

# Midwest Newspaper Summit 2

## newspaper evolution

Survival of the fittest in the digital age

**FEBRUARY 4, 2010**

**DOWNTOWN MARRIOTT  
DES MOINES, IOWA**

Presented by:

Illinois Press Association  
Iowa Newspaper Foundation  
Kansas Press Association  
Minnesota Newspaper Association  
Missouri Press Association  
Nebraska Press Association  
South Dakota Newspaper Association  
Wisconsin Newspaper Association

**\*Register for the  
Minnesota Newspaper  
Association Convention  
and attend the Midwest  
Newspaper Summit 2  
for free!**

The 2009 Midwest Newspaper Summit was just the first part in the discussions to determine new business models and revenue streams for the news industry. The discussion continues at the Midwest Newspaper Summit 2, February 4 in Des Moines. Nationally recognized speakers will discuss the rapid changes newspapers are experiencing in the wake of the digital age, new ways to structure the newspaper business, new revenue models and many other critical topics.

### SCHEDULE

#### WEDNESDAY, FEBRUARY 3

6:00 p.m.-8:00 p.m. **Welcome Reception** hosted at the Des Moines Register  
*Utilize Des Moines' covered skywalk system for the short walk to the Des Moines Register*

#### THURSDAY, FEBRUARY 4

10:00 a.m. **Welcome**  
10:10 a.m.-11:15 a.m. **"Transitioning to a New Business Model"**  
*William Grueskin, Columbia University / former Managing Editor, The Wall Street Journal*  
11:15 a.m.-11:35 a.m. **Networking Break** *sponsored by Marriott Hotel*  
11:35 a.m.-12:35 p.m. **"Where's the Beef? Putting Content Back Into Your News Burger"**  
*Randall Hill, The Modellers*  
12:45 p.m.-1:45 p.m. **Lunch**  
1:45 p.m.-3:00 p.m. **"Life After Google and Craigslist: Survival Strategies in the Digital Age"**  
*Randall Stross, author and New York Times columnist*  
3:00 p.m.-3:30 p.m. **Networking Break** *sponsored by Associations Inc.*  
3:30 p.m.-4:30 p.m. **"Growing Revenues on a Digital Platform"**  
*Mike Blinder, The Blinder Group*  
4:30 p.m.-5:00 p.m. **Moderated Discussion**  
5:00 p.m. **Closing Remarks**  
5:30 p.m.-7:30 p.m. **Networking Reception**  
6:30 p.m. **Live Auction**  
*Proceeds benefit Iowa Newspaper Foundation*  
9:00 p.m.-11:00 p.m. **Reception in Presidential Suite**

### REGISTRATION FEES

Registration through January 27, 2010 - \$60  
Registration after January 27, 2010 - \$75

### ADDED VALUE

The Friday following the Midwest Newspaper Summit 2 coincides with the Iowa Newspaper Association's annual Convention and Trade Show. **All Summit registrants are invited to stay and attend sessions on Friday, Feb. 5 for only \$15.\***

Friday sessions include:

*Leadership in Transitional Times*  
*Maintaining & Enriching Journalism in a Customer-Focused, Digital World*  
*David Stoeffler, Touchstone News Consulting*

*Social Media: Fostering an Online Community Around Your Newspaper*  
*Nathan Wright, Lava Row and Panel*

*Survival Selling*  
*Mike Blinder, The Blinder Group*

*The Essentials of Selling Online Advertising*  
*Chris Maikisch, Interprint Media Consultants*

*Photoshop Tips and Tricks | Digital Journalism*  
*Creating Online Animation Ads with Adobe Flash*  
*Kevin Slimp, Institute of Newspaper Technology*

*Breaking News in the Digital Age*  
*Steve Buttry, Gazette Communications, Cedar Rapids, Iowa*

...and more!

\*Lunch and dinner on Friday are additional.

Register now using the enclosed form or online at [www.newspaperevolution.com](http://www.newspaperevolution.com).

## PRESENTERS



**William Grueskin**  
Columbia University /  
The Wall Street Journal Online

Bill Grueskin is current Dean of Academic Affairs at Columbia University and former managing editor of The Wall Street Journal Online. During his tenure at the Online Journal, the site went from free to paid access and became the most prominent pay site on the web. The site also introduced numerous features, including blogs, interactive graphics, podcasts and a robust video platform.



**Randall Stross**  
Acclaimed Author and  
New York Times columnist

Randy Stross' most recent book is *Planet Google*, which takes readers deep inside Google. His revelations demystify the strategy behind the company's recent flurry of bold moves, all driven by the pursuit of a business plan unlike any other: to become the indispensable gatekeeper of all the world's information, the one-stop destination for all our information needs.



