

2017 Registration Materials
Register Today!



April 10-12, 2017
The Hershey Lodge
Hershey, Pa.

www.america-east.com

Where newspapers and technology meet

SCHEDULE AT A GLANCE

This is a tentative schedule and is subject to change. Please visit www.america-east.com for updates, additions and more.



MONDAY, APRIL 10

| | | | |
|------------------------|--|-----------------------|--|
| 8:00 a.m. - 11:15 a.m. | Digital Opportunities Workshop presented by LMA (<i>separate reg fee applies</i>) | 3:30 p.m. - 4:30 p.m. | Breakout Session I: The Philadelphia Story: A Laboratory for the Future of News |
| 11:30 a.m. - 1:00 p.m. | Keynote Luncheon and Presentation | | Breakout Session II: Financial Analysis and Benchmarking |
| 1:00 p.m. - 2:00 p.m. | Dessert Reception with Exhibitors | | Theater Session: Technology Trends to Watch |
| 1:00 p.m. - 6:30 p.m. | Exhibit Floor Open | 4:45 p.m. - 5:30 p.m. | Welcome Reception on Exhibit Floor |
| 1:15 p.m. - 2:00 p.m. | Theater Session: A Conversation with Jim Brady | 5:00 p.m. - 6:30 p.m. | Digital Media Contest Awards Presentation |
| 2:10 p.m. - 3:15 p.m. | Breakout Session I: Innovation at The Washington Post | 5:30 p.m. - 6:15 p.m. | Casino Night |
| | Breakout Session II: Small But Mighty: Community Newspapers Doing Things Right | 6:30 p.m. - 8:30 p.m. | |

TUESDAY, APRIL 11

| | | | |
|-------------------------|--|------------------------|---|
| 8:00 a.m. - 9:00 a.m. | Speed Networking Breakfast | 12:40 p.m. - 1:20 p.m. | Theater Session: Big Audio Dynamite: The Rise (or Return) of Podcasting |
| 8:30 a.m. - 3:00 p.m. | Shark Tank Workshop (application required in advance) | 1:00 p.m. - 2:00 p.m. | Great Lakes/Mid-States Session: Print Update from a Newspaper's Perspective |
| 9:00 a.m. - 10:00 a.m. | Breakout Session I: Leveraging the Legacy | 1:30 p.m. - 2:30 p.m. | Breakout Session I: Right-Sizing |
| | Breakout Session II: News on the Go: Developments in Mobile | | Breakout Session II: New Models for News |
| 9:00 a.m. - 11:00 a.m. | Private Demos with Exhibitors (tickets required) | | Breakout Session III: New Circulation Department I: Audience Development and Metrics |
| 10:00 a.m. - 10:50 a.m. | Circulation Session: AAM Brandview: How Can It Work For You? | 2:00 p.m. - 4:00 p.m. | Great Lakes/Mid-States Roundtable: Pre-Press, Press and Post-Press Discussions |
| 10:00 a.m. - 10:30 a.m. | Refreshment Break with Exhibitors | 2:40 p.m. - 3:30 p.m. | Breakout Session I: Recruiting for a Changing Industry |
| 10:30 a.m. - 11:30 a.m. | Breakout Session I: Keeping End-of-Life Equipment Going | | Breakout Session II: Bringing News and Information to Life: Best Practices in Video |
| | Breakout Session II: Creating Vertical Products | | Breakout Session III: New Circulation Department II: Email Newsletters and Marketing |
| 11:00 a.m. - 11:50 a.m. | Circulation Session: Best Ideas in 50 Minutes for Growing Revenue and Acquiring/Retaining Customers | 3:45 p.m. - 5:00 p.m. | Theater Session: Shark Tank Presentations |
| 11:00 a.m. - 5:00 p.m. | Exhibit Floor Open | | Newsprint Suppliers' Reception on Exhibit Floor |
| 11:30 a.m. - 1:00 p.m. | Boxed Lunch on Exhibit Floor | 5:00 p.m. - 7:00 p.m. | Digital Happy Hour |
| 11:45 a.m. - 12:30 p.m. | Breakout Session I: Digital Printing for Newspapers: Toner to Inkjet and Beyond | | Print Happy Hour , sponsored by Great Lakes/Mid-States |
| | Breakout Session II: In Search of New Revenue Streams | | |
| 12:00 p.m. - 1:00 p.m. | Circulation Luncheon (<i>separate reg fee applies</i>) | | |

