mobile

Moderator: Andy Vogel, Vice President – Emerging Media, Los Angeles Times Media Group

Panelists:

- Jason Aplin, Managing Partner, W3 EDGE
- Dea Lawrence, Vice President, Pointroll
- Shuki Lehavi, CEO, Gumiyo
- Matt Shaw, Director, Google AdMob

Description:

WAP and APP and Geo- Location create marketing possibilities and current best practices.

Where should you invest advertising dollars now and in the future?

- Get up to speed on the latest trends, social aspects and privacy implications of location-based tactics.
- Learn to integrate this technology into your current advertising and marketing strategies.

Session IV

News on the Go

Moderator: Frank Pine, Editor and General Manager, Inland Valley Daily Bulletin, Ontario

Panelists:

- Nels Jensen, Director/Content & Programming, Enterprise Media, Riverside
- Wade Beavers, co-founder and CEO, DoApp, Inc.

Description:

Are you getting the most out your mobile media strategy? As more and more people turn to Androids and iPads to get their media fix, it's incumbent upon us to deliver news and information in an engaging and efficient manner across multiple platforms. "News on the Go" focuses on best practices for delivering content and reaching new audiences on mobile platform from the perspective of a newspaper executive and the co-founder and chief executive officer of mobile developer DoApp,

FRIDAY, APRIL 15 (cont'd)

PROGRAM

3: 15 to 4:30 p.m.

CONCURRENT SESSIONS V AND VI

Session V

Multi-Media Sales Transformation

Moderator: John Burns, publisher, Petaluma Argus-Courier

Presenters:

- David Burns, Publisher/Managing Director, Los Angeles Times Media Group
- Carolyn McCulligh, Advertising Director, The Press Democrat, Santa Rosa
- Russ Stewart, Regional Advertising Manager, The Press-Enterprise, Riverside

Description:

Learn how to maximize advertising revenues by forging an effective multiple platform sales operation. Participants will learn how to develop an agency, customer-centric approach to helping small and medium sized businesses market their products and services on print, web and mobile platforms. Speakers will show how they reorganized their sales organizations for growth using innovative incentive plans, a consultative sales approach and a more efficient operational structure.

Session VI

Growing Digital Audiences and Revenue with a Premium Content Model

Host: Cheryl Brown, publisher, Black Voice News, Riverside

Panelists:

- Roger Coover, Publisher, The Record, Stockton
- John McKeon, President and General Manager, The Dallas Morning News
- Jeff Herr, Vice President/Interactive, California Newspaper Partnership, MediaNews Group, San Jose

Description:

You will hear what three newspaper leaders are doing to implement paid content initiatives across multiple digital platforms including online, tablets and mobile devices. You'll learn how their strategies can build a profitable online business model by leveraging the value of our content in the multiple ways readers want it delivered, and how digital content is driving new advertising revenues from small- and medium-sized businesses.

6:00 to 7:00 p.m.

Reception • Silent Auction

Premiere Sponsor Infomercials

7:00 to 9:00 p.m.

Dinner/Entertainment

Mark Twain Impersonator McAvoy Layne
Jack Bates Fete

SATURDAY, APRIL 16

PROGRAM

8:00 to 9:30 a.m.

General Session V

CPRA Nuts 'n Bolts

Moderator: Al Wickers, Davis Wright Tremaine, Los Angeles Office

Panelists:

- James Chadwick, Partner, Sheppard Mullin Richter & Hampton LLP
- Tim Crews, Editor and Publisher, Sacramento Valley Mirror, Willows
- Judge Lee Edmund, Los Angeles Superior Court Judge, Los Angeles County
- Carolina Garcia, Executive Editor, Los Angeles Daily News, Woodland Hills
- Garrett Therolf, Staff Writer and Reporter, Los Angeles Times

Description:

9:45 to 11:15 a.m.

General Session VI

Conflicting Priorities? Can You Maintain a Print Foothold While Growing Digital Future?

Host: Marty Weybret, publisher, Lodi News-Sentinel

Speaker:

Clark Gilbert, President, Deseret News & Deseret Digital Media, Salt Lake City

Description:

One of North America's leading authorities on media innovation will share his plans, early success stories and lessons learned. Clark Gilbert will talk about a new business model for media companies and will also address content strategies that are being employed. Already these new strategies have significantly reduced costs while greatly improving content. Industry executives will be treated to a rare speaking appearance by one of the brightest minds in the business.

11:15 to 11:30 a.m.

Refreshment Break

11:30 to 1:30 p.m.

BNC Awards Luncheon and Show

Master of Ceremonies: Will Fleet, publisher, The Fresno Bee

Presentation:

- Weekly Newspaper Award Winners
- Entertainment: Mark Twain Impersonator
- Daily Newspaper Award Winners