<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 4, 2015</td>
<td>6:00 pm - 7:00 pm</td>
<td>PRE-MEETING HAPPY HOUR (AT SPECIALTY STUDIOS)</td>
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<tr>
<td>February 5, 2015</td>
<td>9:30 am - 12:00 pm</td>
<td>SOCIAL SELLING FOR AUDIENCE AND ADVERTISER GROWTH</td>
<td>Golden Gate A</td>
<td>Presenter: Amie Stein</td>
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<tr>
<td></td>
<td>9:00 am - 9:30 am</td>
<td>MEDIA &amp; THE POLICE: JOURNALISTS' RIGHTS</td>
<td>Golden Gate B/C</td>
<td>Presenter: James Wheaton</td>
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<td></td>
<td>9:30 am - 12:00 pm</td>
<td>SOCIAL SELLING FOR AUDIENCE AND ADVERTISER GROWTH</td>
<td>Golden Gate A</td>
<td>Presenter: Amie Stein</td>
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<td></td>
<td>9:30 am - 10:00 am</td>
<td>MEDIA &amp; THE POLICE: POLICE SURVEILLANCE</td>
<td>Golden Gate B/C</td>
<td>Presenter: Eva Galperin</td>
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<td>10:00 am - 10:15 am</td>
<td>MEDIA &amp; THE POLICE: FATAL ENCOUNTERS</td>
<td>Golden Gate B/C</td>
<td>Presenter: D. Brian Burghart</td>
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<td>10:45 am - 11:45 am</td>
<td>MEDIA &amp; THE POLICE: REPORTERS' ROUNDTABLE</td>
<td>Golden Gate B/C</td>
<td>Presenters: Abraham Hyatt, Dyan Ruiz, Jessica Lussenhop, Rebecca Burns and Brandi Collins</td>
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<td></td>
<td>12:00 pm - 12:30 pm</td>
<td>MEDIA AND THE POLICE: LUNCH PLENARY WITH Malkia Cyril</td>
<td>Golden Gate B/C</td>
<td>Presenter: Malkia Cyril</td>
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<td>1:00 pm - 1:50 pm</td>
<td>LEGAL HOTLINE LIVE!</td>
<td>Golden Gate B</td>
<td>Presenter: Kevin Goldberg</td>
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<td>1:00 pm - 3:00 pm</td>
<td>WORKSHOP: SECURE YOUR DIGITAL SPACE</td>
<td>Constellation Room</td>
<td>Presenters: Eva Galperin, Garrett Robinson, Kevin Gallagher and Cooper Quintin</td>
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<td>2:00 pm - 3:00 pm</td>
<td>COLLABORATION DOS AND DON'TS – A ROUNDTABLE</td>
<td>Golden Gate B</td>
<td>Presenters: Lisa Rudman, John Rudolph, Paul Kleyman and Linda Jue</td>
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<td></td>
<td>2:00 pm - 2:50 pm</td>
<td>THE FUTURE OF LISTINGS AND CLASSIFIEDS</td>
<td>Golden Gate C</td>
<td>Presenters: Ryan DeRose, Matt Voigt and Glenn Millar</td>
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<td>2:30 pm - 3:00 pm</td>
<td>MEASURING IMPACT: THE MEDIA CONSORTIUM IMPACT PROJECT</td>
<td>Golden Gate A Ben Schneer</td>
<td>Presenter: Ben Schneer</td>
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<td>3:00 pm - 3:15 pm</td>
<td>COFFEE BREAK (SPONSORED BY THE BREAKING NEWS NETWORK)</td>
<td>Main Hallway</td>
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<td>3:30 pm - 3:45 pm</td>
<td>SMALL DONOR STRATEGIES ROUNDTABLE</td>
<td>Constellation Room</td>
<td>Presenters: Peter Meredith and Kate Lesniak</td>
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<td>3:45 pm - 4:15 pm</td>
<td>DO YOU TRUST US?</td>
<td>Golden Gate B</td>
<td>Presenters: Sally Lehrman and Steve Katz</td>
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<td>4:15 pm - 5:00 pm</td>
<td>PLenary: Cenk Uygur</td>
<td>Golden Gate B/C</td>
<td>Presenter: Cenk Uygur, TheYoungTurks</td>
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<td></td>
<td>5:00 pm - 6:00 pm</td>
<td>WELCOME RECEPTION (SPONSORED BY WHITE LABEL DATING)</td>
<td>Main Hallway</td>
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</table>