WEDNESDAY, APRIL 12

| | | | |
|------------------------|--|-------------------------|--|
| 8:00 a.m. - 9:00 a.m. | Continental Breakfast with Exhibitors | 10:40 a.m. - 11:30 a.m. | Breakout Session I: Ethics and Media Law in the Digital Age |
| 8:00 a.m. - 12:00 p.m. | Exhibit Floor Open | | Breakout Session II: Delivering on Data |
| 8:30 a.m. - 9:30 a.m. | Breakout Session I: More Than Making It Look Good: User Experience and Design | 11:00 a.m. - 12:00 p.m. | Farewell Break on Exhibit Floor |
| | Breakout Session II: Health and Safety Update | 12:00 p.m. - 1:00 p.m. | PNA Scholastic and Collegiate Keystone Press Awards Luncheon (<i>separate reg fee applies</i>) |
| 9:40 a.m. - 10:30 a.m. | Breakout Session I: Commercial Printing at Traditional Newspaper Operations | | |
| | Breakout Session II: Product and Project Management: Bringing Order to Chaos | | |

2017 CONFERENCE PROGRAMMING



MONDAY, APRIL 10

8:00 a.m. – 11:15 a.m.

Digital Opportunities Workshop *sponsored by LMA*
(\$169 reg fee applies to workshop; individual sessions @ \$99 ea.)

Session I: Disruptive Bets in Local Media

Native advertising, digital agency, live events, OTT video, audience development programs – these are just a handful of the opportunities available to local media to grow top-line revenues. However, beware of the shiny object! This session will analyze key industry growth trends and identify the top bets that local media companies are making to seize these new opportunities.

Session II: Smarter Selling for Digital Success

In a digital world, the days of order taking are long gone, and dialing for dollars is too inefficient. Advertisers have diverse and fragmented needs. Rather than simply running campaigns, they require solutions-based programs that solve specific business problems. This session will discuss new opportunities in local sales: how sales teams can utilize local business data to tailor programs to their specific needs, how intent can be captured when businesses are ready to engage, and how sellers can finally deliver on the “right product, right price, right time” model for each unique business.

Trainer: Jed Williams, Chief Innovation Officer, LMA

11:30 a.m. – 1:00 p.m.

Keynote Luncheon with Margaret Sullivan

Margaret Sullivan, one of the leading thinkers and writers about the craft and business of journalism, will deliver the keynote address at a critical time for the media. In today's rapidly-changing political, economic and news media environment, the U.S. media is grappling with titanic change on a scale never seen before. Sullivan is uniquely suited to address these issues. As public editor of The New York Times, she provided some of the most thoughtful analyses of the state of journalism. As editor of the Buffalo News, she had firsthand experience managing through the industry's changes. And now, as media columnist for The Washington Post, she provides regular commentary and insight on what's happening in journalism and media. Sullivan's speech to America East will address many of the enormous issues and challenges facing those attending the conference.

Speaker: Margaret Sullivan, Media Columnist, The Washington Post

1:15 p.m. – 2:00 p.m.

Theater Session: A Conversation with Jim Brady

Jim Brady is a longtime innovator in local and digital news, as editor of WashingtonPost.com, founder and general manager of TBD.com, editor-in-chief of Digital First Media and ombudsman for ESPN. His latest venture, Spirited Media, is building regional websites, starting with Billy Penn in Philadelphia and The Incline in Pittsburgh. These groundbreaking sites combine small reporting staffs with aggressive aggregation, a focus on mobile, unique marketing and a business plan built around revenue-producing events rather than advertising. In this one-on-one conversational session, Jim discusses the philosophy behind Spirited Media, learnings from more than two years of operating Billy Penn, and his thoughts on the future of local coverage and media business models.

Speaker: Jim Brady, CEO & Founder, Billy Penn

2:10 p.m. – 3:15 p.m.

Breakout Session I: Innovation at The Washington Post

Under Jeff Bezos' ownership in the past two years, The Washington Post has become the industry leader in aggressive innovation. Sure, it helps to have Bezos' billions, but much of what The Post is doing is common sense and cutting-edge best practices. The session will include a deep dive into how The Post is pursuing new forms of storytelling and content: video, podcasts, multimedia, Snapchat, etc.

