

AAN+TMC Conference, February 5-7, 2015

Argonaut Hotel, San Francisco

February 4, 2015

Pre- Meeting Happy Hour (At Specialty Studios)

Time: 6:00 pm - 7:00 pm

Golden Gate B/C

Coming in on Wednesday? Meet new and old friends at the offices of TMC member Specialty Studios!

February 5, 2015

Media & the Police: Journalists' Rights

Time: 9:00 am - 9:30 am

Speaker: James Wheaton

Golden Gate B/C

Can the police every arrest a journalist while the journalist is in the act of reporting? Does the First Amendment protect reporters from having your camera/phone/notebook confiscated? Can police legally conduct surveillance on a reporter? What are your rights as you report on the police?

Social Selling For Audience and Advertiser Growth

Time: 9:30 am - 12:00 pm

Speaker: Amie Stein

Golden Gate A

Social Selling is one of the year's hottest buzzwords in the area of sales and marketing. Organizations who have adopted social selling are repeatedly proving to perform better than their counterparts who don't. Personal branding is more important than ever. What does it really mean and why is it worth adopting for both your advertising and audience development teams? How does leadership play a role in execution and modeling. This workshop will explore how evolving your teams ability to navigate a variety of social selling tactics will improve both their sales activity, the quality of their sales process and the ability to engage with your organization's audience. In a nutshell, drive revenue with higher performing teams. Whether your paper is selling social platforms or not, this session will provide you with tools accessible to markets of all shapes and sizes.

Media and the Police: Police Surveillance

Time: 9:30 am - 10:00 am

Speaker: Eva Galperin

Golden Gate B/C

What tools and techniques do the police use to surveill journalists? How can you protect your sources and content?

Media and the Police: Fatal Encounters**Time: 10:00 am - 10:15 am**

Speaker: D. Brian Burghart

Golden Gate B/C

Learn about FatalEncounters.org, a crowdsourcing website for compiling data on people killed by the police. Brian will explain how you can access and use this data.

Coffee Break (Sponsored by the Breaking News Network)**Time: 10:15 am - 10:30 am**

Main Hallway

Media and the Police: Reporters' Roundtable**Time: 10:45 am - 11:45 am**

Speakers: Abraham Hyatt, Dyan Ruiz, Jessica Lussenhop, Rebecca Burns, Brandi Collins

Golden Gate B/C

Engage in a discussion with your colleagues about how best to cover police activity and protests of police activity. Presenters Abraham Hyatt (Oakland Police Beat), Dyan Ruiz (people.power.media), Rebecca Burns (In These Times) and Jessica Lussenhop (Riverfront Times, St. Louis) all have personal experience covering police activity. This discussion will be moderated by Brandi Collins

Media and the Police: Lunch Plenary with Malkia Cyril**Time: 12:00 pm - 12:30 pm**

Speaker: Malkia Cyril

Golden Gate B/C

Malkia Cyril, Executive Director of the Center for Media Justice, has been at the forefront of every important conversation on racial justice and media for the past decade. In a widely disseminated Huffington Post piece, Cyril pointed to the "black internet," made possible by net neutrality, for bringing #Ferguson to public attention. She will talk to us about the role of progressive and alternative media can and should take in reporting on police actions and public response.

Legal Hotline LIVE!**Time: 1:00 pm - 1:50 pm**

Speaker: Kevin Goldberg

Golden Gate B

AAN's lawyer, Kevin Goldberg will be available to discuss legal issues (but not give legal advice) free of charge; in the (unlikely) event that everyone is too shy to ask questions, Kevin has some issues at the ready to kick start the discussion.

Freelancers, Part-timers and a Living Wage**Time: 1:00 pm - 1:50 pm**

Speaker: Dan Perkins (Tom Tomorrow), Laird Harrison, Rebecca Schoenkopf

Golden Gate C

This session will be a roundtable with discussion led by Tom Tomorrow and Laird Harrison of ASJA.

Our sector depends heavily on the work of freelancers. How do we reconcile our values (around unionization, living wage, health benefits) around the employment of freelancers? What are organizations like ASJA doing to help freelancers?

Finding Your Video MOJO with Hardware You Already Own

Time: 1:00 pm - 1:50 pm

Speaker: Yvonne Leow
Golden Gate A

Tips and tricks on how to use smartphones to get solid video. No one has staff or budget for high end video, but it is possible to get needed footage, and tell the best visual story. Defy expectations with what's already in your hand.

Bonus: learn about Yvonne's Knight Fellowship on utilizing digital archives for better local community reporting.

