

NEWS INDUSTRY  
MEGA-CONFERENCE

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2022

# SOLUTIONS ROUNDTABLES

MONDAY, APRIL 11  
12:45 - 2:15 P.M.

FOR NEWSPAPER EXECUTIVES ONLY  
PLUS TABLE HOSTS

During this fast-paced session, select six of the following Solutions Roundtables to attend. These 12- to 15-minute segments will focus on revenue-producing programs, legal issues, technology that improves efficiency, unique products and services and more – all backed by years of successful partnerships across the industry.

## 13 GREAT OPTIONS TO CHOOSE FROM:

- **AffinityX:** AffinityX is a marketing services company, providing end-to-end solutions for media companies. From ad production, editorial layout and pagination services to digital sales, revenue generation, campaign management and fulfillment, we'll help your newspaper evolve with the market, stay ahead of the needs of your customers, be more successful, and most importantly, be more profitable.
- **Arrandale Ventures:** Start getting a piece of the \$132 BILLION(!) that startups spent on marketing with Google, Facebook and Amazon last year. Come learn how you can trade your newspaper's print and digital marketing inventory for equity in startups backed by some of the country's best investors.
- **CitySpark:** Do you want to drive traffic, engage your community and generate revenue? Come learn what our complete events solution – content, tools and revenue – could do for you. Our best-in-market local event content populates directly to a newly-designed calendar hosted on your site and integrated with DIY promotions as well as ticketing, newsletters, voice skills, reverse publishing and business listings.
- **Column:** Join Column for a discussion on how the public benefit company is working with publishers and state press associations to deploy free software solutions that reduce the operational costs of public notice and modernize the customer experience for governments, law firms and private parties.
- **Creative Circle Media Solutions:** Bring your newspaper, an ad, a website, branding or challenges to our table and we'll offer practical advice. We've revitalized more than 700 print newspapers and created superior web software, from a full CMS to paywalls, classifieds and branded content. We've been helping family publishers succeed for 40 years. And we're growing like crazy doing just that. Let's talk about your next steps.
- **Google:** The Google News Initiative partners with publishers and journalists to build a more sustainable, diverse and innovative local news ecosystem. We help bolster the work of newsrooms by offering free digital tools and trainings that aid their efforts to produce quality journalism and support a digital-forward business model. Come meet the GNI team and learn about resources to help your newspaper.

## SOLUTIONS ROUNDTABLES (CONTINUED)

■ **Lineup:** Lineup delivers ERP, sales and subscription management solutions to help media companies solve operational challenges and identify revenue opportunities. Adpoint, our ad revenue sales solution, will increase your revenue, reduce your tech costs and streamline your operations. Amplio is our subscription management solution built exclusively for publishers to maximize audience revenue lifetime value.

■ **Mather Economics:** Mather works with leading news media around the world to grow revenues, increase subscription levels and optimize operations through applied analytics. We also advise newspapers with regard to digital pricing strategies and can help you determine your readers' willingness to pay for digital subscriptions. We act as the intelligence layer for your technology!

■ **Newzware – ICANON:** Join us to learn more about the cost-effective benefits of Newzware, such as:

- Facilitate Temporary and Permanent migration of print home delivery to Mail (USPS) and back, based on carrier availability.
- Engage potential subscribers starting a new subscription on your website using embedded forms that track story conversions to subscribers and report on those conversions in Newzware.

■ **Seyfarth Shaw:** Meet with us and we will help your business by discussing the hottest legal topics for newspaper executives. Join us to hear our legal strategies to optimize the risks facing your newspaper today.

- Camille A. Olson, Seyfarth Shaw LLP, Partner  
Los Angeles and Chicago: colson@seyfarth.com or 312-460-5831
- Richard B. Lapp, Seyfarth Shaw LLP, Partner  
Los Angeles and Chicago: rlapp@seyfarth.com or 312-460-5914

■ **Software Consulting Services (SCS):** For 40 years, SCS has helped publishers – large and small – become more efficient. At the SCS roundtable, we will discuss how to leverage technology to automate your entire pagination process – display ads, liners, stories, headlines and photos. Meet with us and you'll be eligible for a free needs assessment to see if your product and environment are a fit for our highly-affordable solutions.

■ **VoicePort:** At the VoicePort roundtable, we will discuss:

- How to address the different service needs of digital vs print subscribers – using chat and messaging to reduce costs while improving efficiencies.
- Delivery issues? Address your “open routes” without swamping your call center.
- Develop call experiences, targeting groups to increase retention and revenue.
- Maximize IVR subscriber self-service containment to cut costs.

■ **Zette:** Meet with Zette to learn how to activate new revenue opportunities. We enable today's digital-first consumer to easily read and pay for the stories they crave. Our platform facilitates per-article access to paywalled stories – paying publishers up front for every view. Capture, retain and monetize new audiences with Zette.