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- CITY & REGIONAL MAGAZINE ASSOCIATION ANNUAL CONFERENCE -

CLEVELAND, OH



**SATURDAY, MAY 18 -
MONDAY, MAY 20**



- 2024 ANNUAL - CONFERENCE COMMITTEE

HOST AND CHAIR

LUTE HARMON, JR., GREAT LAKES PUBLISHING

KEYNOTES CHAIR

BETSY BENSON, PITTSBURGH MAGAZINE

EDITORIAL TRACK

ANNA WALSH, TEXAS MONTHLY

MICHAEL MORAIN, DSM MAGAZINE

DILLON STEWART, CLEVELAND MAGAZINE

SALES TRACK/EVENTS TRACK

DENISE POLVERINE, CLEVELAND MAGAZINE

JACK MARTINELLI, WESTCHESTER MAGAZINE

KATE HENRY, NEW ORLEANS MAGAZINE

IRENE PETERSON, MPLS. ST. PAUL MAGAZINE

AUDIENCE DEVELOPMENT TRACK

PAUL LOPREIATO, METRO CORP.

LORI BIRNEY, METRO CORP.

AGENCY/STUDIO TRACK

JACQUIE CHAKIRELIS, QUEST DIGITAL

DESIGN TRACK

CHELSEA MAMEROW, MILWAUKEE MAGAZINE

JOE O'DONNELL, B-METRO

CHARLES GRACE, LOCAL LIFE

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LET'S ROCK 'N' ROLL



PLEASE JOIN US



SUNDAY, MAY 19

DOORS OPEN AT 6PM



LIVE MUSIC

ROCK & ROLL HALL OF FAME
1100 E 9TH ST, CLEVELAND, OH 44114

JAM OUT IN THE INTERACTIVE GARAGE * VISIT EXHIBITS



MAY
18
SAT

SCHEDULE AT A GLANCE

8-10:30am	BOARD OF DIRECTORS MEETING
1:00pm	REGISTRATION OPENS
2-5pm	WORKSHOPS
5-7pm	OPENING RECEPTION AT HOTEL

MAY
19
SUN

8-9am	GROUP BREAKFAST
8:45-9am	OPENING REMARKS
9-10am	KEYNOTE
10-11am	SESSION 1
11-11:30am	REFRESHMENT BREAK / NETWORKING
11:30am-12:30pm	SESSION 2
12:30-2pm	GROUP LUNCH WITH LIFETIME ACHIEVEMENT AWARD
2-3pm	SESSION 3
3-3:30pm	REFRESHMENT BREAK / NETWORKING
3:30-4:30pm	SESSION 4
6-9pm	ROCK 'N ROLL HALL OF FAME PARTY

SCHEDULE AT A GLANCE

8-9am	GROUP BREAKFAST
9-9:30am	KEYNOTE
9:30-10am	KEYNOTE
10-11am	SESSION 5
11-11:30am	REFRESHMENT BREAK / NETWORKING
11:30am-12:30pm	SESSION 6
12:30-2pm	GROUP LUNCH + KEYNOTE
2-3pm	SESSION 7
3-3:30pm	REFRESHMENT BREAK / NETWORKING
3:30-4:30pm	SESSION 8
6-6:30pm	AWARDS COCKTAIL RECEPTION AT HOTEL
6:30-7:30pm	AWARDS BANQUET DINNER
7:30-9pm	AWARDS PRESENTATIONS

MAY
20
MON

- SATURDAY - WORKSHOPS

2-4pm

WORKSHOP 1 ✨ **FIVE STRATEGIES TO TAKE YOUR SALES RESULTS TO HALL OF FAME**

SPEAKER: DAVE MATTSON, CEO OF SANDLER

In this 2-hour discussion, Dave will give the sales managers the three magical questions they need for laser guided coaching and how to find the salesperson of tomorrow in an ever-evolving selling environment. For sales, how do you obtain good appointments in today's marketplace? Dave will discuss this along with providing you with the technique for starting a call strong and keeping control. Also, what is the best way to get the attention of your buyers who are hi-digital or heading in that direction.

2-4pm

WORKSHOP 2 ✨ **AUDIENCE AND CONTENT WORKSHOP WITH DAVID ARKIN**

SPEAKER: DAVID ARKIN OF *DAVID ARKIN CONSULTING*

This workshop will provide tactics to grow your audience and revenue through showcasing the most contemporary approaches to SEO, video, branded content and new verticals that readers are clamoring for.