All sessions and times are subject to change.
February 6, 2015

8:30 am - 9:00 am
CONTINENTAL BREAKFAST
Maritime Room

9:00 am - 9:15 am
WELCOME
Golden Gate B/C
Presenters: Tiffany Shackelford, Jo Ellen Green Kaiser and Sally Freeman

9:15 am - 9:50 am
KEYNOTE PRESENTATION: AUDIENCE AND THE ATTENTION WAR
Golden Gate B/C
Presenter: Stephanie Brower

9:50 am - 10:30 am
BROADENING YOUR AUDIENCE WITH FACEBOOK
Golden Gate B/C
Presenter: Meghan Peters

10:30 am - 10:45 am
COFFEE BREAK (SPONSORED BY ALLEY INTERACTIVE)
Main Hallway

10:45 am - 11:30 am
RESOURCES FOR BIG DATA STORIES
Golden Gate A
 Presenter: Jennifer LaFleur

LEVERAGING BIG DATA TO DRIVE BIG REVENUES
Golden Gate C
Presenters: Jeff Tomlin, Kelly Benish and Sachin Kamdar

DATA VIZ BEST PRACTICES
Constellation Room
Presenter: Wesley Grubbs

PARTNERING WITH ACTIVISTS
Golden Gate B
Presenters: Joe Baker, Don Hazen and Bill Shireman

11:30 am - 12:20 pm (Con’t)
MEMBERSHIP MODELS
Golden Gate B
Presenters: Rod Arakaki, Leila Shooshani, Lindsey Millar and Steven Oh

THE MISSED STORY OF #BLACKLIVESMATTER
Constellation Room
Presenters: Sally Lehrman and Venise Wagner

12:30 pm - 2:00 pm
LUNCH DISCUSSION: DEFINE “LOCAL, PROGRESSIVE, ALTERNATIVE, INDEPENDENT, ENTREPRENEURIAL”
Maritime Room

2:00 pm - 4:30 pm
SELL DIGITAL TOMORROW. SERIOUSLY.
Golden Gate A
Presenter: John Heaston

2:00 pm - 5:00 pm
UNCONFERENCE SESSIONS
Golden Gate B/C

5:00 pm - 6:00 pm
IMPACT AWARDS
Golden Gate B/C
Presenter: Nathaniel “Toby” Thompkins

February 7, 2015

8:30 am - 9:00 am
CONTINENTAL BREAKFAST
Maritime Room

9:00 am - 10:30 am
TMC MEMBER MEETING
Golden Gate A

9:00 am - 9:45 am
EDITORS’ ROUNDTABLE
Golden Gate B

10:00 am - 10:45 am
SHOW & TELL
Golden Gate C
Presenter: Molly Wilmott

10:45 am - 11:45 am
KEYNOTE PRESENTATION
Golden Gate C
Presenter: Kara Swisher

11:45 am - 1:00 pm
LUNCH
TBA

1:00 pm - 1:50 pm
CROWDFUNDING 3.0
Golden Gate C
Presenter: Mark Glaser

STORYTELLING WITH MAPS
Golden Gate A
Presenter: Jonathan Marino

2:00 pm - 2:50 pm
CASHING IN MORE THAN DIGITAL DIMES FOR THOSE PRINT DOLLARS
Golden Gate A
Presenter: Maria Terrell

CONTENT WORKFLOW: FROM PRINT TO DIGITAL, AND VICE VERSA
Golden Gate C
Presenters: Josh Kadis, Jeff Norris and Drew Bartlett

3:00 pm - 5:00 pm
CLOSING RECEPTION & ROUNDTABLES (SPONSORED BY PRESSREADER AND RAW STORY)

THE SOUND OF INEVITABILITY: #BETTERBROADBAND IS MUNICIPAL BROADBAND
Golden Gate B
Presenters: Sabrina Roach, Ansel Herz and Gavin Dahl

3:00 pm - 5:00 pm
CLOSING RECEPTION & ROUNDTABLES (SPONSORED BY PRESSREADER AND RAW STORY)