



CITY & REGIONAL MAGAZINE ASSOCIATION

**44**

VIRTUAL  
**NATIONAL  
CONFERENCE**

**May 18-21, 2020**

## Welcome to the CRMA Virtual Conference!

**L**ike many of you, we were just about to open registration on our live May event when the pandemic hit and we had to shelf our plans until 2021 and start anew. Over the last 4 weeks, we asked ourselves: What do our members need to hear right now? Who is ready to share strategies? What can we do to thank our associate members who have not wavered in their professional and financial support of CRMA?

We decided to extend the conference from 2 days to 4 days and host concurrent sessions over 3 times slots in the late afternoon to prevent disruption to the workday while allowing you to participate in as many sessions as possible. All of the keynotes and sessions will be "live" on Zoom, but also recorded for you to listen to at any time. On the closing evening, we will live stream the National City & Regional Awards ceremony, raising our virtual glasses to all of the winners.

Thank you to the team of volunteers that helped put this new program of 20+ sessions and keynotes together quickly. We hope the conference will inspire and motivate you to keep pressing on, knowing that you are not alone and that we will get through this together.

**Cate Sanderson**

*Executive Director of CRMA*



## SCHEDULE AT A GLANCE

### MONDAY, MAY 18

#### 2:45-3:00pm: Opening Remarks

Shelly Crowley, CRMA President and Cate Sanderson, CRMA Executive Director

#### 3-3:45pm: KEYNOTE: Falling in Love with Your Audience

with Samir "Mr. Magazine™" Husni

4-4:45pm

##### EVENTS/MARKETING TRACK

The Components of Virtual Success

##### AUDIENCE DEVELOPMENT TRACK

Google Analytics Master Class

5-6:00pm

##### SALES TRACK

Re-Igniting the Post-Covid Sales Conversation

##### EDITORIAL TRACK

The Crisis Issues

### TUESDAY, MAY 19

#### 3-3:45pm: OPENING KEYNOTE: Consumer Insights and Innovation Strategies in an Increasingly Digital World

with Jake Meyers

4-4:45pm

##### EVENTS/MARKETING TRACK

Maintaining a Strong Brand During the Pandemic

##### DESIGN TRACK

Cover Talk

5-6:00pm

##### DIGITAL TRACK

Role of the Newsletter

5-6:30pm

##### SALES TRACK

Digital Sales Masters Class

## SCHEDULE AT A GLANCE

### WEDNESDAY, MAY 20

**2-2:45pm: Tour the Trade Show and Win Cash Prizes**

**3-3:45pm**

**EDITORIAL TRACK + DESIGN TRACK**

How has the Pandemic Changed the Way We Communicate, Plan and Execute? (*joint session*)

**SALES TRACK**

Faces Roundtable

**4-4:45pm**

**AUDIENCE DEVELOPMENT TRACK**

Building Audience Loyalty and a Paywall

**EDITORIAL TRACK**

Making Do With Less

**5-6:00pm**

**EVENTS/MARKETING TRACK**

Marketing Best in Show

**SALES TRACK**

Top 10 Strategies for Successfull Selling Now

### THURSDAY, MAY 21

**2-2:45pm: Tour the Trade Show and Win Cash Prizes**

**3-3:45pm**

**DESIGN TRACK**

Big Ideas on a Small Budget

**4-4:45pm**

**AUDIENCE DEVELOPMENT TRACK**

Paid and Organic Social Media

**DIGITAL TRACK**

Sponsored Content

**5-6:00pm**

**EDITORIAL TRACK**

The Need for Speed

**SALES TRACK**

The New Sales Journey: How to Get from Surviving to Thriving

**6:30-8:00pm: CRMA LIVE Streaming Awards Ceremony**



# SALES SESSIONS

**MAY 18**  
**5-6pm**

## RE-IGNITING THE POST-COVID SALES CONVERSATION

COVID-19 was devastating for most local and regional business owners. So, how do we as sales pros sympathize, but get back to that much-needed marketing conversation? Ad sales coach Ryan Dohrn will share 7 ways to reignite the conversation with style, ideas, and realistic expectations. From explaining the "marketing bump" to email templates to perfect call times, come prepared to laugh and learn from a guy that has touched over half a billion dollars in ad sales over his 30-year career.