- **Discover new story ideas through keyword research:** We'll show you how keyword research — used before you even start writing a story — can influence not just how the article is written, but the angle you can take. We'll dive into how search tools can help you write about topics readers have the most questions around and are searching for in high volumes.
- **A new spin on traditional content:** We'll show you how topics like real estate, education and business are becoming some of the biggest audience and sponsorship drivers for publishers. You'll hear about a Do/Don't process that is helping publishers lock in on what to do in these key verticals.
- **Why vertical video is important and how you can do more of it:** Learn why vertical video is so hot right now and how you can fold it into how you create content and make money from it.
- **The things every editorial should be doing with AI:** We'll explore the five biggest — and most efficient — AI opportunities for editorial teams to experiment with that not only will save you time but can make your products better.

- SATURDAY - WORKSHOPS

3-4pm

WORKSHOP 3 * **HOW'S BUSINESS?** **FINANCIAL TRENDS ROUNDTABLE**

MODERATORS: BETSY BENSON OF *PITTSBURGH MAGAZINE* AND **LOGAN AGUIRRE**
OF *417 MAGAZINE*

In this roundtable, CRMA publishers will review the survey results from publishers and discuss how business is trending in 2024, which areas are declining and which are growing in 2024 vs. 2023 and where the biggest threats and opportunities are for the future.



- KEYNOTE - PRESENTATIONS

Sunday, 9-10am

★ BEYOND CHATGPT: HOW AI WILL TRANSFORM YOUR COMPANY AND CAREER

**PAUL ROETZER, CEO AND FOUNDER,
MARKETING AI INSTITUTE**

As artificial intelligence advances what's possible with technology, a next generation of practitioners and leaders is emerging. These professionals aren't defined as next-gen because of age, but rather their approach to embracing change and applying smarter (i.e. AI-powered) technologies.

In this keynote, Paul Roetzer, Marketing AI Institute founder and CEO, lays out the vision and opportunity for next-gen professionals who use AI to deliver the personalization and experiences modern buyers expect; unlock previously unimaginable creative possibilities; and drive unparalleled efficiency and revenue growth.

We have entered the age of intelligent automation. Don't wait for the business world to get smarter around you. Take the initiative now to understand, pilot, and scale AI. The opportunities are endless for leaders with the will and vision to transform their careers, brands, and the industry.



Paul Roetzer is founder and CEO of Marketing AI Institute; co-author of *Marketing Artificial Intelligence: AI, Marketing and the Future of Business*; host of *The AI Show* podcast; and creator of the Marketing AI Conference (MAICON). As a speaker, Paul is focused on making AI approachable and actionable for marketers and business leaders.

A graduate of Ohio University's E.W. Scripps School of Journalism, Paul has consulted for hundreds of organizations, from startups to Fortune 500 companies. Previously he was founder and CEO of PR 20/20, a digital marketing agency that he sold in 2021.

- KEYNOTE - PRESENTATIONS

Monday, 9-9:30am

★ THE FUTURE OF LOCAL MEDIA

JIM BROWN, PRESIDENT, BORRELL ASSOCIATES

Over the past two decades, the Internet has recrafted the media landscape in two distinct waves triggered by two economic cycles. We've just entered a third wave, triggered by the pandemic. Jim Brown, president of national research firm Borrell Associates will describe what the landscape looks like today and he'll give us a look to the future and how forces such as demographics, altered work habits, buying habits, and technology are pushing us toward the final stages of the democratization of media channels. Jim will lead a lively discussion about the opportunities available to local media companies who take a long-term view of their business and the obstacles they face.



Jim Brown has been helping local businesses and media companies for over three decades. He joined Borrell Associates in 2011 as the vice president of sales and was named president in 2019, where he works to improve the company's overall growth, client retention, training efforts, and product development. Jim began his media career in 1990 at *The Virginian-Pilot* in Norfolk, Virginia. During his career, he has held a variety of fast-paced sales and marketing, business and product development, and general management roles. Jim serves on several nonprofit boards, including Catholic Charities of Eastern Virginia (Past Chair) and Eggleston Services, an organization providing education, training, and employment for persons with disabilities in Southeastern Virginia.

- KEYNOTE - PRESENTATIONS

Monday, 9:30-10am

★ UNLEASHING THE POWER OF LOCAL PODCASTING

STEVE GOLDSTEIN, CEO,
AMPLIFI MEDIA

In his keynote address, hear Steve Goldstein of Amplifi Media share how podcasting is transitioning from national prominence to a powerful local medium. Discovers strategies to tap into regional stories, cultivate community engagement and create impactful local content that resonates.



Steve Goldstein is an internationally recognized executive and leader in scaling and refining audio ventures across podcasting, radio, satellite radio, and voice platforms. He has developed scores of successful podcast initiatives, radio shows, top talent, and monetization strategies.

