Make an Impact

Program

Pre-Meeting for Print Publications: Wednesday, February 6, 2013

9:00 Welcome

9:30 Opening Panel: Why Stay in Print?

10:45 **Making Newsstand Work with Frank Locantore** of Green Paper Printing

12:00 **Lunch** **Plenary Speaker: Bo Sacks**, president, Precision Media Group

Bo Sacks has headlined every major publisher’s gathering, speaking from his background as a publisher, editor, sales manager, pressman, cameraman (and even janitor). He was a cofounder of High Times, and has worked for McCalls, Time, Ziff-Davis, and the New York Times magazine Group.

2:00 Converting Friends to Subscribers

3:30 **Tablet Strategy with Bob Cohn**, Digital Editor of the Atlantic Monthly

6:00 Reception tba

Thursday, February 7, 2013

8:30 Welcome

9:00 Opening Plenary: What Worked in 2012—a showcase of TMC members

10:30 Breakout Sessions:

 Create a multi-platform campaign

 Tools for online donors

 Working with local outlets (with Tiffany Shackleford , director, AAN)

11:30 Breakout Sessions:

 Hybrid Business Models

Package that Content (with Sara Critchfield and Rebecca Eisenberg from Upworthy!)

 Fact-Checking without factcheckers

12:30 **Lunch Plenary Speaker: Michael Copps**

Michael Copps served two terms with the Federal Communications Commission. He has joined Common Cause as senior advisor to their Media and Democracy Reform Initiative to continue his work as a supporter of an open internet and opponent of media consolidation.

2:00 **Reports on TMC Projects**

 Media Policy Project

 Natural Gas Reporting Project

 Metrics Project

3:30 **Affinity Groups—please join a group or start your own**

 Natural Gas Reporting Project

 Reproductive and Gender Justice Project

 Media Policy Workshop

7:00 Party at The Real News Network

Friday, February 8, 2013

8:30 Welcome Back

9:00 **Plenary: Mobile Strategy with Amy Mitchell**

Amy Mitchell is acting director for the Pew Research Center’s Project for Excellence in Journalism and the author of PEJ’s State of the News Media, an annual report on American Journalism.

11:00 Report on TMC’s Community Journalism Training Institute

12:00 Open Meeting ends; TMC Business Meeting begins

12:30 Lunch for TMC Members: Voting on new Coordinating Committee

1:30 TMC Business Meeting

 Reports from Finance, Development, Program and Membership Committees

3:30 TMC Business Meeting Concludes