

Thursday, Aug. 11 - 10 am - 11.25 am

TABLE 1 PRINT AND DIGITAL DO MIX - CONTINUTES

Charity Huff, CEO of January Spring; James Bengfort, associate publisher of Illinois Times & Jason Hegna, V.P of Sales, Shaw Media

TABLE 2 NEW REVENUE OPPORTUNITIES FOR WEEKLY NEWSPAPERS

Rinda Maddox, owner/publisher of The Sidell Reporter & Dee Evans, Advantage Newspaper Consultants

TABLE 3 BREATHE NEW LIFE INTO OLD IDEAS

Jennifer Heintzelman, publisher of Sauk Valley Media

TABLE 4 SALES PRO TIPS

Sean Finch, Sales Director for Creative Circle Media

TABLE 5 SELLING WITH ILLINOIS PRESS ADVERTISING SERVICES

Sandy Pistole, director of revenue with Illinois Press Association and Ken Campbell, business development manager of AdCellerant

TABLE 6 SUCCESS WITH EVENTS

Adam Herjsa, advertising sales team leader with Law Bulletin Media and Jackie Martin, sales manager of The News-Gazette

TABLE 7 SELLING AUDIENCE

Bev Sams, director of advertising & marketing with The Daily Journal

TABLE 8 LEVERAGING YOUR NEWSPAPERS' RELEVANCE

Dave Storey, senior vice president key accounts of Coda, an ROI-driven research and consulting firm

Thursday, Aug. 11 - 3:30 pm - 4:55 pm

TABLE 1 NEED MORE LOCAL EDITORIAL COVERAGE?

Jim Rotche, president of Advantage Informatics

TABLE 2 CAPITOL NEWS ILLINOIS

Jerry Nowicki, bureau chief of Capitol News Illinois

TABLE 3 ADVERTISING/EDITORIAL LEGAL TOPICS

Brendan Healey, media lawyer with Baron Harris Healey & Joe Craven, attorney with Craven Law Office

TABLE 4 SALES PREP

Charity Huff, CEO of January Spring

TABLE 5 SELLING WITH ILLINOIS PRESS ADVERTISING SERVICES

Sandy Pistole, director of revenue with Illinois Press Association & Ken Campbell, business development manager of AdCellerant

TABLE 6 COVERING CLIMATE CHANGE IN YOUR COMMUNITY

Jim Baumann, Daily Herald executive editor

TABLE 7 MEET THE MEDIA BUYER

Kara Kemirjian Huss, DCC Marketing

TABLE 8 IPA/IPF WEBSITE INITIATIVE

Tyler Wood, director of publisher recruitment for Our-Hometown & John Galer, publisher/owner of The Journal-News

TABLE 9 READERSHIP AND REVENUE PROJECT

Dennis Anderson, Shaw Media vice president of news & content development

TABLE 10 USING GOOGLE TOOLS IN REPORTING

Mike Reilley, data and digital journalism professor, SPJ trainer with Google News Initiative

Friday, Aug. 12 - 10:00 a.m. - 11:25 a.m.

TABLE 1 AG NEWS SERVICE FROM ILLINOIS FARM BUREAU AND ILLINOIS PRESS ASSOCIATION

Jeff Brown, Illinois Farm Bureau director of news & communications & DeAnne Bloomberg, Illinois Farm Bureau director of issue management

TABLE 2 POWER PRESSURES: WHAT YOUR READERS NEED TO KNOW ABOUT IMPACTS ON ENERGY PRICES, AVAILABILITY

Tucker Kennedy, communications director for Ameren Illinois

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TABLE 4 IPA/IPF WEBSITE INITIATIVE

Tyler Wood, director of publisher recruitment for Our-Hometown & John Galer, publisher/owner of The Journal-News

TABLE 5 ADDRESSING NEWS LITERACY IN YOUR NONDAILY NEWSPAPER

Corey Saathoff, editor of The Republic-Times and Madison Lammert, reporter for The Republic-Times

TABLE 6 APPLYING DAILY PRACTICES IN A NONDAILY NEWSROOM

Larry Lough, editor of The Woodstock Independent