Steve is an adjunct professor at NYU where he teaches "The Business of Podcasting," the first course at a major university focused on the burgeoning podcast eco-system.

Known for his creativity, unique diagnostic tools, and ability to see what's next, Steve was early to podcasting, launching Amplifi Media in 2015. Before that, he was a founding partner and EVP of Saga Communications (NASDAQ: SGA). The company grew to over 100 radio stations and became publicly traded on the American Stock Exchange.



- KEYNOTE - PRESENTATIONS

Monday, 1:30-2pm

*** FROM RFP TO EXECUTION: HOW
VOX MEDIA'S EVENTS DEPARTMENT
ELEVATES EVERYDAY BRANDS**
**TARA REILLY, VICE PRESIDENT OF
EXPERIENTIAL AND PARTNERSHIPS, VOX MEDIA**

Vox Media is home to 18 editorial brands, from *New York* magazine and Vox to PopSugar and Eater, serving the many passion points of audiences. Outside of their annual owned and operated conferences and festivals, Vox Media's events team has become the go-to partner for brands such as Doritos, Lay's, Jonnie Walker, Paramount+, Bravo and many more, to support the launch of products, activate audiences, and increase brand awareness. Hear from Tara Reilly, vice president of experiential and partnerships at Vox Media, on how her team has started operating as an agency, the financial value of working on outside events with partners, and how to be nimble when executing for different audiences.



Tara Reilly is Vox Media's vice president of experiential and partnerships, overseeing events and experiential activations across the Vox Media portfolio, which includes 13 editorial networks and seven lines of business. In her role, she's developed and established experiential business strategy, goals, and executive level direction on signature Vox Media events such as Vulture Festival, How I Get It Done, Code Conference, Pivot Schooled, and more, and led strategic partnerships with causes and organizations including Sundance Film Festival, SXSW, Cannes Lions, The Whitney Museum, Marc Jacobs, NAACP, and more.

EDITORIAL

SUNDAY, MAY 19

10-11am

SESSION 1 ✨ THE FUTURE IS EMAIL

PANELISTS: **AMY CAVANAUGH** OF *CHICAGO MAGAZINE*, **TROY SMITH** OF *AXIOS CLEVELAND*, **NATALIE MOORE** OF *TEXAS HIGHWAYS*

With X in slow-motion meltdown, referral traffic from Facebook declining, and search traffic in flux with new generative AI tools, email newsletters offer a way to create a direct relationship with readers. This panel will feature a variety of editorial approaches to newsletters, and panelists will discuss the decision-making that goes into their strategy, including how to decide what makes sense for newsletter content versus other platforms, how to build an email list/audience, and more.

11:30am-12:30pm

SESSION 2 ✨ HOW TO MAKE YOUR ARCHIVES WORK FOR YOU

PANELISTS: **ALICIA MARIA MEIER** OF *TEXAS MONTHLY*, **IAN ALDRICH** OF *YANKEE*, MODERATOR: **DILLON STEWART** OF *CLEVELAND MAGAZINE*

When your publication has put out stellar magazine journalism for years, why not take better advantage of the stories you already have to alleviate the pressure to constantly create new material? Hear how other publications have resurfaced or repackaged articles in their back catalog in ways that make the content still feel relevant and attractive to readers.

2-3pm

SESSION 3 ✨ HOMES AND GARDENS: KEEPING THINGS FRESH

SPEAKER: **OMA BLAISE FORD** OF *BETTER HOMES & GARDENS*, **MELISSA OZAWA**, FREELANCE WRITER AND FORMER EDITOR OF *MARTHA STEWART LIVING*

A lot of home-and-garden content inspires envy, with beautiful photos of sunlit rooms and flowers in full bloom. But the best features go a little further to spot trends and tell compelling stories about the places we call home. In this session, hear from experts who keep home-and-garden features fresh, season after season, year after year.

3:30-4:30pm

SESSION 4 ✨ A DEEP DIVE INTO “THE MOST SURVEILLED PLACE IN AMERICA”

PANELISTS: **KEVIN NGUYEN** OF *THE VERGE* WITH **GABY DEL VALLE**, MODERATOR: **ANNA WALSH** OF *TEXAS MONTHLY*

What does a successful writer and editor collaboration on an ambitious narrative feature look like? Editor Kevin Nguyen and writer Gaby Del Valle will give an instructive deep dive into how “The Most Surveilled Place in America,” a feature published in The Verge that was a Livingston Award finalist, came to fruition. They’ll walk through the original pitch, to the reporting process, their communication through the drafting process, and how they structured (or re-structured) the draft together, to the final decisions around the story’s finishing touches. Attendees are encouraged to read the feature in advance and come with questions.