**Randy Hill**  
The Modellers

The Modellers is a full-service market research firm that has established itself as a premier supplier of decision-making intelligence for the nation's media companies. The Modellers' position of "we make the impossible possible" has seldom been put to a more difficult test than helping newspapers turn things around using information from advanced content and pricing optimization studies.



**Mike Blinder**  
The Blinder Group

Mike Blinder is an expert at training traditional sales people on how to embrace new concepts in selling media. Blinder will offer ideas on growing revenues on a digital platform. Today over 350 media companies world-wide are clients of Mike's company.

Find descriptions for each speaker and program session at [www.newspaperevolution.com](http://www.newspaperevolution.com).

## Some people argue it's not evolution, but a revolution...

*"The next time you hear someone talking trash about newspapers – that they're dead or dying, that no one reads them anymore, that they're 'out of touch' – don't let them get by with it. The outlook for community newspapers is stronger than ever. Readership of newspapers remains strong! In fact, if you combine subscriber numbers with newspaper online viewers, readership has never been stronger."*

--Jody Hanson, publisher, Echo Press, Alexandria, Minn.

*"Newspapers supply the world with all of the local and regional news as well as most of the national and international coverage and while we are the only media with enough "boots on the ground" to provide this level of service, we are still searching for a new business model that will pay for the reporting. We have seen some improvement in our economy but many newspapers are still under stress. The best and brightest among us are making strides toward a solution that appears to more and more require cooperation from all of us. Newspapers need to not only be informed of the problems, but also to work toward a solution."*

--Jo Martin, COO, Times-Citizen Communications, Iowa Falls, Iowa

*"The Midwest Newspaper Summit 2 will more than pay for itself in new ideas and ways to better connect with our rapidly changing industry. Whether you're a small newspaper or one of the largest, the changes are coming at a dizzying pace. This seminar is designed to help us pick through all of these changes, determine which ones can work for us and then implement them in a fashion that is not only timely but will maximize our results."*

--Tom Schultz, managing editor, Watertown (Wisc.) Daily Times

*"The 2009 Midwest Newspaper Summit was a perfect opportunity to spotlight the need to address the technology evolution of and for the newspaper industry. The resulting dialogue, idea exchange and networking opportunities from the Summit were top notch. The second installment is sure to offer the same."*

--Tom Yunt, CEO, Woodward Communications, Dubuque, Iowa

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## FEBRUARY 4, 2010

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the Minnesota Newspaper  
Association Convention  
and attend the Midwest  
Newspaper Summit 2  
for FREE!

### REGISTRATION FEES

Registration through January 27, 2010 - \$60 After January 27, 2010 - \$75

Friday, Feb. 5 Registration - \$15 (in addition to Summit registration fee)

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

#### PLEASE SELECT THE EVENTS YOU WILL BE ATTENDING:

- Midwest Newspaper Summit Registration through 1/27/10 (\$60)  Summit Registration after 1/27/10 (\$75)  
 I am registered for the MNA Annual Convention (Summit registration is free!)  
 Summit Lunch \$20 (only applies to those receiving free registration; lunch is included with full registration price)  
 Friday, Feb. 5 Registration (\$15)  
 Friday Meal Package- Lunch & Banquet (\$52)  Friday Luncheon (\$25)  Friday Banquet (\$30)

**Total due:** \_\_\_\_\_

Payment enclosed

Charge my credit card  
(fill in information at right)

Credit card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ Amount to be charged \$ \_\_\_\_\_

VISA/Mastercard only

Billing Address \_\_\_\_\_ Zip \_\_\_\_\_

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

Please send a separate registration form for each registrant. Send your completed registration form(s) and fee to:  
Midwest Newspaper Summit, 319 E. 5th St., Des Moines, IA 50309 OR FAX to 1-866-593-7406  
OR register online at [www.newspaperevolution.com](http://www.newspaperevolution.com)

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made after Jan. 27, 2010.

### ACCOMMODATIONS

**Downtown Marriott Hotel** 700 Grand Avenue, Des Moines, Iowa 50309

Ideally located in the heart of the business district, Des Moines Marriott Downtown is connected to the Iowa Events Center and Wells Fargo Arena by skywalk, making it one of the most convenient downtown Des Moines hotels. Offering a well-equipped fitness center and pool, this hotel makes it easy to stay active while on the road. Dine at the delectable on-site Rock River Grill and Tavern, or discover unique area restaurants, close to shopping and entertainment.

**Room Rate: \$107.00**

Make reservations by calling 1-800-514-4681 (Ask for "INAINAA" rate) or online at

**[www.DesMoinesMarriott.com](http://www.DesMoinesMarriott.com)**

Enter your check-in and check-out dates, then select "Special Rates & Awards." Use the group code: INAINAA

**Hotel reservations accepted at the discounted rate until January 20, 2010.**