Breakout Session II: Small but Mighty: Community Newspapers Doing Things Right

A panel of smaller community publishers talks about what makes them successful and how they're changing (or not changing) their businesses to keep up with audiences and advertisers. Do smaller papers need to be as digitally savvy as their metro cousins? Or does print still rule small towns?

Speakers: Aimee Atteberry, Publisher, C-VILLE Weekly; Jeremy McBain, Executive Editor, Petoskey News-Review; Heather Goodwin Henline, Publisher and GM, The Inter-Mountain, Elkins, W.Va.

3:30 p.m. – 4:30 p.m.

Breakout Session I: The Philadelphia Story: A Laboratory for the Future of News

Over the past few years, Philadelphia has become one of the most fascinating local news markets in the nation. The Inquirer and Daily News have gone through countless ownership changes and are now in a unique nonprofit. And startups such as Billy Penn, TechPhilly and PhillyVoice are vying for audience and advertising share. Get an inside look at this highly competitive market from some of its most prominent players.

Breakout Session II: Financial Analysis and Benchmarking

A frank and open dialogue and sharing of financial measures and benchmarks to help participants understand how others are facing and dealing with industry and financial challenges.

4:45 p.m. – 5:30 p.m.

Theater Session: Technology Trends to Watch

The world is changing so quickly around us that it seems hard to keep up at times. But some people make it their business to watch and identify trends far down the road that might impact media and business. Enjoy a wide-ranging discussion of such new technologies as chatbots, voice-controlled devices, virtual reality, wearables, autonomous cars, and many other cutting-edge technologies that will be changing our businesses before we know it.

5:30 p.m. – 6:15 p.m.

Digital Media Contest Awards Presentation

Plan on attending this presentation to recognize digital excellence across multiple categories and divisions.

TUESDAY, APRIL 11

8:00 a.m. – 9:00 a.m.

Speed Networking Breakfast - New!

Join us for a casual, informational continental breakfast. Attendees will have the opportunity to

engage with exhibitors based on area of interest outside of the trade show floor.

8:30 a.m. – 3:00 p.m.

Dive Into The Shark Tank - New!

Bring your best ideas for innovative new businesses and new products and put them through a one-day wringer that starts with the idea and ends with a business plan presentation to industry experts. We'll give you a crash course in how to develop, evaluate and present your ideas. Applications for participation are required in advance. Presentations and judging will take place in the Exhibit Floor Theater beginning at 3:30 p.m.

9:00 a.m. – 10:00 a.m.

Breakout Session I: Leveraging the Legacy

Amid the digital revolution, print remains a mainstay of newspaper organizations, and their longtime brand names still hold sway in their community. How can an organization leverage and build on this legacy of brand and community penetration? This is about looking forward, not looking back - using the existing audience and advertiser reach to build new products, reach new audiences, find new advertisers, etc.

Breakout Session II: News on the Go:

Developments in Mobile

More than half of the traffic to most news sites now comes from mobile devices, an explosive development that has upended most news organization content and revenue strategies over the past couple of years. Doing mobile well is not as simple as pasting a website onto a smartphone screen or simply licensing an app template from a vendor. Dive deeply into successful mobile strategies and learn about the trends shaping mobile news in this session with leaders in the field.

Speakers: James Kober, Director of Ad Operations, Newsday; Dan Greenberg, CEO, Sharethrough; Brian Handly, CEO, Reveal Mobile; Tim Buss, Creative Director, Calkins Media

10:00 a.m. – 10:50 a.m.

Circulation Session: AAM Brandview: How Can It Work For You? (Sponsored by I-SCMA)

10:30 a.m. – 11:30 a.m.

Breakout Session I: Keeping End-of-Life Equipment Going

This session will explore how to keep presses and other equipment running long after their manufacturers have stopped making them or even supplying replacement parts. How can 3-D printing help? How do you decide to fix...or walk away?

Breakout Session II: Creating Vertical Products

Many experts believe that narrow, vertical products - a far cry from one one-size-fits-all general-interest model of the traditional newspaper - are essential for finding new customers and tapping new markets. Explore case studies of successful new news and information products - both print and digital.

11:00 a.m. – 11:50 a.m.

Circulation Session: Best Ideas in 50 Minutes for Growing Revenue and Acquiring/Retaining Customers (Sponsored by I-SCMA)

2017 CONFERENCE PROGRAMMING



11:45 a.m. – 12:30 p.m.