EDITORIAL

MONDAY, MAY 20

10-11am

SESSION 5 * OLD NEWS: LOCAL HISTORY 101

SPEAKER: **JACKIE BARTON** OF *THE WESTERVILLE (OH) HISTORY MUSEUM*, **RON CASSIE** OF *BALTIMORE MAGAZINE* AND **JOHN SKRTCIC** OF *THE CLEVELAND PUBLIC LIBRARY*, MODERATOR: **MICHAEL MORAIN** OF *DSM*

Pick up some practical tips to discover local history that can add context to even the newest stories about the Next Big Thing. Learn how to research digital newspaper archives, find historic maps and gather old photos that can help your readers see “the big picture” of your city and region – and how that picture has or hasn’t changed over time.

11:30am-12:30pm

SESSION 6 * COVERING THE MUSIC SCENE WITH IMPACT

PANELISTS: **ANNIE ZALESKI**, AUTHOR, CLEVELAND-BASED FREELANCER (*ROLLING STONE*, *STEREOGUM*, *MANY MORE*), **ANNIE NICKOLOFF** OF *CLEVELAND MAGAZINE*

In the 1950s, Cleveland DJ Alan Freed coined the term “Rock ‘n’ Roll,” just one example of media’s outsized impact on the medium. But with streaming services fracturing listening audiences more than ever and minimizing the importance of regional acts, attracting an audience for this important cultural coverage is harder than ever. Our panel of experts will explore how to cover all genres in interesting and effective ways.

2-3pm

SESSION 7 * USING AI TOOLS TO STREAMLINE STORYTELLING

SPEAKER: **MIKE KAPUT** OF *THE AI MARKETING INSTITUTE*

We’re not on the cusp of a new world driven by artificial intelligence — we’re in the middle of it. Author and AI marketing expert Mike Kaput will offer simple-but-effective tools that you can use today to streamline your workflow and make you a better communicator.
Joint Session with Agency/Custom Track

3:30-4:30pm

SESSION 8 * 60 STORY IDEAS IN 60 MINUTES

MODERATOR: **MICHAEL MORAIN** OF *DSM MAGAZINE*

Go ahead: Swap or swipe some good ideas from your counterparts in other magazine markets. Back by popular demand, this lively session is a freewheeling exchange of creative ideas for stories and series – some you’ve already tried, others you’re considering and a few that just popped into your head. They’re all fair game.

SALES/ EVENTS

SUNDAY, MAY 19

10-11am

SESSION 1 ✨ **WHAT LOCAL ADVERTISERS WANT FROM LOCAL AGENCIES... AND FROM YOU**

SPEAKER: JIM BROWN OF *BORRELL ASSOCIATES*

In this session, Jim Brown, president of Borrell Associates will use data from Borrell's most recent survey of thousands of local advertisers to share what's important to them. From how they make decisions about advertising to how they view local media companies and agencies, you'll learn why local marketers are slowly moving from novices to master marketers.

11:30am-12:30pm

SESSION 2 ✨ **DRIVE BIG REVENUE WITH BRANDED CONTENT AND UNIQUE CONTENT SPONSORSHIPS**

SPEAKER: DAVID ARKIN OF *DAVID ARKIN CONSULTING*

In this session, you'll learn how media companies are launching and fine tuning their branded content programs with content that's generating a significant audience, packages that are increasing value and revenue and distribution strategies that are outperforming clients' expectations. David will also share a handful of additional ways (newsletters, articles, social media) that media companies are developing new revenue streams through maximizing strong organic content with sponsorships.

2-3pm

SESSION 3 ✨ **REVENUE REINVENTED: LEVERAGING DATA & ANALYTICS FOR SALES SUCCESS**

PANELISTS: DANIELLE SMITH AND **IRENE PETERSON** OF *MPLS.ST.PAUL MAGAZINE*

Join us for an insightful session where we unveil the strategic role of analytics in driving revenue within our sales organization. Learn how we harness the power of data analytics to secure sales and maximize profitability. We'll walk you through real-world examples of how we employ analytics to understand customer behavior, identify market trends, and optimize our sales strategies. From refining marketing initiatives to streamlining operations and enhancing the customer experience, discover how data-driven insights translate directly into revenue-generating actions.

3:30-4:30pm

SESSION 4 ✨ **7 SECRETS TO SELLING EVENT SPONSORSHIPS**

SPEAKER: RYAN DOHRN OF *BRAINSWELL MEDIA*

In this fast-paced selling session, multi-million dollar media sales coach Ryan Dohrn will share his top seven secrets to selling sponsorships faster and for more money. Come see a real-life example as Ryan hosts a sales call live in front of the class. He will show you his step-by-step guide to presenting sponsorships in new and exciting ways.

