

91st Annual Conference “Mobility”



February 26-27, 2012

Join us at the beautiful Westin Galleria Dallas

AMERICA'S PREMIER SPORTS PUBLISHER

ATHLON[®] SPORTS[™]



Sunday Cocktail Event

5:30 to 7:00 p.m.

Fort Worth Foyer-Westin Hotel

**Thank you to Athlon Sports, our
cocktail party hosts for 2012.**

Athlon Sports is the largest sports magazine in the country – and is available only through newspapers! Our editorial lineup combines compelling editorial, eye-catching photography, and pre-season insights and intriguing features to create stories not found in any other sports magazine. *Athlon Sports* helps newspapers score!



General Information

All events will be held on-site:

The Westin Galleria

13340 Dallas Parkway Dallas, Texas 75240

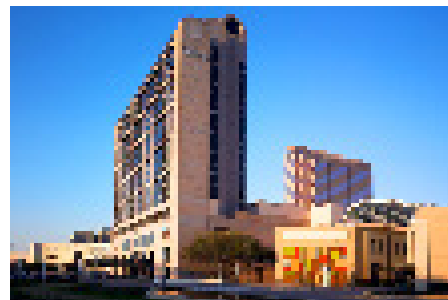
(972) 934-9494 Website

The Westin Galleria is a 100% smoke free facility

Complimentary:

Self park is available--Workout facility--in-room Internet access

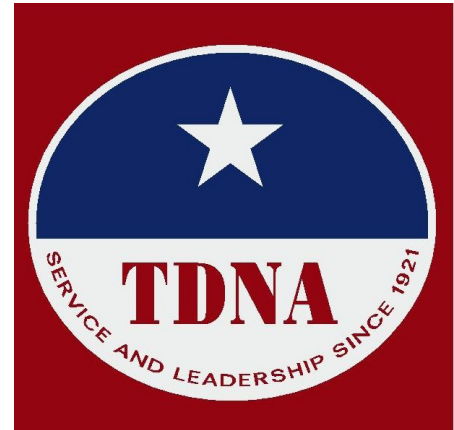
Registration will begin in the "Fort Worth Foyer:" at 3:00 p.m.-- Sunday, February 27th.



Conference Schedule of Events-Monday Business

February 27, 2012

All events to be held in the Fort Worth Meeting Rooms



7:45 A.M. Breakfast

Blackie Sherrod Award for Excellence in Sports Writing

Greeting-James M. Moroney III,
Dallas Morning News

KeyNote-Mobile: Audience or Revenue Stream?

There is much talk about mobile, including tablets, being the "savior" for traditional media companies. What they don't always tell you is savior of what. Is it audience, revenue or both? Douglas S Bennett will show some real world data with examples to answer the question.

Douglas S. Bennett-Freedom Interactive.

9:15 A.M. TDNA Business Sessions Opening

Convergence, 2012: What Audiences and Advertisers Are Telling Us About the Real Age of All-Access, Multi-Media and News Anywhere

Media industry analyst and speaker **Ken Doctor**, author of *Newsonomics*, scours the fast-changing news media landscape for opportunities. Doctor, who also writes for the *Nieman J-Lab* and *Outsell*, focuses on the emergence of the tablet as unexpected lifeline, digital circulation models and other new legs of revenue now maturing, among numerous other topics.

Mobile ad spend numbers and trends in Texas

Peter Conti -Borrell & Associates

12:00 P.M. Luncheon

TDNA Editorial Achievement Award

Special Guest--Tom Leppert

From Dallas Mayor to candidate for U.S. Senate--hear his thoughts during lunch with the candidate!

KeyNote-New Oxygen, New Growth

Culture change is the foundational building block for a multi-media growth strategy for newspaper publishers aiming to transform into newsmedia companies. How to break through the print culture to create new business models and innovations is the focus of this presentation. **Earl J. Wilkinson**-INMA

1:45 P.M. TDNA Business Sessions Continued

Bylaws Review

Your LAC-Why it's critical to your bottom line

Moderators-Donnis Baggett, *Waco Tribune-Herald*
Jim Moser, *Moser Community Media*

What's your USP?

Once your accounts can answer this question you'll be able to help them design better advertising strategies. Couple that with learning the top 6 mistakes found in most print ads, and you'll be able to design and create advertising that will be more effective for your accounts! **Sue Beck**, -Print Marketing Concepts



Doug S. Bennett *Audience or Revenue Stream?*

Douglas S. Bennett has a 30-year track record in growing revenues and driving product development strategies within publishing, media, software and technology companies. Bennett currently serves as president of Freedom Interactive, a division of Freedom Communications, leading them to double-digit, year-over-year growth in interactive audience and revenues by expanding the accessibility and distribution of its hyper-local news and information.

