



# INN DAYS

## Accelerating Nonprofit News

June 13-14, 2018

Renaissance Hotel SeaWorld | Orlando

INN Days is presented with the generous sponsorship of the John S. and James L Knight Foundation and the Ethics & Excellence in Journalism Foundation

**Wednesday, June 13**

**9:00-9:15 am WELCOME**

**9:15-10:15 am KEYNOTER: Kinsey Wilson, President, WordPress**

No tool or technology has been more meaningful in powering the emergence of a new era of independent journalism, in lowering the barriers for storytellers and news entrepreneurs, than the content management system WordPress. In March, Wilson became president of WordPress, one of the most successful technology companies of our day. He takes this role after leading some of our industry's most significant digital efforts as head of product and technology and then editor for strategy and innovation for *The New York Times*, executive vice president and chief content officer for *NPR*, and chief editor of *USA Today*. There may be no digital journalist with a greater breadth of perspective on the future of news and technology, and how they are intertwined. Join us for a conversation with Kinsey Wilson.

**10:15-11:45 am The Four P's of Sponsorships - Price, Package, Promote and Place sponsorships to create the most value for your news organization and your sponsors**

Nonprofit newsrooms see growing sponsorship interest from small businesses, community groups and other nonprofits—and NewsMatch18 will match some small business donations as well as individual gifts. Whether you've created a news product, event or sponsorship

opportunity, learn how to sell it. What is the competitive advantage that your organization, product or event offers to a sponsor and what are the best ways to get advertisers and sponsors to see the value? Ebony Reed, director of the Futures Lab at the Reynolds Journalism Institute and an associate professor at the Missouri School of Journalism, will lead this session. Reed has sold advertising, media products and worked as a journalist. She will detail how to determine market value for products, events and other underwriting opportunities, and how to sell them in a hands-on, interactive 60-minute session. You'll leave the session with a plan on how to make the sponsorship connection.

**Presenter: Ebony Reed, Reynolds Journalism Institute, Missouri School of Journalism**

### **12:00-1:00 pm Lunch and Learn: Converting One-time Donors to Sustaining Members**

If you participated in last year's NewsMatch, you probably saw a nice surge of individual donors. News Revenue Hub shares tips and strategies on how to build those one-time donors into sustaining donors or members, whose monthly support for your news organizations can help ensure a steady source of revenue.

**Presenter: Mary Walter Brown, News Revenue Hub**

### **1:00-1:15 pm BREAK**

### **1:15-2:45 pm BREAK OUT SESSION: Build an AR App**

Augmented Reality is here. Soon our websites, mobile devices and even glassware will have AR options. As a news industry, we need to stay current with the options, and as news leaders, we need to be familiar with the technology as it grows. Kat Duncan, senior video editor at the Reynolds Journalism Institute Futures Lab, will lead this session on how to build an AR experience to use in events, which many nonprofit newsrooms are offering to build audience, engagement and fundraising. The session provides a strong use case and a broader sense of how your site can use AR to build interactive content for readers and to broaden revenue opportunities. Before this 90-minute session, participants should sign up for a free trial subscription of Zap Works. Sign up at <https://zap.works> a few days prior to INN Days.

**Presenter: Kat Duncan, Futures Lab, Reynolds Journalism Institute**

### **1:15-2:45 pm BREAK OUT SESSION: How to Ask for a Major Gift**

This interactive training session helps you learn or polish three techniques that are central to asking for a substantial gift in support of your newsroom.

- 1) Setting up the visit
- 2) How to make the "ask" – literally
- 3) How to respond when a donor says something like: "Let me think about it."

This session is led by a major gifts specialist who is working with a group of 11 INN members throughout 2018 to build their systems and skills in major gift development. Even if you don't have a formal major gifts program yet, major gift opportunities can emerge out of smaller individual fundraising. Understand how to act on that, or take this opportunity to refresh your skills.

**Presenter: Diane Remin, MajorDonors.com**

**2:45-3:00 pm BREAK**

**3:00-4:00 pm NewsMatch Unpacked**

In 2017, national and regional foundations sponsored an extraordinary end-of-year campaign that generated more than \$4.8 million in direct support for nonprofit, public service newsrooms and helped drive a total of \$33 million in giving to local and investigative newsrooms. Hear from NewsMatch's core sponsors and be inspired by lightning talks from INN journalists who excelled in 2017, or used their first campaign to build new fundraising muscles. Get the scoop on this year's fundraising toolkit, training schedule and match incentives.

**Panelists:** John Bebow, *Bridge Magazine*; James Burnett, *The Trace*; Dena Drabeck, *Oklahoma Watch*; Michael Ellis, *Scalawag*; Jabari Gray, *Youth Radio*

**Moderator:** Jason Alcorn, *NewsMatch Project Manager*

**4:00-5:00 pm A Peek Inside the ProPublica Year-end Playbook**

Fundraising is not for the shy. You'll hear from one of the boldest, liveliest fundraisers in nonprofit news. Learn how ProPublica asks for money with great frequency, a sense of urgency and a good measure of charm. This in-depth look at how ProPublica managed the final weeks of its EOY 2017 campaign with takeaways for your newsroom.