### Speaker

*Ryan Dohrn of Brain Swell Media*

**MAY 19**  
**5-6:30pm**

## DIGITAL SALES MASTERS CLASS

As work commutes, travel and long-distance driving have become significantly altered, we need a new programmatic playbook. Learn from three seasoned CRMA members how to take market share from billboard, radio and other forms of advertising and turn it into successful programmatic campaigns. You will also learn how to evolve current campaigns to be more relevant in a world with less foot traffic. In an hour and a half, you'll have a perfect playbook to go after new business and retain your current clients with new, more fitting campaigns.

### Panelists

*Ed Brzozowski of Milwaukee Magazine*

*Karen Martinelli of Today Media*

*Lindsey Logan of 360 West*

**MAY 20**  
**3-3:45pm**

## FACES Roundtable

With a lot of revenue riding on FACES, let's meet and have an informal roundtable discussion. Hear about creative new categories that are driving revenue and discuss how FACES might change for your company in 2020. Moderated by Mike Martinelli of Today Media and Joe O'Donnell of B-Metro

**MAY 20**  
**5-6pm**

## HOW TO SUCCEED IN UNCERTAINTY

Dave Mattson, CEO of Sandler Training, will lead an interactive session that will address 3 key areas of selling: how to get in front of the right people, how to be more efficient/effective once you're there and how to keep your customer happy while protecting and growing your book of business.

### Speaker

*David Mattson, CEO of Sandler Training*

**MAY 21**  
**5-6pm**

## THE NEW SALES JOURNEY: HOW TO GET FROM SURVIVING TO THRIVING

Many of us have forgotten that the 2008-9 was a terrible time in the media industry. Advertisers were cancelling campaigns and companies conducted massive layoffs. This was temporary. The market changed, media changed and so did revenues! Media sales reps all over the country are suddenly out of their comfort zone and the programs that were tried and true are not selling at the rate they were just a few months ago. Learn how to how to adapt to this temporary new economy, how to stop doing the same things that aren't working now, how to start new conversations that strengthen relationships with your advertisers and how to get your confidence back! Just because the future is uncertain does not mean it's negative.

### Speaker

*Heather Monahan, Author of The Confidence Creator*

# EDITORIAL SESSIONS

**MAY 18**  
**5-6pm**

## **THE CRISIS ISSUES**

Hear from CRMA Editors how they created new content in print and online to serve a city in crisis. *Moderated by Michael Schaffer of Washingtonian*

**MAY 20**  
**3-3:45pm**

## **HOW HAS THE PANDEMIC CHANGE THE WAY WE COMMUNICATE, PLAN AND EXECUTE?**

### **(Joint Session with Design)**

In this time of crisis, regional magazines are rethinking their editorial content and visuals in order to be sensitive to what is going on in their community. Summer edit and select food features planned a year ago are no longer viable due to social distancing. The focus on digital content has increased. The art and editorial team are working remotely. The whole office dynamic has changed. Panelists and audience members discuss how they are dealing with it all.

**MAY 20**  
**4-4:45pm**

## **MAKING DO WITH LESS**

Budgets are getting squeezed across the industry. What have people learned about smart ways to navigate a tighter budget environment? What do we know about philanthropic or other outside sources of funding? What kind of tricks have people used to stretch their editorial dollars? *Moderated by Jayne Haugen Olson of Mpls.St. Paul magazine*

**MAY 21**  
**5-6pm**

## **THE NEED FOR SPEED**

We're at a time when ground is shifting under our feet, and news is moving just as fast. But many magazines are accustomed to working and planning months ahead. How do you get staff comfortable with waiting until late in the game to make key decisions about what will appear in print? How do you push staff to treat the website as a place that needs to break news, or at least react to breaking news? How do you use a crystal ball to predict what will work down the line? And how do you do all of this in a way that doesn't lead to errors and omissions? *Moderated by Chris Vogel of Boston Magazine*

# DIGITAL SESSIONS

**MAY 19  
5-6pm**

## **ROLE OF THE NEWSLETTER**

Traditional newsletters used to be a link dump pushing people to the site, now we're seeing the launch of major newsletters as a standalone product (i.e., The Skimm, Morning Brew). How is your newsletter strategy adapting to the current reader trends and interests? Hear from other CRMA publications and others on what makes their newsletter strategy tick.