Breakout Session I: Digital Printing for Newspapers: Toner to Inkjet and Beyond

Newspaper size and circulation are evolving into the sweet spot for roll-fed digital printing. At the same time, toner and inkjet technology have advanced in quality, productivity and lower cost. This session will review the suppliers, products and trends that will affect newspapers.

Speaker: Dr. Frank Romano, Professor Emeritus, Rochester Institute of Technology

Breakout Session II: In Search of New Revenue Streams

Hear from industry leaders about how traditional publishers are finding new streams of revenue from new (and old) sources like events, contests, co-op advertising and more.

Moderator: Mike Orren, President, Dallas Morning News, Speakeasy Agency

12:40 p.m. – 1:20 p.m.

Theater Session: Big Audio Dynamite: The Rise (or Return) of Podcasting

This valuable theater session will take a look at growing trends in podcasting, anchored by a presentation on the Cincinnati Enquirer's "The Accused," which scored 1 million downloads in just a few weeks. We'll touch on how to use podcasts for storytelling, how to market them, where revenue comes from, metrics, and more.

1:00 p.m. – 2:00 p.m.

Great Lakes/Mid-States Session: Print Update from a Newspaper's Perspective

1:30 p.m. – 2:30 p.m.

Breakout Session I: Right-Sizing

How to fit an organization to the new realities of the industry, including reducing print frequency, publication printing size, and more.

Breakout Session II: New Models for News

Upstart competitors are attempting to redefine news and advertising and establish beachheads among traditional audiences and newer audiences such as millennials and urban professionals. Hear firsthand case studies from the leaders of innovative sites like Billy Penn and ArlingtonNow about how they're trying to establish themselves as important players in news and advertising by pursuing new models for coverage and revenue.

Speakers: Chris Krewson, Editor, Billy Penn; Mike Shapiro, CEO and Publisher, TAP Into, LLC; additional panelists to be confirmed

Moderator: Matt DiRienzo, Executive Director, LION

Breakout Session III: New Circulation Department I: Audience Development and Metrics

With the rise of digital metrics and highly trackable audience behavior has come a new role in news organizations: audience development. Often integrated right into newsrooms, which previously undervalued readers, audience development staffs are taking an active role in shaping news products and the daily report by applying analytics and other tools to news metrics and information about audience interests. The measurements that are essential to watch seem to change constantly.

Learn about what metrics leaders in the field monitor and how they use them to create new opportunities and better serve readers.

2:00 p.m. – 4:00 p.m.

Great Lakes/Mid-States Roundtable: Pre-Press, Press and Post-Press Discussions

2:40 p.m. – 3:30 p.m.

Breakout Session I: Recruiting for a Changing Industry

Few organizations have undergone as much change as news companies over the past few years, but the wild ride is hardly over. The rise of mobile distribution and video, the advent of Big Data and chatbots and the need for constant technological change and adaptation continue to roil news organizations. This panel will explore the factors that are changing news companies, look at the new skills needed to keep up with change, and provide case studies in how successful news organizations are managing change. The skills most needed, such as software development, social media, metrics analysis and video production, are often the hardest to find because of the competitive landscape beyond the newspaper industry.

Moderator: Mark Stencel, former managing editor NPR Digital and author of the Tow Center report "Superpowers: The Digital Skills Media Leaders Say Newsrooms Need Going Forward"

Breakout Session II: Bringing News and Information to Life: Best Practices in Video

Video has become a major growth area in the news business, even (and especially) in organizations that have traditionally been print-focused. But success in video is much more than grabbing a camera and some editing software. Learn from some of the best video news and information practitioners how to conceive, produce and market successful video, from live feeds to regular programming. Also learn best practices for monetizing it and keeping audiences coming back.

Moderator: Tom Davidson, UNC-TV/PBS

Breakout Session III: New Circulation Department II: Email Newsletters and Marketing

Many news organizations undervalue one of the most effective ways of directly reaching audiences: email newsletters. Well-crafted newsletters can pay huge dividends in reader loyalty, site traffic and high-value advertising. Learn about the best techniques for creating and managing newsletters (and subscription lists) from leaders in the field.

3:45 p.m. – 5:00 p.m.

Theater Session: Shark Tank Presentations

Attendees are invited to listen in to presentations from our entrepreneurial shark tank participants and find out who will be crowned the winner!

