

# THE Revenue Conference

**INLAND**  
PRESS FOUNDATION

**The Blinder Group**  
Multimedia Sales Specialists



## THE Newspaper-Specific Conference You Asked For

**Wednesday, April 26, 2017**

**8:00 A.M. Registration, Coffee and Light Breakfast**

**8:15 A.M. Welcome and Introductions**

**8:30 A.M. 50/50 by 2020: Driving Growth and Revenue Where We Can Make it Happen!**

The president and publisher of The Topeka (Kan.) Capital-Journal discusses how the Morris Publishing Group publication intends to go from a revenue mix of about 80% newspaper and 20% non-core operations to a 50/50 mix by 2020. *Presented by Zach Ahrens, President and Publisher, The Topeka Capital-Journal*

**9:30 A.M. - 9:45 A.M. Break**

**9:45 A.M. Engage your audience. Grow your revenue**

The co-founder of Second Street, a provider of private-label online promotions platforms, reviews the best engagement promotions, including sweepstakes, photo and video contests, quizzes, ballots and community photos, email and newsletters. *Presented by Matt Coen, Co-Founder and President, Second Street*

**10:30 A.M. - 10:45 A.M. Break**

**10:45 A.M. Making Money With Social Media**

Local advertisers are embracing social media at an amazing rate. But how can local newspapers leverage this opportunity beyond selling digital services like content management and Facebook ad campaigns? Some local media companies are now offering their own, large social media footprints as new marketing opportunities. Others are blending advertisers social content with editorial platforms for HUGE profits. Learn easy to implement social media revenue opportunities that are making big dollars for local newspapers.

And, ALL newspapers should be “Social

Selling” by effectively integrating social media into the sales organization, helping establish trust with new connections, deepening existing customer relationships, and discovering new revenue opportunities. *Presented by Becky Bjork, Advertising Director at Sierra Vista Herald & Bisbee Review - Wick Communications; Patti Minglin, Founder/CEO, Go Girl Communications and Christian Prskos, Director of Digital for Copperfield Digital Services (CDS), Copperfield Publishing*

**11:45: Luncheon**

**12:45 P.M. Rehabbing Your Real Estate Revenue—Really!**

We all know that this critical category for newspaper revenue has been eroding over the years. Now, however, data supports the real estate industry’s need to move their money back into legacy media. Plus, there are new, innovative marketing solutions available to newspapers. Learn how to win back these dollars today! *Presented by Dennis Sheely, Director of Sales & Marketing, Digital First Media NorCal Community group and Bob Kellagher, Senior Associate, Blinder Group Multimedia Media Sales Specialists.*

**1:30-1:45 P.M. - Break**

**1:45 P.M. The Art and Science of Setting a Sales Revenue Goal**

Expect a high-energy session focused on facilitating the factors that go into goal setting: Preplanning, attitude and strategic thinking. This will be a self-discovery exercise for attendees who will determine what goals they need to improve by assessing their current competence and critical areas they need to focus on. *Presented by Vince Coultis, Training and Development Consultant, Propel Coaching and Consulting LLC*

**2:45 P.M. - 3:00 P.M. Break**

**3:00 P.M. Digital Services: Who’s Making Money With Them—And Why: Success**

**Stories From Markets Of All Sizes**

This session is all about doing digital services right.

First, the director of digital revenue for BH Media shares best practices on effective sales development and prospecting, how to better monetize what you’re offering SMBs, and how to evolve into a full solutions-based sales structure, knocking down everything from local banners and behavioral-based audience extension campaigns to search, video, social media and reputation management. *Presented by Mike Martoccia, Director of Digital Revenue, BH Media Group.*

Then the director of Paxton Media Group’s digital agency shows how to start and sustain an agency in small markets. Learn how to find the perfect fulfillment partner, what Paxton’s launch strategy was, what lessons were learned in the first two years—and what specific categories and products are performing best. *Presented Sara Droke, Agency Director at Amplified 408 / Director of Emerging Media at WPSD Local 6, Paxton Media Group*

Finally, the session will show how newspaper publishers can differentiate themselves from the many digital-only competitors targeting their local SMBs. There will be discussion on what products you may want to bundle, how to price, and suggest some changes you make to your production department to increase revenue. Also included: Detailed looks at how they’re doing digital services at Swift Newspaper’s Tahoe.com, EverythingReno.com, EverythingVail.com and EverythingSummit.com. *Presented by Greg Swanson, partner and business development manager, ITZontarget*

**5:00 P.M. Adjourn**

**6:00 P.M. Happy Hour Reception**

Join our Austin hosts and conference participants for drinks and appetizers at the offices of OwnLocal!