Workshop: Secure Your Digital Space

Time: 1:00 pm - 3:00 pm

Speaker: Eva Galperin, Garrett Robinson, Kevin Gallagher, Cooper Quintin
Constellation Room

Will you be the next Glenn Greenwald? Only if you can offer informants a secure way to convey information to you. Learn how to protect your communications by phone, text, and email—and also learn when it is better to meet an source in person.

Because each outlet will have different security needs, you will receive one-on-one hands-on training specific to your outlet from Bay Area techies volunteering their time. A Big THANK YOU to EFF and the Freedom of the Press Foundation for helping us find these volunteers. And a big THANK YOU to the volunteers working this session.

Please sign up for your one-on-one time at the registration table.

Foundation Users Meeting

Time: 1:00 pm - 1:50 pm

Maritime Room

Collaboration Dos and Don'ts- A Roundtable

Time: 2:00 pm - 3:00 pm

Speaker: Lisa Rudman, John Rudolph, Paul Kleyman, Linda Jue
Golden Gate B

Media Consortium members who have participated in several collaboration share what works and what doesn't. Robust discussion from the audience is strongly invited. Presentations by Lisa Rudman, John Rudolph and Paul Kleyman. Moderated by Linda Jue.

The Future of Listings and Classified

Time: 2:00 pm - 2:50 pm

Speaker: Ryan DeRose, Matt Voigt, Glenn Millar
Golden Gate C

Calendar listings and classifieds are powerful properties that free weeklies and alts have ruled for decades. They provide a valuable market for arts, food, and culture advertisers; they're a great source of web traffic and revenue for papers; and they are a valuable resource that attracts search engines. A new wave of digital startups and platform innovations is threatening the dominance of print-centered calendar systems and classified listings. This panel will discuss the changing business landscape, review open source tools, and discuss workflow innovations that can help alt-weeklies reinvent the market for calendar and dating listings.

Storymaker Videojournalism Demo and Discussion

Time: 2:00 pm - 2:30 pm

Speaker: Brian Conley, Steve Wyshywaniuk
Golden Gate A

StoryMaker is an open source app that enables existing and aspiring journalists all over the world to produce and publish professional-grade news with their Android phone, as safely and securely as possible. StoryMaker is unique because the app helps you through the entire process of media creation.

Learn about StoryMaker and how it is being used by journalists all over the world.

Measuring Impact: The Media Consortium Impact Project

Time: 2:30 pm - 3:00 pm

Speaker: Ben Schneer
Golden Gate A

The Media Consortium has been engaged for the past two years on a project to create a quantitative measurement of impact. Get an update on this project from one of the lead researchers, Benjamin Schneer of Harvard's Quantitative Sociology program.

Coffee Break (Sponsored by National Catholic Reporter)

Time: 3:00 pm - 3:15 pm

Main Hallway

Small Donor Strategies Roundtable

Time: 3:15 pm - 4:00 pm

Speaker: Peter Meredith, Kate Lesniak
Constellation Room

Whether you are non-profit or for-profit, you should have a strategy to invite gifts from your devoted readers/listeners/viewers of \$5-\$100. In this session, Peter Meredith, who up until recently was the the director of digital strategy at Mother Jones, and Kate Lesniak, donations guru at Bitch magazine, team up to open a wide-ranging conversation on small donor dos and don'ts. Come prepared with stories of what works for you, what hasn't worked, and questions.

Do You Trust Us?

Time: 3:15 pm - 4:00 pm

Speaker: Sally Lehrman, Steve Katz

Golden Gate B

This October, Sally Lehrman and Richard Gingras bemoaned the perception that “the voices of quality journalism command neither the respect nor credibility they expect and truly deserve.” In response, they announced the formation of The Trust Project, designed to bring audience trust back to journalism. Mother Jones publisher Steve Katz talks to Sally Lehrman about the Trust Project in what promises to be a vigorous discussion.

Creative Culture and the Need for Design Thinking**Time: 3:15 pm - 4:00 pm**

Speaker: Emi Kolawole, Justin Ferrell

Golden Gate A

Design thinking provides the tools for creative, human-centered problem solving that allows you to collaborate across disciplines and tackle big challenges. Many news organizations use design thinking to understand the needs of the audience (empathize), frame problems as opportunities for creative solutions (define), generate a range of possible solutions (ideate), communicate the core elements of solutions (prototype) and learning what works and what doesn't (test). See how design thinking can change your approach to work.

