

Schedule

All sessions and times are subject to change.

February 4, 2015

6:00 pm - 7:00 pm
**PRE-MEETING HAPPY HOUR
(AT SPECIALTY STUDIOS)**

February 5, 2015

9:30 am - 12:00 pm
**SOCIAL SELLING FOR AUDIENCE
AND ADVERTISER GROWTH**
Golden Gate A
Presenter: Amie Stein

9:00 am - 9:30 am
**MEDIA & THE POLICE:
JOURNALISTS' RIGHTS**
Golden Gate B/C
Presenter: James Wheaton

9:30 am - 12:00 pm
**SOCIAL SELLING FOR AUDIENCE
AND ADVERTISER GROWTH**
Golden Gate A
Presenter: Amie Stein

9:30 am - 10:00 am
**MEDIA & THE POLICE:
POLICE SURVEILLANCE**
Golden Gate B/C
Presenter: Eva Galperin

10:00 am - 10:15 am
**MEDIA & THE POLICE:
FATAL ENCOUNTERS**
Golden Gate B/C
Presenter: D. Brian Burghart

10:45 am - 11:45 am
**MEDIA & THE POLICE:
REPORTERS' ROUNDTABLE**
Golden Gate B/C
Presenters: Abraham Hyatt, Dyan Ruiz, Jessica
Lussenhop, Rebecca Burns and Brandi Collins

12:00 pm - 12:30 pm
**MEDIA AND THE POLICE:
LUNCH PLENARY WITH MALKIA CYRIL**
Golden Gate B/C
Presenter: Malkia Cyril

1:00 pm - 1:50 pm
LEGAL HOTLINE LIVE!
Golden Gate B
Presenter: Kevin Goldberg

**FREELANCERS, PART-TIMERS
AND A LIVING WAGE**
Golden Gate C
Presenters: Dan Perkins (Tom Tomorrow),
Laird Harrison and Rebecca Schoenkopf

**FINDING YOUR VIDEO MOJO WITH
HARDWARE YOU ALREADY OWN**
Golden Gate A
Presenter: Yvonne Leow

1:00 pm - 3:00 pm
**WORKSHOP:
SECURE YOUR DIGITAL SPACE**
Constellation Room
Presenters: Eva Galperin, Garrett Robinson,
Kevin Gallagher and Cooper Quintin

2:00 pm - 3:00 pm
**COLLABORATION DOS AND DON'TS
- A ROUNDTABLE**
Golden Gate B
Presenters: Lisa Rudman, John Rudolph,
Paul Kleyman and Linda Jue

2:00 pm - 2:50 pm
**THE FUTURE OF LISTINGS
AND CLASSIFIEDS**
Golden Gate C
Presenters: Ryan DeRose, Matt Voigt and
Glenn Millar

2:00 pm - 2:30 pm
**STORYMAKER VIDEOJOURNALISM
DEMO AND DISCUSSION**
Golden Gate A
Presenters: Brian Conley and Steve Wyshywaniuk

2:30 pm - 3:00 pm
**MEASURING IMPACT: THE MEDIA
CONSORTIUM IMPACT PROJECT**
Golden Gate A Ben Schneer
Presenter: Ben Schneer

3:00 pm - 3:15 pm
**COFFEE BREAK (SPONSORED BY THE
BREAKING NEWS NETWORK)**
Main Hallway

3:15 pm - 4:00 pm
**SMALL DONOR STRATEGIES
ROUNDTABLE**
Constellation Room
Presenters: Peter Meredith and Kate Lesniak

DO YOU TRUST US?
Golden Gate B
Presenters: Sally Lehrman and Steve Katz

**CREATIVE CULTURE AND THE NEED
FOR DESIGN THINKING**
Golden Gate A
Presenters: Emi Kolawole and Justin Ferrell

**STALKERS, HACKERS AND TROLLS,
OH MY!**
Golden Gate C
Presenters: Jos Truitt, Maya Schenwar,
Rebekah Wilce and Manolia Charlotin

4:15 pm - 5:00 pm
PLENARY: CENK UYGUR
Golden Gate B/C
Presenter: Cenk Uygur, *TheYoungTurks*

5:00 pm - 6:00 pm
**WELCOME RECEPTION (SPONSORED
BY WHITE LABEL DATING)**
Main Hallway

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

SEO WORKSHOP

Golden Gate C
Presenter: Chris Robino

REVENUE ROUNDUP

Golden Gate A
Presenters: Kaizar Campwala, Sue Belair and Evan Kravitz

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

TRENDS IN LOCAL AND SOCIAL MEDIA SPENDING

Golden Gate C
Presenters: Greg Harmon and Caroline Li

9:45 am - 10:00 am

COFFEE BREAK (SPONSORED BY OLIVE SOFTWARE)

Main Hallway

10:00 am - 10:45 am

SHOW & TELL

Golden Gate C
Presenter: Molly Willmott

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

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)