WEDNESDAY, APRIL 12

8:30 a.m. – 9:30 a.m.

Breakout Session I: More Than Making It Look Good: User Experience and Design

In 2016, Washingtonian.com significantly increased traffic to its website by greatly simplifying its web design - proof that less is more when it comes to user experience. Many news organizations still

haven't mastered this - sites are still riots of buttons, links, thumbnail photos and other distractions, not to mention ad-server calls that bog down page loading. Some of the best thinkers in user experience and design talk about best practices in designing for user utility and about using scientific (and metrics) approaches to creating designs that maximize user engagement, traffic and revenue.

Breakout Session II: Health and Safety Update

The Occupational Safety and Health Administration (OSHA) has recently added several new rules that impact all newspaper operations. Revisions to the Hazard Communication Standard have gone into full effect and compliance with all of the requirements is expected. This presentation will allow you to gain an understanding of key regulations and what steps your organization will need to take to become, and remain, compliant.

Speaker: Gary Jones, Assistant Vice President of Environmental, Health and Safety Affairs, Printing Industries of America

9:40 a.m. – 10:30 a.m.

Breakout Session I: Commercial Printing at Traditional Newspaper Operations

In today's world of consolidation and centralization of newspaper production operations, an opening exists to attract additional commercial/contract work for those who have, or are willing to, maintain their ink-on-paper operations. Our group of panelists will discuss what it takes to chase and secure available commercial contract work, as well as best practices and potential pitfalls along the way.

Breakout Session II: Product and Project Management: Bringing Order to Chaos

Product management and product development are disciplines well-known in much of the business world, but rarely mentioned in newsrooms - although most newsrooms actually practice a crude form of project management in putting out the paper each day. Learn how to develop and apply product management and project management skills to existing products and projects and to quickly nurture and develop new products for your audience and advertisers.

Speaker: Jeff Sonderman, Deputy Director, American Press Institute

10:40 a.m. – 11:30 a.m.

Breakout Session I: Ethics and Media Law in the Digital Age

Just as it has upended everything else, the digital revolution has forced radical new thinking about media ethics and media law. Copyright, fair use, libel, sourcing-all of these key issues (and more) are in a state of evolution. Learn from leaders in the field about developments in ethics and the law and how news organizations are adapting to this fast-changing landscape.

Breakout Session II: Delivering on Data

Is your news organization taking advantage of one of your most valuable assets? Diving into data can translate into audience development and revenue growth opportunities. This session will focus on ways to do just that.

12:00 p.m.

Conference concludes

2017 America East Exhibitors

April 10 - 12, Hershey Lodge



The following exhibitors have requested exhibit booth space as of **December 2, 2016**. Attendees are encouraged to visit with our suppliers during the various exhibit hall hours each day.

| | | | |
|-----------------------------------|----|---------------------------------------|----|
| *90 Grand.com..... | 64 | *Merrimac Software Associates . | 59 |
| Agfa | 20 | Miracom Computer Corp. | 13 |
| Bluefin | 47 | Muller Martini NA | 73 |
| Brainworks | 34 | NewsNotes/Scranton Label Inc.... | 8 |
| DYC Supply, Co..... | 51 | Newspaper Solutions, LLC | 67 |
| Dynaric, Inc..... | 50 | Nittany Valley Offset | 68 |
| Eastman Kodak | 63 | Perfect Pallets | 6 |
| Editor & Publisher..... | 69 | ppi Media US, Inc..... | 46 |
| *Encore Global Business | | *Pre1 Software | 37 |
| Intelligence | 44 | Presteligenca | 53 |
| Envision Delivery Systems..... | 17 | Prime UV | 36 |
| FujiFilm..... | 74 | Prolmage America, Inc. | 35 |
| Gannett Imaging & Ad Design | | QUIPP Systems | 5 |
| Center | 56 | Rochester Institute of Technology.... | 75 |
| GIS..... | 52 | Roxen Internet Software, Inc. | 32 |
| GOSS International Americas | 55 | Software Consulting Services..... | 19 |
| Harland Simon | 31 | Southern Lithoplate Inc. | 40 |
| ICANON Newzware | 49 | SPH Pressroom Parts, Inc..... | 70 |
| KBA North America, Inc..... | 48 | TownNews.com | 72 |
| Lineup Systems | 45 | | |
| Manugraph Americas - DGM..... | 65 | | |

**Indicates first-time America East exhibitor*

For more information on sponsorship and advertising opportunities, please visit our website at www.america-east.com or email maryf@pa-news.org.