SALES/ EVENTS

MONDAY, MAY 20

10-11am

SESSION 5 * 60 OF THE BEST NEW SALES IDEAS IN 60 MINUTES

MODERATORS: **DENISE POLVERINE** OF *CLEVELAND MAGAZINE* AND **JACK MARTINELLI** OF *WESTCHESTER MAGAZINE*

Hear the best ideas from your fellow CRMA sales leaders and publishers and take home a digital Best Ideas Book! Please submit an idea in advance to attend this session.

11:30am-12:30pm

SESSION 6 * THE POWER OF VIDEO AND SMART VIDEO AMPLIFICATION PACKAGES

SPEAKER: **RUTH GILBERT** OF *DELAWARE TODAY MAGAZINE*

The most strategic ways to lock-in brand new clients with video. Come learn how this CRMA publication is making big money by selling video to new and existing customers!

2-3pm

SESSION 7 * ULTIMATE SALES PACKAGES

SPEAKERS: **LOGAN AGUIRRE** OF *417 MAGAZINE* AND **TRISH BOERIO** OF *PITTSBURGH MAGAZINE*

In this session, we will do a deep dive into how to effectively create sales packages tailored to clients' needs that drive revenue without overwhelming the process.

3:30-4:30pm

SESSION 8 * HOW VOX MEDIA BRINGS THEIR AWARD-WINNING EDITORIAL TO LIFE

SPEAKER: **TARA REILLY** OF *VOX MEDIA*

Vox Media, the modern media company that is home to 18 editorial brands including *New York* magazine, *Eater*, *Vulture*, *The Verge*, and more, produces more than 100 events every year. From intimate dinner parties inspired by *The Cut's* popular columns and the headline making Code Conference focused on technology and media to three days of pop culture at *Vulture Festival* and *Eater's* branded restaurant activations, Vox Media creates events that serve the interests, passion points, and needs of every audience. Hear from Tara Reilly, vice president of experiential and partnerships at Vox Media, on how events have become an integral revenue stream, why audiences, fans, and talent want to participate, and the value of making journalism an interactive experience.

DESIGN

SUNDAY, MAY 19

10-11am

SESSION 1 * HOW TO FALL IN LOVE WITH TYPOGRAPHY

SPEAKER: **ELLEN LUPTON** OF *MARYLAND INSTITUTE COLLEGE OF ART*, **COOPER HEWITT** OF *SMITHSONIAN DESIGN MUSEUM*

Ellen Lupton wrote the classic guide *Thinking with Type* in 2004. Creating the all-new third edition of this bestselling book required questioning everything. What assumptions are baked into the English-speaking design vocabulary? How can type education become more forgiving? Where are the women in type design? What stories lurk behind basic forms such as grids, capital letters, reverse stress, and typographic widows? Learn some tips, tools, and insights for working with type.

11:30am-12:30pm

SESSION 2 * FROM PRINT TO DIGITAL

SPEAKER: **JANE SHERMAN** OF *SAGACITY MEDIA*

Design has leapt beyond the boundaries of traditional print media to a world of digital platforms and interactive experiences. In this roundtable, art and creative directors discuss how to make the leap from one world to the next. Is it a chasm or just another step on the ladder. In this session we explore real-world experiences and the skills and processes required to move seamlessly from print to digital and back again, while excelling in any design environment.

2-3pm

SESSION 3 * PACE YOURSELF

SPEAKER: **MIKE SCHNAIDT** OF *FAST COMPANY*

In the editorial world, your superpower is pacing: the art of sequencing words and images to craft a visually compelling story. But what if you apply those same principles of pacing to the trajectory of your career? In this craft-focused talk, Mike will take us behind the scenes of the creative direction of *Men's Health* and *Fast Company*, and dive deep into how he's pacing the next stage of his career, evolving from a creative director to the author of *Creative Endurance*.

3:30-4:30pm

SESSION 4 * EVERYTHING TO KNOW ABOUT REDESIGNING YOUR MAGAZINE

SPEAKER: **LUKE HAYMAN** OF *PENTAGRAM*

Including...

- When you should do it and when you shouldn't.
- If you do it, should you evolve it or reinvent it?
- When you do it, what to do and why.
- And once you've done it, now what?

DESIGN

MONDAY, MAY 20

10-11am

SESSION 5 * WHAT MAKES A GOOD COVER?