Stalkers, Hackers and Trolls, OH MY!**Time: 3:15 pm - 4:00 pm**

Speaker: Jos Truitt, Maya Schenwar, Rebekah Wilce, Manolia Charlotin

Golden Gate C

If you've worked in progressive media for any length of time, you've probably encountered comment trolls, site hackers, and maybe even stalkers. Our roundtable presenters describe their encounters (and how they got back on the yellow brick road) and ask for yours.

With Maya Schenwar, whose site, Truthout, was taken down by hackers; Rebekah Wilce, who with her boss Lisa Graves was stalked by anti-Acorn right-wing activist James O'Keefe; and Jos Truitt of feministing, who has met more trolls than Bilbo Baggins. This session will be moderated by Manolia Charlotin of Feet in 2 Worlds.

Plenary: Cenk Uygur**Time: 4:15 pm - 5:00 pm**

Speaker: Cenk Uygur, The Young Turks

Golden Gate B/C

Cenk Uygur is the host and co-founder of The Young Turks which is the largest news show on the Internet and also a proud TMC member!

Uygur is the former host of The Young Turks on Current TV, MSNBC Live and has appeared numerous times on CNN, CNN Headline News, E! Entertainment Channel, Al Jazeera, ABC News, Voice of America, NPR and even Fox News Channel. He is one of the most popular bloggers on The Huffington Post, and also a contributor to Daily Kos and Politico.

Uygur is a graduate of the University of Pennsylvania Wharton School of Business and Columbia University Law School. He worked as a lawyer, television writer and television host before co-founding The Young Turks.

Welcome Reception (Sponsored by White Label Dating)

Main Hallway

February 6, 2015

Continental Breakfast- Maritime Room

Time: 8:30 am - 9:00 am

Maritime Room

Welcome

Time: 9:00 am - 9:15 am

Speaker: Tiffany Shackelford, Jo Ellen Green Kaiser, Sally Freeman

Golden Gate B/C

Keynote Presentation: Audience and the Attention War

Time: 9:15 am - 9:50 am

Speaker: Stephanie Brower

Golden Gate B/C

Chartbeat's Stephanie Brower will discuss the value of capturing visitors' attention, measuring on-page engagement, and understanding the correlation between the time people spend onsite and their propensity to return and recall brand advertisements. Stephanie will present data insights and real-world experiences that make tangible the challenges and opportunities of shifting from click-based traffic chasing to engagement-based attention transacting.

Broadening Your Audience with Facebook

Time: 9:50 am - 10:30 am

Speaker: Meghan Peters

Golden Gate B/C

Facebook's Meghan Peters will discuss new ways news organizations can use Facebook to connect with and broaden their audiences, including targeting posts, removing posts that are no longer relevant and identifying popular links to share.

Coffee Break (Sponsored by Alley Interactive)

Time: 10:30 am - 10:45 am

Main Hallway

Resources for Big Data Stories

Time: 10:45 am - 11:30 am

Speaker: Eric Sagara

Golden Gate A

Eric Sagara of the Center for Investigative Reporting will talk the audience through several data-driven stories, to include the following:

- Why did the reporters want to do the story in the first place?
- Did they have preconceived notions before they looked at the data?

- What were the reporters able to prove by looking at the numbers?
- How/where did they get those numbers?
- How did they choose what numbers to analyze?
- What was the impact of the story once it was published?

Leveraging Big Data to Drive Big Revenues

Time: 10:45 am - 11:30 am

Speaker: Jeff Tomlin, Kelly Benish, Sachin Kamdar

Golden Gate C

The explosion of the Cloud is generating exciting opportunities to transform business operations, decrease IT costs, create sales and marketing efficiencies and most importantly, drive new revenues! This panel will explore some of the new ways that Big Data can help add to your bottom line in 2015.

Data Viz Best Practices

Time: 10:45 am - 11:30 am

Speaker: Wesley Grubbs

Constellation Room

Data visualization expert and Pitch Interactive founder Wesley Grubbs will share his thoughts and processes on storytelling and using data in a clear, thoughtful and creative form. He will include case studies from his work across various mediums, datasets and target audiences and include tips on good tools and best practices. Grubbs has extensive experience with news organizations including Esquire, Scientific American, Popular Science and the Nation.

Partnering with Activists

Time: 10:45 am - 11:30 am

Speaker: Joe Baker, Don Hazen, Bill Shireman

Golden Gate B

As point-of-view journalism comes into its own, an increasing number of reporters are using activists as sources. Now, outlets are finding that that editorial relationship can lead to some interesting mission-driven and revenue-generating partnerships. Find out how these publishers partner with activists to put out great content that also generates real revenue.