**Presenter:** Jill Shepherd, *ProPublica*

**6:00-7:30 pm INN Reception**

**Thursday, June 14: Building the Business Skills that Build News**

**Sponsored by Ethics and Excellence in Journalism Foundation**

**8:30-10:00 am INN Member Breakfast & Annual Meeting**

Build your network. Visit with your colleagues, INN board and staff members and the INN board candidates, and share your ideas for INN. Cast your vote for board candidates over breakfast and coffee and give us your thoughts on strengthening our growing network.

**Moderator:** Laura Frank, *Rocky Mountain PBS and Chair, INN Board of Directors*

**8:30-10:00 am INN Index: The State of Nonprofit News**

You've shared your data, and the headlines are in. We'll share early findings from INN Index, the most comprehensive study yet of nonprofit news organizations across the U.S.

**Presenter:** Sue Cross, *INN Executive Director & CEO*

**10:00-10:15 am BREAK**

**10:15-11:30 am BREAK OUT SESSION: Community Engagement Powerhouses**

Engagement is part of audience-building. Learn from leaders across the network on how their community engagement efforts are creating impact with audiences, elected officials and donors. We will look at successful approaches from a startup, from well-established newsrooms finding new ways to stretch their community reach and from a newsroom succeeding in building relationships in underserved areas.

**Presenters:** Stephanie LuLay, Block Club Chicago; Ben Nishimoto, Honolulu Civil Beat; Halle Stockton, Public Source and Meg Waters, Voice of OC

**Moderator:** Melanie Sills, Media Advisor

### **10:15-11:30 am BREAK OUT SESSION: Peer Group Meetups**

As the INN network continues to grow, members have turned to peer groups to share ideas with similar organizations or job title holders. This will be a time at INN Days to gather any new or established small groups to brainstorm, share ideas, or vent in person.

### **11:30 am-1:15 pm LUNCH**

### **12:15-1:15 pm Pop-up Session: Discussion on Facebook Political Ads**

Grab lunch on your own or a quick snack in Palani B and join us for a discussion on Facebook political ads. After Facebook changed its ad policies recently, news organizations are struggling with the social media platform flagging political news stories.

Back in June 5, ProPublica's Dick Tofel and Ariana Tobin asked the INN listserv about how the new policy was affecting INN members. This discussion will address that discussion and what news publishers can do.

ProPublica story: [What Facebook's New Political Ad System Misses](#)

**Moderators:** Monika Bauerlein, Mother Jones; Brant Houston, University of Illinois

### **1:15 -2:45 pm BREAK OUT SESSION: Hunting and Fishing for Individual Donors**

Major gift fundraising is one of the toughest things for journalists, and journalism orgs, to learn to do well. Join us for this candid conversation with seasoned fundraisers and newsroom leaders who have been there, overcome the nerves, and even deployed some reporter tricks to cultivate transformational donor relationships. Special focus on finding the needle in the haystack among your NewsMatch donors. We'll share success stories and cringe worthy mistakes—bring your own!

**Presenter:** Monika Bauerlein, Mother Jones

**Panelists:** Anne Galloway, VTDigger; Kelli Payne, Marshall Project & WNYC; Amy Norquist, Mother Jones; Andy Wallmeyer, MinnPost

### **1:15-2:45 pm BREAK OUT SESSION: R-E-S-P-E-C-T**

Power Dynamics and Workplace Success Strategies

Well before #MeToo was a hashtag, INN was hearing from women in member organizations asking for tips to use their voices more effectively. Participants at any career stage will come out of this session with a renewed sense of how to navigate the #MeToo aftermath and strategies they can carry back and use throughout the year to be heard and use their authority effectively. This 90-minute session is geared to women but illuminating and welcoming to all.

Participants will create a Powerful Communication Roadmap customized to their own experience. This roadmap will serve as a guide back at the workplace.

**Presenter: Madhu Krishnappa Maron, Madhucoach**

**2:45-3:00 pm BREAK**

**3:00-5:30 pm Director's Screening: *Dark Money* & Panel Discussion**

This political thriller examines one of the greatest present threats to American democracy: the influence of untraceable corporate money on our elections and elected officials. The film takes viewers to Montana—a frontline in the fight to preserve fair elections nationwide—to follow intrepid local journalist and INN Member John Adams, founder and editor of Montana Free Press, working to expose the real-life impacts of the U.S. Supreme Court's Citizens United decision and the way American elections are bought and sold. This Sundance award-winning documentary is directed and produced by Kimberly Reed, presenting the film with Adams and two other INN members featured in the documentary. From a journalist's view, this documentary is notable in presenting strong voices from both right and left testifying to the impact of journalism. This is a film that is as important to advocates for news as it is to political finance reform. Join the director and our star members right after in an invigorating discussion of the impact of *Dark Money* for all of us.

**Presenters: John Adams, Montana Free Press; Sheila Krumholz, Center for Responsive Politics and Edwin Bender, [followthemoney.org](http://followthemoney.org).**

**6:00-7:30 pm IRE Reception**