SPEAKERS: MIKE SCHNAIDT OF *FAST COMPANY*, LUKE HAYMAN OF *PENTAGRAM*, EMILY KIMBRO OF *TEXAS MONTHLY*

The front door of the magazine has always been viewed as one of the most critical elements in magazine publishing. What are the ingredients of a great cover? Are they changing? What impact has the collapse of newsstands had on this all important page?

11:30am-12:30pm

SESSION 6 * WORDS & PICTURES

SPEAKER: ANGELO MANEAGE OF *CLEVELAND REVIEW OF BOOKS*

Where words and images converge, you will find Angelo Maneage pulling from every source imaginable. Utilizing a fusion of photo illustration, collage, drawing, and public domain offerings, Angelo has carved a distinct niche in the realm of book design and editorial illustration with his fresh, innovative approach and attention to detail. As a designer, artist, poet, and writer, this multidisciplinary artist guides us through his process fueled by his unwavering dedication to the art form.

2-3pm

SESSION 7 * USING AI TOOLS TO STREAMLINE STORYTELLING

SPEAKER: MIKE KAPUT OF *THE AI MARKETING INSTITUTE*

We're not on the cusp of a new world driven by artificial intelligence — we're in the middle of it. Author and AI marketing expert Mike Kaput will offer simple-but-effective tools that you can use today to streamline your workflow and make you a better communicator.

Joint Session with Agency/Custom Track

3:30-4:30pm

SESSION 8 * HOW DO YOU DO? / DESIGNER'S ROUNDTABLE ON PROCESS

SPEAKER: CHELSEA MAMEROW OF *MILWAUKEE MAGAZINE*

This discussion will dive right into the intricacies of the design process. Sharing is caring as attendees participate — exploring the ups and downs encountered throughout this subjective and sometimes technical endeavor. From conceptualization to execution, discover the creative challenges faced, innovative solutions devised, and invaluable lessons learned along the way. This session promises to illuminate the evolving process of editorial design, offering invaluable takeaways for all.

STUDIO: CUSTOM PUBLISHING & DIGITAL AGENCY

SUNDAY, MAY 19

10-11am

SESSION 1 ✨ WHAT LOCAL ADVERTISERS WANT FROM LOCAL AGENCIES... AND FROM YOU

SPEAKER: **JIM BROWN**, PRESIDENT OF *BORRELL ASSOCIATES*

In this session, Jim Brown, president of Borrell Associates will use data from Borrell's most recent survey of thousands of local advertisers to share what's important to them. From how they make decisions about advertising to how they view local media companies and agencies, you'll learn why local marketers are slowly moving from novices to master marketers. *Joint Session with Sales/Events Track*

11:30am-12:30pm

SESSION 2 ✨ CREATING SPONSORED CONTENT WITHOUT SACRIFICING AUDIENCE TRUST

SPEAKER: **MELANIE DEZIEL** OF *STORY FUEL*

Wondering if your magazine can monetize with sponsored content, without sacrificing reader trust, or how to navigate the ethical concerns of editorial teammates? In this session, Melanie Deziel, the first-ever editor of branded content at the *New York Times*, will address the importance of transparency, and how to achieve it in the eyes of the audience, including the use of effective labeling, to ensure audiences can distinguish between sponsored and editorial content.

2-3pm

SESSION 3 ✨ THE VIDEO MARKETING ROADMAP: BOOK CLIENTS AND BRING THEIR BRANDS TO LIFE

SPEAKER: **LATASHA JAMES** OF *JAMES + PARK*

In this session, award-winning agency owner and video producer Latasha James will share a step-by-step roadmap your in-house agency can use to book more video marketing clients, plus the video formats and styles that are most in-demand right now.

3:30-4:30pm

SESSION 4 ✨ GETTING STARTED: CRMA AGENCY LAUNCH STORIES

PANELISTS: **RANDY THOMPSON** OF *COASTAL VIRGINIA*, **JAYNE HAUGEN OLSEN** OF *MPLS.ST.PAUL MAGAZINE*, **RAY BULARZ** OF *BALTIMORE MAGAZINE*, MODERATOR: **LUTE HARMON JR.** OF *GREAT LAKES PUBLISHING*

How CRMA pros got into the agency business and where we they see the opportunities today. Topics will include custom publishing, digital agency products and agency of record services.

STUDIO: CUSTOM PUBLISHING & DIGITAL AGENCY

MONDAY, MAY 20

10-11am

SESSION 5 ✨ TOP 5 REASONS WHY PODCASTS DON'T SUCCEED AND HOW TO AVOID THEM

SPEAKER: **STEVE GOLDSTEIN** OF *AMPLIFI MEDIA*

Drawing from extensive experience with podcasters, we'll uncover the often-overlooked traits and decisions that can derail a podcast's success and discuss strategies to avoid these common pitfalls.

