

Wednesday, Sept. 14, 2011

- 3:30 p.m. **PNNA Board Meeting**, Lido Boardroom
- 5:30 p.m. **Welcome Reception**, Living Room
Wine sponsored by the Washington Wine Institute.
- 6:30 p.m. **PNNAEA Creative Ad Contest Dinner**, Cavallino Room

Thursday, Sept. 15, 2011

- 8:00 a.m. **Beef Breakfast Presentation**, Venice 1, 2
Sponsored by the Washington State Beef Commission and the Washington Dairy Products Commission
- 9:15 a.m. **Why Newspapers are Hot!** Venice 1, 2
This presentation will provide media research and innovation that shows newspapers are still strong and have a great future.
• Presented by **Suzanne Raitt**, vice president of marketing and innovation, Newspapers Canada. Raitt previously worked at the Toronto Star where she was managing director, advertising effectiveness. Previously, she worked for A.C. Nielsen Marketing Research and advertising agencies, including Saatchi & Saatchi and MacLaren McCann (Erickson).
- 10:45 a.m. **The AP Hour — Behind the Story**, Venice 1, 2
AP's **Pauline Arrillaga** talks about the stories behind the stories she's covered, from Gabrielle Giffords' shooting to Chinese spies to the "Angel of Route 66." AP Northwest Bureau Chief Nancy Trott will follow up with a broad overview of AP journalism across the region down to the state level and the efforts to cover the news most important to AP members.
• Pauline Arrillaga is a national writer for The Associated Press, and her specialty is finding the human stories behind the news. Since joining the AP in 1992, she has covered politics, the space program and border-related issues such as immigration, drug trafficking and the growing influence of Hispanic migrants in America. In 2002, Arrillaga was awarded the Associated Press Managing Editors' feature-writing prize for a three-part narrative about a Phoenix police officer whose face was severely burned and his quest to recover. In 2005, she won the Livingston Award for Young Journalists in local reporting for a serial narrative examining human smuggling. Her story "Parents at War" led to a change in federal law to help prevent deployed service members from losing custody of their children. Arrillaga is based in Phoenix.
- 10:45 a.m. **PNNAEA Session**, Torcello/Burano
Selling New Products, Developing New Revenues through an Agency Approach
Many newspaper companies are re-tooling their sales organizations to sell a significantly expanded product portfolio. Adding search, mobile, social media, banners, e-mail and direct mail, to print and the web creates new challenges for the sales force, raises strategic questions around ad formats and platforms, and commonly involves cross-media packaging. Selling the packaged portfolio is often referred to as "the agency approach", but the definition of the agency varies from paper to paper. Take a close look at some successful variations on this new approach to selling, including:
• Reorganization of top management
• Reorganization of sales force job positions and compensation
• Product development and training initiatives
This session will review some extensive research of small business owners completed recently by Borrell Associates.
• Presented by **Greg Swanson**, CEO, ITZ Publishing, a leading strategic consulting partner for online media. The company employs research on audience, site-user behaviors and consumer spending patterns to inform product development, site design, and revenue strategies. Swanson currently co-chairs the online committee of the Inland Press Association, served as a research partner of the American Press Institute, served on the NAA's New Media Federation board, is a partner in the online research company ITZBelden, and regularly speaks and leads training sessions for industry associations. ITZ consulting clients have ranged from large newspaper companies such as Belo, Lee, McClatchy, Ottaway, CNHI, Gatehouse and Media News Group to independent newspapers, magazines, and alternative weeklies. Before launching ITZ in 2005, Swanson spent seven years as director of interactive media sales for Lee Enterprises. Hosted by **Rhonda**

Staton, metro retail advertising sales manager, The Seattle Times Company.

- Noon **Blethen Awards Luncheon**, C.B. Blethen Memorial Awards for Distinguished Reporting, Venice 3,4
Master of Ceremonies: Frank Blethen, publisher, The Seattle Times. The annual awards program was established in 1977 in honor of C.B. Blethen, publisher of The Seattle Times from 1915 to 1941, who was inducted into the State Hall of Journalism Achievement at Washington State University in 1987 for his contributions to the profession and his commitment to the belief that a newspaper's first responsibility is to its readers and to the community.
Baked Potato Luncheon Bar sponsored by Washington State Potato Commission. Remarks by **Karen Bonaudi**, assistant executive director.
- 1:45 p.m. **PNNAEA Great Ideas Roundtable**, Torcello/Burano
Facilitated by **Rhonda Staton**, metro retail advertising sales manager, The Seattle Times Company
- 3:00 p.m. **Resource Roundtables**, Venice 3
Table discussion leaders will facilitate interaction with newspaper members introducing a vendor/sponsor and his/her product or new idea for use in the publishing cycle. New ideas may also come from members who have submitted a topic that is considered unique and of value to others. Vendor/sponsor and member resource ideas will be screened for merit as table topics.
Facilitated by **Heidi Wright**, publisher, Herald and News, Klamath Falls, Oregon
- 4:15 p.m. **Adaptive Management—the Changing Nature of Leadership**, Venice 1, 2
These are extraordinary times and the newspaper industry is going through significant structural change—which seems to get more complicated by the day. There is no roadmap or methodology for how to lead through a constantly changing landscape. The traditional ways of approaching problems isn't working. Adaptive leadership is the practice of mobilizing people to tackle these tough challenges and thrive. And, to provide leaders with perspective and the tools to lead through the uncharted waters.
• Presented by **Alayne Fardella**, a consultant whose focus is on developing executive leadership strategies with emphasis on gaining alignment across functions, Fardella recently retired from The Seattle Times as senior vice president business operations, having oversight of operations, human resources and labor as well as leading the company's senior leadership team. With a strong background in organizational development, Fardella works with clients both in and out of the industry. She lives in Seattle and continues to consult for The Seattle Times in strategic planning, executive coaching, and leadership development.
- 6:00 p.m. **Reception**, Venice 3, 4
Wine sponsored by the Washington Wine Institute.
Silent showing of Associated Press photo winners
- 6:30 p.m. **Awards Dinner**, Venice 3, 4
• Ted M. Natt First Amendment Award
• Dolly Connelly Award for Excellence in Environmental Journalism
• Associated Press Staffer of the Year Award

Friday, Sept. 16, 2011

- 8:30 a.m. **Continental Breakfast**, Venice 3, 4
- 9:00 a.m. **PNNA and PNNAEA Great Ideas Roundtable**, Venice 3, 4
Come prepared to discuss and share your best ideas, thoughts and concerns. Bring at least one idea on revenue generation or expense reduction. Remember to bring a tchotchke or two from your newspaper or hometown to share as giveaways for the great ideas.
- 10:45 a.m. **PNNA Business Meeting**, Venice 3, 4
• President's Report
• Introduction of Officers and Board Members
• Treasurer's Report
- 11:30 p.m. **Adjournment**