He has initiated numerous partnerships and technology solutions onto Freedom's more than 140 websites, while orchestrating content-sharing and cross-selling partnerships with leading information companies such as Google and Yahoo, the latter having netted more than \$3 million in advertising revenue.

Under Bennett's leadership, Freedom is transforming from a traditional media company into a world-class, multi-platform information provider that reaches new audiences through mobile apps, tablets and social media.

Sue Beck

What's your USP?

Once your accounts can answer this question you'll be able to help them design better advertising strategies. Couple that with learning the top 6 mistakes found in most print ads, and you'll be able to design and create advertising that will be more effective for your accounts. A frequent speaker for Inland Press, Sue Beck of Marketing Concepts, Inc. has been in the newspaper industry for over 20 years, beginning her career in the classified department at the Palladium Item in Richmond, Indiana. She has held multiple advertising management positions and has served on NAA's retail committee. Sue is currently president of the Mid-Atlantic Newspaper Advertising & Marketing Executives and Secretary/Treasurer for Georgia-Alabama Advertising Executives. In her current position, Sue conducts sales blitzes and trains newspaper sales staffs all over the country in audience-based selling.



Convergence, 2012: What Audiences and Advertisers Are Telling Us About the Real Age of All-Access, Multi-Media and News Anywhere

Ken Doctor is the author of "Newsonomics: Twelve New Trends That Will Shape the News You Get." He contributes to his own website, Newsonomics.com, writes a weekly column for the Nieman Journalism Lab and works as an affiliate analyst for Outsell. As an analyst, consultant and speaker, he works with media globally, advising on new sustainable business models of contemporary journalism.

Ken Doctor



Mobile ad spend numbers and trends in Texas

Peter received the Interactive Advertising Bureau's (IAB) 2010 Service Excellence Award for his dedication and leadership in helping educate local marketers and ad agencies in 2009. He has been engaged in traditional and online business start-ups for more than 20 years. After selling a retail business in late 1996, he began work in Richmond, Va., on one of the first e-commerce marketplaces for a 1,000+ member local merchants association. Peter joined Landmark Communications Inc. in 1998 to develop and manage the highly successful Richmond.com Web site. He has also served as director of interactive media for Media General's Publishing division with shared responsibility for the online convergence effort of publishing and broadcast sites.

Peter Conti, Jr.

New Oxygen, New Growth

Earl J. Wilkinson is executive director and chief executive officer of INMA (International Newsmedia Marketing Association). During his career, Earl has written books and reports related to the future of media, marketing, and the strategic outlook for the newspaper industry – notably the annual Newsmedia Outlook report.

The Tyler, Texas, native is the publisher of ideas: the magazine of newsmedia marketing, author of The Earl Blog at INMA.org, as well as a frequent speaker at newspaper industry conferences worldwide. His views on where newspapers fit into the new media landscape are sought after by the world's leading newspaper companies, and he is widely quoted in trade magazines, newspapers, industry web sites, and more.



Earl J. Wilkinson

Conference Schedule of Events-President's Gala Dinner February 27, 2012

6:00 P.M. Cocktails--open bar and martini station

7:15 P.M. Dinner Buffet Opens



8:00 P.M. Awards Presentation:

***2011 President Honored
Frank W. Mayborn Award
Pat Taggart Award for Newspaper Leader of the Year***



Sliced Tomato and Red Onion Salad, Reduced Aged Balsamic
Watermelon and Mint Salad, Fresh Lime Juice
Arugula Greens and Pear Salad, Shaved Parmesan with
Roasted Cumin Vinaigrette
Roasted Fingerling Potato Salad with Baked Pancetta with
Dijon Mustard Dressing
Pesto Marinated Sea Shell Pasta, Roasted Root Vegetables
The Baker's Selection of Breads and Rolls
Zatar Dusted Chicken Breast, Red Wine Reduction
Grilled Striploin Steak Marinated with Herbs, Grilled with
Béarnaise Sauce
Chermoula Marinated Salmon Cooked, Preserved Lemon
Grilled Asparagus with Melted Tomato and Basil Ragout
Roasted Crushed Fingerling Potatoes with Fresh Herbs
Roasted White and Green Asparagus
Mango Cheesecake, Cappuccino Praline,
Chocolate Rum Shots, Fresh Tropical Sliced Fruit



Texas Daily Newspaper Association

823 Congress Avenue, Suite 1550 Austin, TX 78701

Tel:(512) 476-4351 Fax: (512) 476-0515

www.tdna.org