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## Wednesday, June 12 — NEWSMATCH DAY

8:00 am      **REGISTRATION AND CHECK-IN**

8:30-9:00 am      **BREAKFAST AND NETWORKING**

9:00-9:15 am      **WELCOME:** Sue Cross, CEO and Executive Director, INN

9:15-10:15 am

**KEYNOTE: BUILDING YOUR GENEROSITY NETWORK**

If you ever wonder how fundraising can feel so rewarding or wonder why you do this work — come get fired up about the coming year! McCrea talks about how to connect money and meaning to mobilize supporters for news. As one of the country’s leading fundraising advisors, she works with many organizations that are successfully building public support for great journalism.

**Keynote speaker:** Jennifer McCrea, CEO and Founder, Exponential Fundraising

10:15-11:15 am

**LIGHTNING TALKS: NEWSMATCH - THE LOCAL PERSPECTIVES**

Be inspired by lightning talks from INN members who excelled in NewsMatch 2018, or used their first campaign to try new fundraising tactics and strategies. This session is focused on hearing from newsrooms that cover a particular community or region, but the lessons are useful for everybody.

**Panelists:**

- Alice Dreger, Publisher and President, East Lansing Info
- Joe Livernois, Founding Editor, Voices of Monterey Bay
- Laurie Milford, Development Director, High Country News
- Teresa Martin, Executive Director, Lower Cape TV
- Araa Mustufa, Digital Editor, The Chicago Reporter

**Moderator:** Christina Shih, VP of Business Development, News Revenue Hub



11:30 am-1:15 pm

## LUNCH AND LEARN: NEWSMATCH 2019

***Knight Welcome and Remarks:*** Jennifer Preston, VP of Journalism, Knight Foundation

***Presenter:*** Jason Alcorn, Project Director, NewsMatch

1:15-1:30 pm

## BREAK

1:30-2:30 pm

## EMAIL NEWSLETTERS: A MAGNET FOR DONORS

Learn from some of the country's smartest email publishers how to make your newsletters more powerful tools for fundraising and storytelling. This panel shares best practices for carrying readers on the audience-to-donor journey and producing newsletters as strong editorial products.

### ***Presenters:***

Rebekah Monson, Co-Founder and COO, WhereBy.Us

Rebecca Quarls, Director of Strategy, News Revenue Hub

Tim Windsor, Digital Strategy Consultant, Windsor Digital

2:30-3:30 pm

## LIGHTNING TALKS: BECAUSE OF NEWSMATCH...!

INN members have been fundraising with NewsMatch since 2016. Hear what organizations that have been participating in the campaign for two or three years have learned and the tips they have for new and returning participants.

### ***Panelists:***

Dena Drabek, Chief Operating Officer, Oklahoma Watch

Alison Go, Senior Director of Growth, Chalkbeat

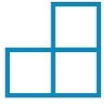
Rigel Lugo, Director of Administration and Development, Centro De Periodismo Investigativo De Puerto Rico (CPI)

Chelsey Tabakian Odom, Business Operations Manager, Center for Sustainable Journalism

***Moderator:*** Karen Rundlet, Director of Journalism Program, Knight Foundation

3:30-3:45 pm

## BREAK



3:45-4:45 pm

**HUNTING AND GATHERING FOR FUN AND (NON)PROFIT**

Join us as we explore the wily behaviors and exotic home worlds of the elusive journalism nonprofit major donor. Or maybe they're not so strange and hard to find after all: You'll come away from this session with ideas on how to best use your limited time and resources on where to look for great major donor prospects, and how to begin developing a vibrant community of donors through events, volunteer development, research and more. And we'll also talk about money and why it's a loaded topic for so many of us.

**Presenter:** Steve Katz, Publisher, Mother Jones

4:45 pm

**ADJOURN**

5:00-7:00 pm

**INN'S 10TH ANNIVERSARY RECEPTION (Ballroom Lobby)**



## Thursday, June 13 — BUILDING THE BUSINESS SKILLS THAT SUSTAIN NEWS

8:00-9:30 am

### **INN ANNUAL MEETING — COFFEE AND BREAKFAST**

**WELCOME:** INN Board Chair, Laura Frank, VP News, Rocky Mountain PBS

**MEET THE CANDIDATES:** Presentations from INN board candidates

#### **INN BOARD MEETING:**

- Appointment of Mark Horvit, ratification
- Emeritus board member bylaws change
- Recognition of INN founder Brant Houston, whose board term is ending

**INN INDEX:** Sneak peak of some very promising headlines and trends!

**GO BOLDLY:** INN members will change the future of U.S. news in the next decade. How we take this challenge and win it, presented by Sue Cross, INN Executive Director and CEO

#### **FEEDBACK SESSION WITH INN STAFF**

**ANNOUNCEMENT OF NEW BOARD MEMBERS** presented by Brant Houston, INN Secretary

9:30-11:00 am

### **HOW DIVERSITY AND TRUST INTERSECT: A WORKSHOP IN INCLUSIVE AUDIENCE DEVELOPMENT**

Research by The Trust Project reveals how diversity and inclusion are key indicators of trustworthy content. We'll go over the indicators and discuss how they can be applied to editorial and audience strategy. As part of the workshop, participants will brainstorm an audience development and engagement strategy that reaches across the Fault Lines of race, class, gender, generation and geography.