SEO Workshop

Time: 11:30 am - 12:20 pm

Speaker: Chris Robino

Golden Gate C

Alt-weeklies have always had the pulse of the communities they serve. As more and more readers, businesses and event listings go digital are you *“Positioned”* to take advantage of the Digital Frontier? This session will be a fast paced, interactive event, and we will go through all things SEO (Search Engine Optimization), Local SEO and SEM (Search Engine Marketing).

Alt-weeklies are uniquely qualified to be *“The Authority”* in all things local. Who better to help a local business with local exposure than your publication? Now is the time to improve

your own knowledge and understanding of Search and Local Search, both for your paper and your advertising customers. You can, and should OWN THIS SPACE! In this session we will discuss the fundamentals of SEO, and what you need to know about your advertisers.

Revenue Roundup

Time: 11:30 am - 12:20 pm

Speaker: Kaizer Campwala, Sue Belair, Evan Kravitz
Golden Gate A

In this session, we'll explore strategies for finding new revenue sources, including: mobile monetization, advocacy and political marketing, and using real-time A/B site tests to achieve readership and revenue goals.

Membership Models

Time: 11:30 am - 12:20 pm

Speaker: Rod Arakaki, Leila Shooshani, Lindsey Millar, Steven Oh
Golden Gate B

Along with subscription and small donor strategies, memberships offer a way for your audience to offer their financial support for your content. When does it make sense to offer memberships instead of subscriptions? When is it better to offer both? When does a membership model simply confuse your supporters? Come with your questions!

Each of the panelists brings unique experience:

- Tikkun offers membership in an advocacy organization, with a print magazine subscription included in the membership; it is now their #1 sales driver;
- The Arkansas Times offers a digital membership that includes access to event tickets;
- The Young Turks, a for-profit company, offers digital membership that at the base level gives access to their shows commercial free;

Moderated by Yes! magazine's Rod Arakaki.

The Missed Story or #BLACKLIVESMATTER

Time: 11:30 am - 12:20 pm

Speaker: Sally Lehrman, Venise Wagner
Constellation Room

How do bus routes, traffic lights and barren streets build inequity into society? In this session we will show how to explore unequal outcomes in schools, health and criminal justice from a more complex and revealing vantage point. Participants will learn new reporting strategies to investigate how public policy and institutions shape unequal outcomes for different groups in society. You'll also learn new tools and techniques to help you accurately and fairly report on the factors at play in stories about disparity.

Lunch Discussion: Define "Local, Progressive, Alternative, Independent, Entrepreneurial"

Time: 12:30 pm - 2:00 pm

Golden Gate B/C

If you are a journalist, you probably like a good friendly argument. Join us at lunch for a verbal tug-of-war over the terms we most like to use to define ourselves. Warning: you may end up meeting new people.

Sell Digital Tomorrow. Seriously.

Time: 2:00 pm - 4:30 pm

Speaker: John Heaston

Golden Gate A

AAN members have seen an explosion in digital services to their existing clients, and even more exciting, they are opening whole new lines of business in categories that traditionally have been very difficult without ever saying a disparaging word about print. Unique to each of your metropolitan markets, you have the experience and skill set to lead this category in your market — the largest category of digital sales — 4x bigger than digital advertising. If you don't, someone else will and possibly take the most valuable relationship you can have with your customers.

This 2-part training first empowers your managers to bring your sales reps into the 21st Century by showing them how to do what they do best — helping their clients grow their business and getting paid to do it — but in the digital age. We'll explore the existing landscape, how to stay current, how to open any door and the keys to having customers hang on your every word. It's not secret or magic, it's about standing out from the crowd and building a targeted audience, something you've been doing for decades!

Imagine if every customer was willing to pay you for a custom publishing solution, but you didn't need a printing press. The 2nd part of the training will talk about the pieces necessary to implement digital services offerings using your existing staff and freelancers, what to keep in house, what to outsource and the curve you can expect to see as your reputation grows in this area. From the smallest customer to the largest, they NEED what you have to succeed with digital marketing. Mainstream media and national digital service providers will never understand this market like you do.

Unconference Sessions

Time: 2:00 pm - 5:00 pm

Golden Gate B/C

It's an open secret: the best part of conferences is usually the informal meetings that happen in the hallway.

What if the conference itself helped you find a way to talk to the people you most want to meet? about the topics you most want to discuss?

Welcome to the unconference! Here's how it works:

At 2pm, we will ask everyone present to suggest meeting topics. Topic suggesters will speak for 1 minute about their idea. After all the suggesters speak, you will be asked to walk over to the topic that interests you most. Topics with the most people clustered around them will be assigned rooms.