11:30am-12:30pm

SESSION 6 ✨ A MAGAZINE'S GUIDE TO BUILDING A SPONSORED CONTENT TEAM

SPEAKER: **MELANIE DEZIEL** OF *STORY FUEL*

Learn about content team structuring, timelines, key roles, and broader organizational considerations for establishing or optimizing a sponsored content team that meets your magazine's needs, from Melanie Deziel, who has facilitated the creation and strategic growth of sponsored content teams for the *New York Times*, HuffPost, Time Inc., and other news and lifestyle publishers around the US, Sweden, Germany, New Zealand, and more.

2-3pm

SESSION 7 ✨ USING AI TOOLS TO STREAMLINE STORYTELLING

SPEAKER: **MIKE KAPUT** OF *THE AI MARKETING INSTITUTE*

We're not on the cusp of a new world driven by artificial intelligence — we're in the middle of it. Author and AI marketing expert Mike Kaput will offer simple-but-effective tools that you can use today to streamline your workflow and make you a better communicator.

Joint Session with Editorial Track

3:30-4:30pm

SESSION 8 ✨ BEST IDEAS IN DIGITAL AND VIDEO

PANELISTS: **JACQUIE CHAKIRELIS** OF *CLEVELAND MAGAZINE*, **ERIN KUBATZKY** OF *TEXAS MONTHLY STUDIO*, **JASON HOSKO** OF *HOOR MEDIA*

How publishers are using video to generate big returns for their clients and bottom lines. This roundtable will cover how CRMA pros get the videos produced and where they are running them on social media and CTV.

AUDIENCE DEVELOPMENT/MARKETING

SUNDAY, MAY 19

10-11am

SESSION 1 ✨ **NEWSLETTER 2.0: INSPIRING BRAND LOYALTY AND BOOSTING AUDIENCE ENGAGEMENT WITH EMAIL NEWSLETTERS**

PANELISTS: **CHRIS VOGEL** OF *BOSTON MAGAZINE*, **DILLON STEWART** OF *CLEVELAND MAGAZINE*,
KELLY TRAVIS OF *ST. LOUIS MAGAZINE*

Discover the secrets to fostering brand loyalty and increasing audience engagement through the delivery of valuable content that will entice your subscribers to keep coming back for more.

11:30am-12:30pm

SESSION 2 ✨ **UNLOCK THE FULL POTENTIAL OF YOUR FIRST PARTY DATABASE**

PANELISTS: **MICHAEL YEON** OF *ADMIRAL*

Discover powerful strategies for enhancing first-party data collection and innovative approaches for leveraging this valuable data.

2-3pm

SESSION 3 ✨ **NAVIGATING A PAYWALL/MEMBERSHIP MODEL**

PANELISTS: **EMILY ALLEN** OF *TEXAS MONTHLY*, **PAUL LOPREIATO** OF *METRO CORP*

Introducing a paywall or membership model can feel overwhelming. Let us guide you with our insights to kickstart your journey.

3:30-4:30pm

SESSION 4 ✨ **LETS SHARE: WHICH VENDORS ARE POWERING YOUR BUSINESS?**

Note: This is a sharing session for Audience Development professionals only.



AUDIENCE DEVELOPMENT/MARKETING

MONDAY, MAY 20

10-11am

SESSION 5 * THE 25 NEWSLETTERS EVERY PUBLISHER SHOULD LAUNCH

SPEAKER: **DAN OSHINSKY** OF *INBOX COLLECTIVE*

There are a lot of different types of newsletters out there, from daily products to alerts to subscriber-only emails. But which ones are actually worth launching, and which newsletters should a publisher prioritize? In this session, we'll talk through all these newsletter opportunities and figure out which ones you need to make room for in your newsletter portfolio.

11:30am-12:30pm

SESSION 6 * STRATEGIES TO USE AS SOCIAL/REFERRAL TRAFFIC DECLINES

SPEAKER: **OWEN BERG** OF *NIEMAN LAB*

Multimedia journalist Owen Berg, a trailblazer in the industry, offers insights into his innovative and proven approach for driving users to service journalism in the evolving landscape of a post-social media era.

2-3pm

SESSION 7 * EVOLVING WITH AI: HOW TO ADAPT YOUR PUBLISHING STRATEGY FOR TOMORROW

SPEAKER: **MELISSA CHOWNING** OF *TWENTY-FIRST DIGITAL*

Explore the future of publishing with AI and discover how to navigate the evolving open web landscape and gain insights on optimizing your content for accessibility and crawlability. We'll discuss how optimizing your content for SEO accelerates your optimization for AI how to develop a successful strategy for maximizing your product and consumer revenue. This session is designed to help your business not just survive, but thrive in the face of AI's rapid growth.

