

Midwest Newspaper Summit 3: Focus on Innovation
Newspaper Evolution: Make Change Happen
Friday, Sept. 10, 2010 | Kansas City, MO

If you haven't yet registered for the Midwest Newspaper Summit 3, Sept. 10 in Kansas City, you need to act now to reserve your spot and save money on the registration fee. Newspaper professionals from six states have already registered to attend.

The third Summit installment is being presented by eight Midwest press associations and will feature a unique hands-on, learn-by-doing platform. By attending, participants will have the opportunity to implement a new Innovation Project and share the results with other event participants. The program will offer attendees three Innovation Projects in which to participate, based on their newspaper's current stage of innovation. Under the guidance of a facilitator, teams will work together throughout the day to hone their ideas and discuss implementation.

The day will begin with a continental breakfast and welcome, followed by a kick-off address from Sarah Miller Caldicott, a great grandniece of Thomas Edison. The three Innovation Projects and a facilitator for each will then be introduced. Facilitators are: Jo Martin, COO of Times-Citizen Communications in Iowa Falls, Iowa, Innovation Project #1; Brad Hicks, President of Mid-America Publishing, Hampton, Iowa, Innovation Project #2; and Clyde Bentley, Missouri School of Journalism, Innovation Project #3.

Following a short break, attendees will be split into their Innovation Project work groups, where small groups within each project will discuss the main questions and key issues to resolve with the project. Small groups will report back to their Innovation Project teams and the teams will develop their overall objectives.

The project groups will come back together for a lunch, featuring a presentation from Bill Densmore and Will Sullivan of the Reynolds Journalism Institute. At the conclusion of lunch, teams will meet with Innovation Resource Partners. The resource partners will provide information on their products and services that the innovation teams may find useful when implementing their projects. Find out more about the resource partners in next week's Bulletin.

The groups will spend the remainder of the afternoon discussing the next steps and future plans for their projects and then report their progress and findings back to all attendees.

Innovation Projects

The three Innovation Projects were identified by a team of publishers keenly aware of the challenges and opportunities facing the news industry and dedicated to offering newspapers the opportunity to grab on to a project and "make change happen" in their communities.

Innovation Projects were developed to meet the following criteria:

1. The project is transferable to any newspaper or media company of any size anywhere making it universally adaptable.
2. The project has as a component the ability to make money.
3. The project solidifies the relationship between the newspaper and its community because it brings value to the community.
4. The project grows audience because it appeals to consumers demanding receipt of their news on different platforms.
5. The project has a defined return on investment (ROI) making it worthwhile to the company.



The newspaper representatives that choose Innovation Project #1 will be engaged in developing a cooperative venture that has great potential to reduce costs while providing newspapers with the opportunity to monetize archived and current content by sharing their data with others. This potential archive of content from newspapers across the Midwest would provide a wealth of information on subjects of interest to many newspapers, as well as a new revenue stream.

Imagine an electronic system that allows you to write a story for the printed newspaper and then, without any format modifications, upload it to your website, to a mobile app or to a social networking site. This system, to be developed as Innovation Project #2, would allow newspapers to prepare their print and digital content from one platform, making it easy and cost-effective to be online and in digital formats.

The participants who embrace Innovation Project #3 will have a keen interest in moving their news product to a mobile platform. Those engaged with this project will produce information in a format suitable for a mobile application and will explore ways to share mobile content and provide for financial transactions, thereby monetizing the application.

Welcome Reception

A special welcome will be held Wednesday, Sept. 9 for those planning to be in Kansas City the evening before the summit. The Kansas City Star is hosting the reception.

The reception is open to all summit attendees and their families. It will be held at the Kansas City Star Press Pavilion, 1601 McGee St., Kansas City, Mo., from 6-8 p.m. Hors d'oeuvres, wine, beer and soda will be served. Tours of the building will be available. Transportation will be provided between the Marriott Country Club Plaza, the site of the Summit, and the Star building. For those driving themselves, parking is available across the street, entering from 17th street between McGee and Grand Blvd.

This informal reception will offer an excellent opportunity to socialize with your peers and industry leaders from across the Midwest, enjoy local food and wine and get a peek inside the magnificent Kansas City Star pavilion.

Registration for the Midwest Newspaper Summit 3 is available at www.newspaperevolution.com. Rates for the summit are \$85 per registrant through Sept. 1, \$95 per registrant after Sept. 1 and \$35 for students. Only those who submit their registrations by September 1 will be entered in the drawing for the free iPad.

The Midwest Newspaper Summit is sponsored by the Iowa Newspaper Foundation, Illinois Press Association, Kansas Press Association, Minnesota Newspaper Association, Missouri Press Association, Nebraska Press Association, South Dakota Newspaper Association and Wisconsin Newspaper Association.

For questions about the Midwest Newspaper Summit 3, please visit www.newspaperevolution.com or contact Jennifer Asa at (515) 422-9070 or jasa@inaneews.com.