### **Panelists**

*Andrea Bott and Audrey Congelton of 5280*

*Matt Goodman of D Magazine*

*Elizabeth Bernberg of AdCellerant*

*Moderated by Ashley Mulder of Twenty-First Digital*

**MAY 21  
4-4:45pm**

## **SPONSORED CONTENT**

What makes for good content? Hear from markets that do it well. Learn about the pros and cons, as well as placement, labeling practices and more.

### **Panelists**

*Anne Taulane of Philadelphia and Boston Magazines*

*Lisa Rounds of Studio MSP/Mpls.St.Paul Magazine*

# AUDIENCE DEVELOPMENT SESSIONS

**MAY 18**  
**4-4:45pm**

## **GOOGLE ANALYTICS MASTER CLASS**

What you can track and how to help fuel your audience insights. What should magazines be looking at aside from pageviews and time on page? Which metrics are valid and which are just noise? Key tips and tricks to jazz up your GA.

### **Speaker**

*Peter Howley of Empirical Path*

**MAY 20**  
**4-4:45pm**

## **BUILDING AUDIENCE LOYALTY AND A PAYWALL**

In today's business landscape, publishers are looking to diversify revenue in any way they can. One of those is by charging for content online. Join us for a discussion about what it takes to build a paywall on your site, the most important metrics to watch for, and how to get going.

### **Speaker**

*Melissa Chowning of Twenty-First Digital*  
*Lori Birney of Boston Magazine and Philadelphia Magazine*

**MAY 21**  
**4-4:45pm**

## **PAID AND ORGANIC SOCIAL MEDIA**

For most publishers, social media is a dominant traffic driver of your most loyal audiences. Join us as we discuss what elements make for a strong organic social media strategy and when and where paid social media can support traffic and loyalty growth.

### **Speaker**

*Natalie Paschall of Twenty-First Digital*



# MARKETING & EVENTS SESSIONS

**MAY 18  
4-4:45pm**

## **THE COMPONENTS OF VIRTUAL SUCCESS**

Thinking about translating an in-person event to an online experience? Do you need a sellable creative digital video series? Hear from three CRMA members as they share what they're doing to engage their audience online. Learn about relevant platforms, out-of-the-box ways to deliver content and how to get readers to participate.

### **Panelists**

*Kelly Olson of Mpls.St.Paul Magazine*

*Danielle Gartenmayer of Philadelphia Magazine*

*Emily Knight of Boston Magazine*

**MAY 19  
4-4:45pm**

## **MAINTAINING A STRONG BRAND DURING THE PANDEMIC**

Staying top-of-mind is important and challenging, especially now. Learn about pinpointed specific strategies to connect with your community and uphold brand position in a relevant, timely way.

### **Panelists**

*Carrie Horn of 5280*

*Dayle Duggins of 417 Magazine*

*Carly Mann of D Magazine*

*Christy Davis of Honolulu Magazine*

**MAY 20  
5-6pm**

## **MARKETING BEST IN SHOW**

The best ideas in a time when we're all trying to navigate uncharted waters. From creative online video series to extending the life of video content to engaging contesting. Hear from CRMA members with winning ideas.

