

Wednesday, Sept. 16, 2009

- 2:45 p.m. **PNNA Board Meeting**, Alki Boardroom
- 5:30 p.m. **Welcome Reception**, Aspen Room
- 6:30 p.m. **PNNAEA Creative Ad Contest Dinner**, Issaquah Room

Thursday, Sept. 17, 2009

- 8:00 a.m. **Continental Breakfast**, Willow Room
- 8:30 a.m. **Revamping the Newspaper Business Model**, Willow Room
While much has been written about the need, there has been little agreement how to rethink the traditional newspaper business model. This presentation, based on interviews with more than 3,000 consumers and 1,000 media executives across the nation, proposes specific strategies (including print, online and mobile) to revitalize the newspaper industry as well as the potential for “pay for content” online models.
Presented by **Anthony M. Casale**, president of Princeton, New Jersey-based American Opinion Research
- 10:15 a.m. **Identifying the Advertising and Marketing Opportunities in a Challenging Economic Environment**, Willow Room
What is the value of your newspaper? This presentation identifies the advertising and marketing opportunities in a challenging economic environment that will reinforce your newspaper’s ad staffs’ product knowledge, both in print and online.
Presented by **Chuck Nau**, publishing consultant at Murray & Nau, Inc., with more than 25 years of experience, having served the Seattle Times, Knight-Ridder Newspapers and the Chicago Tribune in a number of management, marketing, media and sales capacities.
- 11:30 a.m. **Awards Luncheon**, C.B. Blethen Memorial Awards for Distinguished Reporting, Cirrus Ballroom
- 1:15 p.m. **Innovative Advertising Strategies and Partnerships**, Willow Room
Hear about successful innovations in media strategies and partnerships to keep current with the changing landscape.
Panelists: **Mei-Mei Chan**, vp of advertising, The Seattle Times Company; **Davis Taylor**, director of new business development, The Seattle Times Company; **Bruce Tall**, president/CEO, Tall’s Cameras, Seattle; and **Steve Davolt**, vp of advertising & marketing, Ben Bridge Jewelers, Seattle
- 2:25 p.m. **Community Building through Social Networks**, Willow Room
Smart news organizations are using social networking tools (Twitter, Facebook, widgets) to give their users a richer news experience. Learn how you can put these tools and platforms to work for you.
Presented by **JD Lasica**, chief executive of Socialmedia.biz, a firm offering social media solutions to businesses and organizations that want to use social media and social networks to build deep customer relationships, promote brands and deliver value.
- 3:35 p.m. **Protecting the Use of your Content**, Willow Room
Panelists: **Bill James**, publisher, Daily Republic, Fairfield, CA; **Nathan Alford**, editor and publisher, Lewiston Tribune, Idaho; **Roger Plothow**, publisher/general manager, Post Register, Idaho Falls
- 4:45 p.m. **A New Business Model for the AP**, Willow Room
Associated Press Vice President/West **Kevin Walsh** discusses how AP is working to set clear rules for use of its content on thousands of unauthorized websites while striving to remain relevant in a high-tech world.
- 6:00 p.m. **Reception**, Cirrus Ballroom
Silent showing of Associated Press photo winners

- 6:30 p.m. **Awards Dinner**, Cirrus Ballroom
- Ted M. Natt First Amendment Award
 - Dolly Connelly Award for Excellence in Environmental Journalism
 - Associated Press Staffer of the Year Award

Friday, Sept. 18, 2009

8:30 a.m. **Continental Breakfast**, Cirrus Ballroom

9:00 a.m. **PNNA Great Ideas Round Table**, Cirrus Ballroom

9:00 a.m. **PNNAEA Great Ideas Round Table**, Issaquah Room
Facilitators: **Suzanne Williams**, advertising director, Peninsula Daily News, Port Angeles, Washington;
Rhonda Staton, metro retail sales manager, The Seattle Times Company; and **Doug Weber**, director of
advertising, Bozeman Daily Chronicle, Montana

10:45 a.m. **PNNA Business Meeting**, Cirrus Ballroom

- President's Report
- Introduction of Officers and Board Members
- Treasurer's Report

11:45 p.m. **Adjournment**