



California Newspaper Publishers Association

2011 Press & Governmental Affairs Summit • Wilshire Grand Los Angeles • April 14-16, 2011



EVALUATION FORM

Thank you for attending the 2011 Press & G.A. Summit. Please take a moment to rate the effectiveness of the 2011 Summit program on a scale of 1 to 5—5 is excellent, 4 good, 3 average, 2 fair, and 1 poor. Mark “DNA” for any sessions you “did not attend.” Fill in and fax completed form to 916.288.6002 or mail to Diane Donohue, 2000 O Street, Suite 120, Sacramento, CA 95811-5299.

Overall Impression

Programming content?

Rating

Comments

Too little programming? Too much programming?

Did you pick up any ideas that can be immediately implemented?

Speakers’ expertise?

Did the 2011 Press Summit address current issues and meet the priority needs of your newspaper/company?

Were the vendor sponsor display tables an informative enhancement?

Enjoyment of evening social functions?

Did you consider the Wilshire Grand Los Angeles Hotel a good value overall?

Quality of food? What in particular did you like or dislike?

Rating

Comments

Thursday, April 14, 2011

Welcome Luncheon

Michael Zimbalist, The New York Times Company
“The New Communication Paradigm”

General Session I - Resource Roundtables

Facilitated by Eric Johnston
The Modesto Bee

General Session II - Advertiser Roundtables

Facilitated by Scott Pompe, LAT Media Group
Speaker: Christopher Thornberg, Beacon Economics

Opening Night Reception

Sponsored by the Los Angeles Times

Dinner and Entertainment

Will Durst, Comedian/Satirist

Rating**Comments****Friday, April 15, 2011****Women Executives' Breakfast**

Facilitated by Debra Hershon
Half Moon Bay Review

Concurrent Session I

"Trends & Best Practices in Distribution Programs"
Moderator Aaron Kotarek, The Press-Enterprise,
Riverside; Panelists Colleen Brewer, Gannett; Chris
Cope, ACG; Ken Higdon, CIPS; John McKeon, The
Dallas Morning News; Steve Winslow, Best Buy; and
Devin Hedberg, Best Buy

Concurrent Session II

"Restoring Community Spark"
Moderator Steve Lambert, The San Gabriel Valley
Newspaper Group, West Covina; Panelists Tim
Gallagher, Gallagher 20/20; Kevin Keane, BANG,
Walnut Creek; Marcia Parker, Patch, San Francisco;
Marc Wilson, TownNews.com

General Session III - Governmental Affairs

"Lessons from the City of Bell Scandal"
Moderator Russ Stanton, Los Angeles Times;
Panelists Jeff Gottlieb, Los Angeles Times; Steve
Marble, Los Angeles Times; Ken Pulskamp, City of
Santa Clarita; Assembly Member Ricardo Lara (D-
South Gate)

General Session IV - Governmental Affairs

"Pensions—California's Next Crisis?"
Moderator Evan Halper, Sacramento Bureau,
Los Angeles Times; Panelists Dan Borenstein, Contra
Costa Times, Walnut Creek; Karl Olson, Ram & Olson,
San Francisco; John Tavaglione, CA State Association of
Counties; Don Knabe, CA State Association of Counties

Governmental Affairs Luncheon

Mayor Antonio Villaraigosa
City of Los Angeles

Concurrent Session III

"Apps, Waps, and Maps: How to Make Money and
Earn Loyalty to Mobile"
Moderator Leonard Sampson, Los Angeles Times;
Panelists Rich Abronson, Gumiyo; Dea Lawrence,
Pointroll; Andy Vogel, Los Angeles Times

Concurrent Session IV

"News on the Go"
Moderator Frank Pine, Inland Valley Daily Bulletin,
Ontario; Panelists Nels Jensen, Enterprise Media,
Riverside; Wade Beavers, DoApp, Inc., Rochester, MN

Concurrent Session V

"Multi-Media Sales Transformation"
Moderator John Burns, Petaluma Argus-Courier;
Panelists Russ Stewart, The Press-Enterprise,

Rating**Comments**

Riverside; Barb Mitchel, The Press-Democrat, Santa Rosa; David Burns, Los Angeles Times Media Group

Concurrent Session VI

“Growing Digital Audiences and Revenue with a Premium Content Model”

Moderator Cheryl Brown, Black Voice News, Riverside; Panelists Roger Coover, The Record, Stockton; John McKeon, The Dallas Morning News; Jeff Herr, CA Newspaper Partnership, San Jose

Reception

Silent Auction

Dinner and Entertainment

Impersonator McAvoy Layne
Jack Bates Retirement Fete

Saturday, April 16, 2011**General Session V**

“California Public Records Act Nuts ‘n Bolts”

Moderator Al Wickers, Davis Wright Tremaine LLP; Los Angeles; Interviewee Judge Lee Edmon, Los Angeles Superior Court; Panelists Karlene Goller, Los Angeles Times; Guylyn Cummins, Sheppard Mullin Richter & Hampton LLP, San Diego; Dennis Anderson, Antelope Valley Press, Palmdale; Shelby Grad, Los Angeles Times

General Session VI

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

Host Marty Weybret, Lodi News-Sentinel; Speaker Clark Gilbert, Deseret News and Deseret Digital Media, Salt Lake City, Utah

Better Newspapers Contest Luncheon and Show

Master of Ceremonies Will Fleet, The Fresno Bee
Please share any ideas for improving the contest next year.

How can the 2012 Press Summit be improved to better serve your needs?

Suggestions for speakers and topics for the 2012 Press Summit...

Thank you for completing this form. Your comments and suggestions will be very helpful for the 2012 Press Summit planning committee.

(Optional)

Name _____

Newspaper/Company _____

Address _____

Telephone _____ Fax _____

E-mail _____