Are you willing to swim with the sharks?!

On Tuesday, April 11, bring your best ideas for innovative new businesses or new products and put them through a one-day, shark tank-style wringer that starts with an idea and ends with a business plan presentation to industry experts and judges.

We'll give you a crash course in how to develop, evaluate and present your ideas. To register for this unique workshop, email events@pa-news.org to receive an application.


HAPPY SWIMMING!





SAVE TIME AND MONEY BY REGISTERING EARLY!


Registrations must be received by March 31, or onsite registration in Hershey is required.

CANCELLATIONS must be received by 5:00 p.m., EST, on Mon., April 3, to qualify for a full refund. Please contact AE Registration at 717-703-3069.

 **Register Online:**
www.america-east.com

 **Mail to:**
America East
3899 N. Front St.
Harrisburg, PA, 17110

 **Fax to:**
(717) 703-3001

 **For assistance:**
Call: (717) 703-3069
Email:
events@pa-news.org

Registrations will not be taken over the phone.

 **Group Discounts:**
If registering 10 or more people from your company, call us at (717) 703-3069 for special rates.

PICK UP YOUR BADGE at the Attendee Registration Desk in The Hershey Lodge. Badges must be worn to all functions. Badge substitutions cannot be made without prior approval.

Name for badge: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____

Your Company: Daily Newspaper Weekly Newspaper Commercial Printer Newspaper Supplier
 Magazine Other _____

Combined Daily Newspaper Circulation: Up to 10,000 10,001 to 25,000 25,001 to 50,000
 50,001 to 100,000 Over 100,000

Area of Responsibility: Advertising Circulation Editorial Finance General Manager/VP
 Human Resources Online/Digital Production Publisher/President/CEO Information Technology
 Sales/Marketing Other: _____

I understand that by completing this registration form my name and address (including my email address) may be shared with 2017 America East vendors so they can distribute booth and product information to me.

REGISTRATION PACKAGES

Special Monday Workshop - Local Media Association Attend both sessions for \$169

Disruptive Bets in Local Media \$99
This session will analyze key industry growth trends and identify the top bets that local media companies are making to seize upon new top-line revenue opportunities.
Monday, April 10, 8:00 - 9:30 a.m.

Smarter Selling for Digital Success \$99
Advertisers now require solutions-based programs that solve specific business problems. This session will discuss new opportunities to meet the diverse and fragmented needs of local advertisers.
Monday, April 10, 9:45 - 11:15 a.m.

America East Registration

Newspaper and News Media Attendees

America East Full-Time \$379 \$399 **by March 17** **March 18-31**

Includes all Monday, Tuesday and Wednesday general sessions, Monday keynote luncheon, Tuesday lunch on show floor, Tuesday and Wednesday breakfasts, receptions and exhibits.

Single Day Registration \$169 \$189

Monday Tuesday Wednesday

Includes your choice of all sessions and meal functions on specific day selected.

Exhibits Only \$85 \$95

Valid all days the floor is open: Monday, Tuesday and Wednesday. No sessions included.

Non-News Media Attendees & Vendors

**Please note that non-exhibiting suppliers and vendors of newspaper products or services MUST use this registration option.*

Exhibits Only \$399

America East Full-Time \$599

Single Day Registration \$499

Monday Tuesday Wednesday

PAYMENT

Total Special Workshop \$ _____
Enter total amount checked above

Total America East Registration \$ _____
Enter total amount checked at left

TOTAL PAYMENT DUE \$ _____

CHECK IS ENCLOSED.

Make checks payable to PA NewsMedia Association (PNA)

CHARGE MY CREDIT CARD (VISA, Mastercard, Amex)

Card Number: _____

Expiration Date: _____

Exact Name on Card: _____

Security Code: _____

PLEASE SELECT THE EDUCATIONAL SESSIONS YOU PLAN TO ATTEND (ONE PER TIME FRAME)

MONDAY, APRIL 10

8:00 a.m. - 9:30 a.m.

Disruptive Bets in Local Media (\$99)

9:45 a.m. - 11:15 a.m.

Smarter Selling for Digital Success (\$99)

11:30 a.m. - 1:00 p.m.

Keynote Luncheon and Presentation

1:15 p.m. - 2:00 p.m.