3:30-4:30pm

SESSION 8 * LET'S SHARE: BEST IDEAS

Note: This is a sharing session for Audience Development professionals. Please bring your best idea ready to share.

DINNER & DRINKS

AMBA

A dimly lit room in Hingetown presents spicy Indian-inspired small plates and one of Cleveland's best dining experiences. Also great for cocktails. *4-minute drive.* 4-11 p.m. Saturday, 1430 W. 28th Street, Cleveland, ambacle.com

ASTORIA

Greek fare and fresh ingredients shine in this market-style restaurant near Gordon Square Entertainment District. *5-minute drive.* 3:30-10 p.m. Saturday, 10 a.m. - 3 p.m. Sunday, 5417 Detroit Ave., Cleveland, astoriacafemarket.com

BUTCHER & BREWER

Find elevated gastropub fare and craft beers, including the famed Albino Stout, in this 100-year-old space. *0.5-mile walk, 5-minute drive.* Noon-11 a.m. Saturday, 3-9 p.m. Sunday, 2043 E. Fourth St., Cleveland, butcherandthebrewer.com

CENT'S PIZZA + GOOD

A pink hue sets the vibe at this modern pizza joint and natural wine bar inspired by Roberta's Pizza in New York City. Simply, one of Cleveland's best pies. *6-minute drive.* 5-10 p.m. Saturday, 5-9 p.m. Sunday, 5010 Lorain Ave., Cleveland, centspizza.com

CORNER ALLEY

A sports bar setting with bar food, beer and bowling. *0.5-mile walk, 5-minute drive.* 11:30 a.m. - 1 a.m. Saturday, 11:30 a.m. - Midnight Sunday, 402 Euclid Ave, Cleveland, thecorneralley.com

FAHRENHEIT

A staple of Cleveland dining, chef Rocco Whalen offers fusion small plates, seafood towers and heavy American hors d'oeuvres in a two-floor Downtown complex. *0.3-mile walk, 4 p.m. - 2 a.m. Saturday, 4-9 p.m. Sunday, 55 Public Square Suite 150, Cleveland, chefroccowhalen.com*

GOMA

Michelin-starred chef Dante Boccuzzi presents a top-notch sushi, tobanaki, shabu-shabu, noodle and sake experience in a modern dining room. *0.5-mile walk, 5-minute drive.* 5-11 p.m. Saturday, 2079 E. Fourth St., Cleveland, gomarestaurant.com



DINNER & DRINKS

GREAT LAKES BREWING CO.

This iconic Cleveland brewery with gastropub fare features a historic wooden bar and a beer cellar with bullet holes that are (possibly) from the gun of Elliot Ness. *7-minute drive. 11:30 a.m. - 11 p.m. Saturday, 11 a.m. - 5 p.m. Sunday, 516 Market Ave. Cleveland, greatlakesbrewing.com*



LUCA ITALIAN CUISINE

Inspired by his childhood on the Adriatic Sea and his love of Italian cuisine, chef Luca Sema offers a rustic Mediterranean seafood experience that's luxurious and modern. *0.3-mile walk. 5-11 p.m. Saturday, 5-9 p.m. Sunday, 500 W St Clair Ave, Cleveland*

JAJA

The floral decor in this modern Argentinian steakhouse and small plates restaurant is otherworldly. *7-minute drive, 5 p.m. - Midnight Saturday, 11 a.m. - 3 p.m. 5-10 p.m. Sunday, 2050 Gehring Ave, Cleveland, jajacleveland.com*

JOHNNY'S LITTLE BAR

Downtown Cleveland's last dive bar is hidden in the alley behind its classic Italian sister restaurant and offers a great burger. *1 p.m. - 2 a.m. Saturday, 4 p.m. - 2 a.m. Sunday, 614 Frankfort Ave, Cleveland, [facebook.com](https://www.facebook.com)*

LAGO EAST BANK

Explore the riverfront along the Flats East Bank to walk off heavy Italian entrees or a chef-driven brunch. *0.5-mile walk, 5-minute drive. 10 - 2 a.m. Saturday, 10 a.m. - Midnight Sunday, 1091 W 10th St, Cleveland, lagoeastbank.com*

MASTHEAD

The warehouse-style brewpub focusing on stouts and IPAs offers Neapolitan-style pizza. *0.7-mile walk, 4-minute drive. 11:30 a.m. - 11 p.m. Saturday, Noon - 8 p.m. Sunday, 1261 Superior Ave., Cleveland, mastheadbrewingco.com*