At 3:15 we will call everyone back, and go through the process again.

The rules:

- You can leave or join a group at any time. Don't be embarrassed!
- Groups can end early or merge with other groups. This is all about flexibility!
- One person (not the person who suggested the topic) must be the reporter for the group and report out about what happened in the group.

Topics can be whatever you want. We often see groups of people who want to collaborate on an editorial project, or want to learn more from each other about how to solve a particular problem (like subscriber databases). But really, you can suggest anything.

Impact Awards

Time: 5:00 pm - 6:00 pm

Speaker: Nathaniel "Toby" Thompkins

Golden Gate B/C

Welcome to the Third Annual Impact Awards! The Media Consortium gives these awards to stories created by independent news outlets that have had the greatest impact over the past year. We are pleased that both AAN and TMC members are award-winners this year.

The awards will be preceded by an inspirational talk from Toby Thompkins on how journalists can be "beautiful leaders."

The awards will be presented by Julie Carroll of The New Press, who were the judges for our awards. After each award is presented, the recipient will speak for a few minutes about how their outlet was able to help their winning story achieve its impact.

February 7, 2015

Continental Breakfast

Time: 8:30 am - 9:00 am

Maritime Room

TMC Member Meeting

Time: 9:00 am - 10:30 am

Golden Gate A

Editor's Roundtable

Time: 9:00 am - 9:45 am

Golden Gate B

Trends in Local and Social Media Spending

Time: 9:00 am - 9:45 am

Speaker: Greg Harmon, Caroline Li

Golden Gate C

Borrell Associates senior research analyst Greg Harmon and TackLocal's Caroline Li will share the latest insights into how small and medium-sized businesses (SMB) plan to spend their advertising dollars in 2015.

Coffee Break (Sponsored by Olive Software)**Time: 9:45 am - 10:00 am**

Main Hallway

Show and Tell**Time: 10:00 am - 10:45 am**

Speaker: Molly Willmott

Golden Gate C

This is your chance to present one cool digital thing that you did this past year — in five minutes or less. Look in your success file and come prepared to tell your peers about your initiative. The early presentation slot provides time to talk with others throughout the conference.

Keynote Presentation**Time: 10:45 am - 11:45 am**

Speaker: Kara Swisher

Golden Gate C

Lunch**Time: 11:45 am - 1:00 pm****Crowdfunding 3.0****Time: 1:00 pm - 1:50 pm**

Speaker: Mark Glaser

Golden Gate C

First there was kickstarter, then spot.us ... but crowdfunding has grown in the past couple of years. Find out the best sites to use to start your campaign, what campaigns work best in the journalism space, and when crowdfunding won't be your best answer.

Storytelling with Maps**Time: 1:00 pm - 1:50 pm**

Speaker: Jonathan Marino

Golden Gate A

Mapstorytelling allows readers to make connections across the complexities that mark our modern world. By situating content from a variety of subjects into a visually compelling platform of space and time, journalists can empower readers to see layers and relationships within seemingly disconnected information.

Cashing in more than Digital Dimes for Those Print Dollars**Time: 2:00 pm - 2:50 pm**

Speaker: Maria Terrell

Golden Gate A

Alternative newsweeklies are the true local voice of the community and are struggling to transition their businesses and readers into the digital space. Learn about the global digital trends surrounding content publishers, digital editions, digital newsstands, and apps. Hear about how publishers are combatting the challenge of transitioning print dollars into more than digital dimes. See how various publishers are transitioning to multi-platform, and growing revenues this a diversified model. Hear from a case study from fellow AAN

Member NOW Toronto and learn how they've taken advantage of the spectrum of opportunities, in both traditional (print) and non-traditional channels to grow their digital audience and ultimately will grow revenues overall.

Content Workflow: From Print to Digital, and Vice Versa

Time: 2:00 pm - 2:50 pm

Speaker: Josh Kadis, Jeff Norris, Drew Bartlett
Golden Gate C

The Sound of inevitability: #BETTERBROADBAND is Municipal Broadband

Time: 2:00 pm - 2:50 pm

Speaker: Sabrina Roach, Ansel Herz, Gavin Dahl
Golden Gate

Closing Reception & Roundtables (Sponsored By Pressreader and Raw Story)

Time: 3:00 pm - 5:00 pm

Maritime Room

Gather for a grand finale of drinks and roundtable discussions. Special thanks to our sponsors for this event, PressReader and Raw Story.