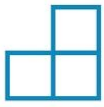
**Presenter:** Martin Reynolds, Co-Executive Director, External Affairs and Funding, The Maynard Institute

11:00-11:45 am

### **BUILDING STRATEGIC SPONSORSHIP CAMPAIGNS**

Learn the key pieces needed to create a powerful and profitable campaign. What do you need in place if you want to offer a special promotion around a product and service? What are the parts of your plan: a landing page about the promotion, email communication, follow up phone calls? Perhaps you also need to offer a complimentary service, training webinar or special contract term. We'll review and talk through the key pieces so you can be best positioned to run multiple campaigns throughout the year. Campaigns are a strategy to grow your prospect list and gain the attention of prospects who aren't yet on your radar.

**Presenter:** Ebony Reed, Director of Innovation, RJI Futures Lab, Reynolds Journalism Institute



12:00-1:00 pm

## LUNCHEON KEYNOTE: IN DEFENSE OF AUDACIOUS GOALS

Like many fellow INN members, Amy Martin founded her podcast and radio show, Threshold, with huge ambitions and very little else. Three years later, she and her team have followed bison across the Montana prairie, camped out on the Greenland ice sheet, and had their microphone mistaken for a chew toy by a sled dog — all as part of their quest to dive deep into complex environmental topics and bring nuance to some of our most highly polarized issues. On paper, it all sounds kind of nuts. But would a more "sensible" plan have been as successful? We'll explore risk and reward in nonprofit journalism in this adventure-filled talk.

**Presenters:** Amy Martin, Founder & Executive Producer, Threshold  
Nick Mott, Producer, Threshold

Season two of Threshold was sponsored by the Pulitzer Center on Crisis Reporting.

1:00-2:00 pm

## 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 new and established small groups to brainstorm, share ideas (or even vent!).

**Established Peer Groups:** Emerging Leaders, LEAD, Major Gifts Masterclass, Rural Newsrooms, and Statehouse. Other groups are welcome to meet. Peer groups will be assigned to either the Ballroom or Austin room.

2:00-3:00 pm

## BREAKOUT SESSION: NEW IDEAS FOR TURNING PASSIVE AUDIENCES INTO DONORS (Ballroom)

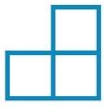
WBUR's BizLab is an innovation lab identifying and testing new revenue streams for public media. With funding from the Corporation for Public Broadcasting and Knight Foundation, we collaborate with public radio stations across the country on testing new ways of raising funds. In this session, WAMU's DCist team, Louisville Public Media's do502.com events team, and WBUR's podcast team will share their learnings from user-centered experiments designed to convert their largely passive communities into active donors. We will break down each experiment into the questions they were designed to answer, get the audience to guess the outcomes, and then provide a recipe for how to replicate the success at a variety of nonprofit news organizations.

### **Panelists:**

Lindsay Goldberg, BizLab, WBUR

Tajah McQueen, Events and Special Projects Coordinator, Louisville Public Media

Rachel Sadon, Editor in Chief, DCist, WAMU



2:00-3:00 pm

**BREAKOUT SESSION: ALL NEWS IS LOCAL NEWS (Austin Room)**

A lot of energy (and funding!) is being poured into local news right now, in an effort to plug a hole in our civil society. While this has meant great opportunity for some INN members, it has brought new challenges for others. These newsrooms are playing an increasingly important role in plugging these gaps. In this session, national and local members will discuss ways they have oriented their coverage and their partnerships to thrive in this environment. This session will be interactive and members on both sides of the local/national divide are encouraged to come and bring their stories and questions about how national organizations can be more local — and how local organizations can partner with national organizations to achieve greater scale, impact and reach.

**Panelists:**

- Noreen Gilliespie, Deputy Managing Editor for U.S. News, Associated Press
- Katharine Mieszkowski, Senior Reporter, Reveal from The Center for Investigative Reporting
- Steve Sapienza, Senior Strategist, Pulitzer Center
- Willie Shubert, Global Program Director, MongaBay

**Moderator:** Jonathan Kealing, Chief Network Officer, INN

3:00 pm

**ADJOURN**

**In addition to our INN Days sponsors, Knight Foundation and EEJF, we would like to thank the generous circle of funders who support this and all of INN’s work on behalf of our members:**