Theater Session: A Conversation with Jim Brady

2:10 p.m. - 3:15 p.m.

Breakout Session I: Innovation at The Washington Post
 Breakout Session II: Community Newspapers

3:30 p.m. - 4:30 p.m.

Breakout Session I: The Philadelphia Story
 Breakout Session II: Financial Analysis and Benchmarking

4:45 p.m. - 5:30 p.m.

Theater Session: Technology Trends to Watch

5:30 p.m. - 6:15 p.m.

Digital Media Contest Awards Presentation

TUESDAY, APRIL 11

8:30 a.m. - 3:00 p.m.

Shark Tank Workshop (application required)

9:00 a.m. - 10:00 a.m.

Breakout Session I: Leveraging the Legacy

Breakout Session II: News on the Go: Mobile

10:00 a.m. - 10:50 a.m.

Circulation Session: AAM Brandview

10:30 a.m. - 11:30 a.m.

Breakout Session I: Keeping End-of-Life

Equipment Going

Breakout Session II: Creating Vertical Products

11:00 a.m. - 11:50 a.m.

Circulation Session: Best Ideas in 50 Minutes

11:45 a.m. - 12:30 p.m.

Breakout Session I: Digital Printing for Newspapers

Breakout Session II: In Search of New Revenue Streams

12:40 p.m. - 1:20 p.m.

Theater Session: The Rise (or Return) of Podcasting

1:00 p.m. - 2:00 p.m.

GLMS Session: Print Update from a Newspaper's Perspective

1:30 p.m. - 2:30 p.m.

Breakout Session I: Right-Sizing

Breakout Session II: New Models for News

Breakout Session III: Audience Development and Metrics

2:00 p.m. - 4:00 p.m.

GLMS Roundtable: Pre-Press, Press and Post-Press Discussions

2:40 p.m. - 3:30 p.m.

Breakout Session I: Recruiting for a Changing Industry

Breakout Session II: Best Practices in Video

Breakout Session III: Email Newsletters and Marketing

3:45 p.m. - 5:00 p.m.

Theater Session: Shark Tank Presentations

WEDNESDAY, APRIL 12

8:30 a.m. - 9:30 a.m.

Breakout Session I: User Experience/Design

Breakout Session II: Health/Safety Update

9:40 a.m. - 10:30 a.m.

Breakout Session I: Commercial Printing

Breakout Session II: Product/Project Mgmt.

10:40 a.m. - 11:30 a.m.

Breakout Session I: Ethics and Media Law

Breakout Session II: Delivering on Data

HOTEL ROOM RESERVATIONS



HERSHEY LODGE, HERSHEY, PA

Phone: (717) 533-3311 • Fax (717) 534-8668

Reserve your room today!

Room block will be held until March 10. After March 10, rooms are subject to availability.

Reserving a room is convenient. Choose your preferred method.

1. Phone Hershey Resorts at (717) 533-3311. Request the America East group rate.
2. Book online. Visit the America East website at <http://americaeast.panewsmedia.org/registration-and-lodging/hotel-information> for access to Hershey's special online reservation system.

NOTE: Housing reservations must be handled directly with the Hershey Lodge and should not be submitted with your America East conference registration form.

Group Name: America East

Conference Dates: Monday, April 10 - Wednesday, April 12

Note: Rooms are available April 7 - April 15, 2017 at the discounted America East group rate.

- 1) Reservations at the Hershey® Lodge are on a first-come, first-served basis.
- 2) If your first choice is The Hotel Hershey®, A Four Star and Four Diamond Rated Resort, please contact the property by calling (717) 533-2171. Room rate at The Hotel Hershey®: \$191 single or double occupancy.
- 3) If you find it necessary to cancel your reservation, call your confirmed hotel no later than 72 hours prior to arrival time. Ask for and record any cancellation number given at the time of your call and retain this number for three months.



Hershey, located just 12 miles east of Harrisburg, is easy to reach from any direction. The Harrisburg International Airport, bus and train stations, Interstates 81 and 83, and the Pennsylvania Turnpike Rt. 76 are all less than 15 minutes away. Hershey Resorts vans will provide transportation to and from air and train terminals for a nominal fee. Please make prior arrangements by calling the hotel directly. Visit www.hersheypa.com for directions and more information. *Hershey is a trademark used with permission.*



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(717) 533-3311

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