### **Panelists**

*Macaulay Hammond of San Antonio Magazine*

*Jeanell Luquette of New Orleans Magazine*

*Lauren Himle of Mpls.St.Paul Magazine*

# DESIGN SESSIONS

**MAY 19  
4-4:45pm**

## COVER TALK

Art Directors talk about the process of producing powerful covers, from using the ideal image to dynamic cover lines. They share their successes and their flops. Panelists and audience share their stories and designs. *Co-moderated by Doreen Chisnell of Rhode Island Monthly and Laura Baer of New Jersey Monthly*

**MAY 20  
3-3:45pm**

## HOW HAS THE PANDEMIC CHANGED THE WAY WE COMMUNICATE, PLAN AND EXECUTE?

### (Joint Session with Editorial)

In this time of crisis, regional magazines are rethinking their editorial content and visuals in order to be sensitive to what is going on in their community. Summer edit and select food features planned a year ago are no longer viable due to social distancing. The focus on digital content has increased. The art and editorial team are working remotely. The whole office dynamic has changed. Panelists and audience members discuss how they are dealing with it all. *Moderated by Doreen Chisnell of Rhode Island Monthly*

**MAY 21  
3-3:45pm**

## BIG IDEAS ON A SMALL BUDGET

A tight art budget doesn't mean compromising on creativity. There are many creative design solutions to explore that do not break the budget. Everything from manipulating stock imagery to creative all-type solutions. Panelists and audience members discuss ways that they achieved this goal in an efficient and fun way. *Co-moderated by Doreen Chisnell of Rhode Island Monthly*

## KEYNOTE SPEAKERS

### OPENING KEYNOTE:

#### **Samir "Mr. Magazine™" Husni: Falling in Love with Your Audience**

In the midst of all the rapid changes taking place in the magazine and magazine media industry, publishers and editors are bombarded by options and platforms to deliver their created and curated content to ever-changing customers. The message to editors and publishers is to not fall in love with the platforms, but rather fall in love with your customers and create an everlasting relationship with them rather than a one-night stand or love affair. Husni delivers what he believes are the 10 common sense steps necessary to thrive in this ever-changing magazine media environment.

#### **JAKE MYERS: Consumer Insights and Innovative Strategies in an Increasingly Digital World**

In today's increasingly digital world, the decision-making process occurs in a consumer's life in ways never before imagined. From smartphones to social media, Alexa, Google Home, and artificial intelligence, the digital landscape is evolving more rapidly than ever before. This keynote focuses on ways to compete—and WIN—consumer attention in 2020 and beyond. Learn how brands can create the right Human:Digital balance to delight their audience and stand out in the consumer journey. Learn why consumers expect different interactions with you depending on where they are in the buying cycle, how specific events trigger them into a buying mode, and how you can use this information to maximize your effectiveness in influencing their decision-making throughout.



**Samir "Mr. Magazine™" Husni, Ph.D.** is the founder and director of the Magazine Innovation Center at the University of Mississippi's School of Journalism and New Media. He is also Professor and Hederman Lecturer at the School of Journalism. As Mr. Magazine he engages in media consulting and research for the magazine media and publishing industry. He is the author of 28 annual *Samir Husni's Guide to New Magazines* as well as a multitude of other books and publications. He has presented seminars on trends in magazines and magazine media to the editorial, advertising and sales staff of magazine groups for some 27 companies and associations. Husni is "the country's leading magazine expert," according to *Forbes* magazine. Major U.S. and international media have interviewed him on subjects related to the magazine industry. Husni has appeared on CBS News Sunday Morning, Good Morning America, CNBC, CNN, CNNFN, PBS, and on numerous radio talk shows. He has been a judge of multitude awards and consults with a host of magazine and magazine media companies in the U.S. and abroad. Husni holds a doctorate in journalism from the University of Missouri-Columbia and a master's degree in journalism from the University of North Texas.



**Jake Myers** is an award-winning digital marketing executive and industry thought leader. After spending nearly a decade in sales and strategy, Jake knows what drives conversions and creates a far-reaching buzz. Currently, he heads up the digital advertising strategy in Ohio for Gatehouse Media + Thrivehive. In addition to his extensive digital experience, Jake is a highly sought-after speaker, presenting on topics ranging from digital marketing and brand storytelling to consumer behavior and advertising technology. His audiences have included university students (MBA candidates at The Ohio State University Fisher School of Business and members of the Latin American Institute of Business at The University of Akron, respectively), as well as CEO's, executives, entrepreneurs and more.

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