# Thursday, April 27, 2017

## 8:00 A.M. Coffee and Light Breakfast

### 8:15 A.M. Seven Powerful Native Ad Tips That Will Make You Money

This interactive presentation is based on actual local native advertising results from newspapers of various sizes. The presentation will include how local native works online and in print; how to get editorial and sales staff buy-in; best practices you must adopt; packaging that commands a premium price; the categories to target; three things you should never do; and more! *With Paul Camp, Co-Founder, Content That Works*

### 9:00 A.M. Vertical Leap: Niche Print and Digital Products That Punch Above Their Weight

Niche content offerings carefully targeting audience segments are proven generators of significant incremental revenue. This session will focus on success stories and lessons learned from two markets, one served by a metro daily and the other with community dailies and weeklies. Learn how the Albuquerque Journal recaptured its share of real estate advertising with a tabloid publication that averages \$30,000 in revenue each month. And from suburban Chicago, see how Shaw Media built an extensive portfolio of niche publication, including appealing to a mostly male and younger audience by reviving a weekly pro football publication that's syndicated nationally, and targeting women with localized lifestyle publications. *Presented by Joe Leong, Vice President and Chief Revenue Officer, Albuquerque Journal and Laura Burke Shaw, Director of Niche Publishing, Shaw Media*

## 10:00 A.M. – 10:15 A.M. Break

### 10:15 A.M. Ready-To-Go Revenue Solutions

This session takes a look at revenue

concepts that can be executed in any sized market. There will be real-life examples and ideas in philosophy and application that can be implemented in any market, as well as specific strategies in events, ticketing, niche publications, a high school newspaper project and more. *Presented by Scott Pompe, Vice President/ Advertising, Austin American-Statesman and Zach Ahrens, President and Publisher, The Topeka Capital-Journal*

## 11:30 A.M. Luncheon

### 12:30 P.M. It's Time For Us to Get our Swagger Back!

There is no question that digital disruption is affecting our audience and profits. But are we living a self-fulfilling prophecy by moving our focus away from leveraging our editorial assets as a core revenue source? Dr. Iris Chyi of the University of Texas has published recent research on format preference for traditional media that challenges the accepted theory of disruptive technology. Her well known "Ramen Noodles Theory" suggests that online news, like Ramen Noodles, is an inferior good. Mike Blinder preaches to hundreds of newspapers a year that there still is an opportunity for major profits for the industry when the sales department focuses on what they do best! Mike will dissect the latest research and data proving that newspapers are still a great product with a bright future ahead. As long as we all "keep our eye on the ball!" *Presented by: H. Iris Chyi, Ph.D., Associate Professor School of Journalism, Moody College of Communication, The University of Texas at Austin. And, Mike Blinder, President and Founder, The Blinder Group*

## 1:30 – 1:45 P.M. Break

### 1:45 P.M. Print & digital subscription revenue: Building a program for success

This session will share ideas for new print

**OUR HOST:** The Austin American-Statesman

### REGISTRATION FEE:

Inland members and clients of The Blinder Group: **\$425**. Second member from same newspaper or client company: **\$295**  
Non-member: **\$595**

Register at <http://www.inlandpress.org/conferences/>

### HOTEL ACCOMMODATIONS:

#### Radisson Hotel & Suites Austin Downtown

111 East Cesar Chavez Street  
1st Street and Congress Ave.  
Austin, Texas 78701  
Phone: (512) 478-9611

### RESERVATIONS: Cut-off: April 11

<http://www.radisson.com/austintx>  
Special conference rate: **\$215** per night

and digital revenue sources, digital products, digital subscription sales, and organizational alignment. *Presented by Bill Nagel: VP, Shared Audience, Print, Cox Media Group Newspapers, and Ann Poe, Vice President/ Shared Audience, Digital, Cox Media Group Newspapers*

## 2:45 P.M. – 3:00 P.M. Break

### 3:00 P.M. Let's Go To The Video: Optimizing Revenue Streams From Streaming and OTT

This session looks at all aspects of video streaming, Over-The-Top, linear TV—even broadcast. You'll learn what works best on video and on what platform, how to price video ads, how to hold down production costs, how to deepen audience engagement with video, and how to avoid the inevitable challenges that come with video. *Presented by Blake Pollard, Head of Revenue and Business Development, Calkins Digital.*

## 4:00 P.M. Adjourn

## Speakers



**Zach Ahrens**  
President and publisher, The Topeka Capital-Journal



**Becky Bjork**  
Advertising director, Sierra Vista Herald & Bisbee Review-Wick Communications



**Mike Blinder**  
President and Founder, The Blinder Group



**H. Iris Chyi, Ph.D.**  
Associate Professor School of Journalism, Moody College of Communication



**Paul Camp**  
Co-founder, Content That Works



**Matt Coen**  
Co-Founder and president, Second Street



**Vince Coultis**  
Training and development consultant, Propel Coaching and Consulting LLC



**Sara Droke**  
Dir., Amplified 408 and dir., emerging media, WPSD-TV, Paxton Media Group



**Bob Kellagher**  
Senior Associate, Blinder Group Multimedia Media Sales Specialists



**Joe Leong**  
VP and chief revenue officer, Albuquerque Journal



**Mike Martocchia**  
Dir., digital revenue, BH Media Group



**Patti Minglin**  
Founder/CEO, Go Girl Communications



**Bill Nagel**  
VP, Shared Audience, Print, Cox Media Group Newspapers



**Ann Poe**  
VP, shared audience, digital, Cox Media Group Newspapers



**Blake Pollard**  
Head of revenue and business development, Calkins Digital



**Christian Priskos**  
Dir, Digital for Copperfield Digital Services (CDS), Copperfield Publishing



**Scott Pompe**  
VP, advertising, Austin American-Statesman



**Laura Burke Shaw**  
GM, Suburban Life Media & Kane County (Ill.) Chronicle, Shaw Media



**Dennis Sheely**  
Dir., sales & marketing, Digital First Media NorCal Community group



**Greg Swanson**  
partner and business development manager, ITZontarget