



# AGENDA

## THURSDAY, JULY 10

<p><b>8:00</b> AM <b>5:30</b> PM</p>	<p><b>REGISTRATION DESK OPEN</b></p>	<p>ALHAMBRA</p>
	<p><i>Concurrent Events:</i></p>	
<p><b>9:00</b> AM <b>11:30</b></p>	<p><b>FPA/FPS BOARD MEETING</b></p> <p><b>FSNE BOARD MEETING</b></p>	<p>PRADO</p> <p>ANASTASIA</p>
<p><b>11:00</b> AM <b>5:00</b> PM</p>	<p><b>EXHIBIT HALL OPEN</b></p>	<p>ALHAMBRA</p>
	<p><i>Conference Begins</i></p>	
<p><b>NOON</b> <b>2:00</b> PM</p>	<p><b>LUNCH</b></p> <p><b>FSNE AWARDS PRESENTATION</b></p> <p>Keynote Speaker: Alberto Ibarguen, President &amp; CEO, John S. and James L. Knight Foundation</p>	<p>GRANADA</p>
<p><b>2:00</b> <b>2:30</b> PM</p>	<p><b>DESSERT WITH EXHIBITORS</b></p>	<p>ALHAMBRA</p>
<p><b>2:30</b> <b>3:15</b> PM</p>	<p><i>Combined Session:</i> <b>GUBERNATORIAL CANDIDATE FORUM</b></p> <p>Moderator: Terry Spencer, Florida News Editor, The Associated Press</p> <p>Panelists: Nancy Ancrum, Editorial Page Editor, <i>The Miami Herald</i>; Brendan Farrington, Tallahassee Correspondent, The Associated Press; Rosemary Goudreau, Editorial Page Editor, <i>South Florida Sun-Sentinel</i></p>	<p>GRANADA</p>
	<p><i>Concurrent Tracks:</i></p>	
<p><b>3:15</b> <b>4:15</b> PM</p>	<p><b>NEWS TRACK: DIGITAL STORY TELLING</b></p> <p><i>News organizations of all sizes are finding innovative ways to engage digital audiences, from expanding video's reach to developing long-form narratives. This session explores video/integration strategies, and how news organizations are responding to the changing media landscape.</i></p> <p>Moderator: Bill Church, Executive Editor, <i>Sarasota Herald-Tribune</i></p> <p>Panelists: David Plazas, Senior Editor of Digital Engagement, The News-Press Media Group; Jim Ross, Managing Editor, <i>Ocala Star Banner</i>; Bill Duryea, Enterprise Editor, <i>Tampa Bay Times</i></p>	<p>PRADO</p>
	<p><b>BUSINESS TRACK: PUBLISHER/AD DIRECTOR PEER GROUP SESSIONS</b></p> <p>Moderators: David Dunn-Rankin, President, Sun Coast Media Group; Jim Gouvellis, Publisher, <i>Lake Wales News</i>; Melanie Mathewson, VP &amp; CSO, Intersect Media Solutions; Gerry Mulligan, Publisher, <i>Citrus County Chronicle</i></p>	<p>GRANADA</p>

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# THURSDAY, JULY 10

4:15  
5:15

PM

## Concurrent Tracks:

### NEWS TRACK: EXTENDING YOUR REACH – PARTNERSHIPS AND GRANTS

PRADO

*In the face of continuing financial pressures, many newsrooms are getting creative to bolster their news gathering. This ranges from grants to fund positions and innovative projects, to joint ventures with other media and non-profits.*

Moderator: Mindy Marques, Executive Editor, *The Miami Herald*

Panelists: Chris Martin, President and Vice President for External Relations, Poynter Foundation; Neil Brown, Editor and VP, *Tampa Bay Times*; Michael Maness, VP/Journalism and Media Innovation Knight Foundation

### BUSINESS TRACK: NEW IDEAS FOR GROWING YOUR BUSINESS

GRANADA

*Local retailers share successes in utilizing unique client advertising solutions*

Moderated by The Miami Herald Media Company

6:00  
7:15

PM

## RECEPTION SPONSORED BY FLORIDA POWER & LIGHT HALL OF FAME PRESENTATION, PASSING OF THE GAVEL, FRIEND OF NIE, SILENT AUCTION ENDS

ALHAMBRA

7:30

PM

## DINE AROUND

Sign up at Registration Desk in advance

# FRIDAY, JULY 11

7:30  
NOON

AM

## REGISTRATION DESK OPEN

LOBBY

7:30  
8:45

AM

## CONTINENTAL BREAKFAST

ALHAMBRA

SPONSORED BY THE ASSOCIATED PRESS

7:30  
9:00

AM

## EXHIBIT HALL OPEN

ALHAMBRA

## Concurrent Events:

8:00  
8:45

AM

### FSNE GENERAL MEETING

PRADO

### FPF BOARD OF TRUSTEES

ISABELLA

9:00  
9:45

AM

## Combined Session: GUBERNATORIAL FORUM (CONT.)

GRANADA

Moderator: Terry Spencer, Florida News Editor, *The Associated Press*

Panelists: Nancy Ancrum, Editorial Page Editor, *The Miami Herald*; Brendan Farrington, Tallahassee Correspondent, *The Associated Press*; Rosemary Goudreau, Editorial Page Editor, *South Florida Sun-Sentinel*

# FRIDAY, JULY 11

9:45  
11:00

AM

## Concurrent Tracks:

### NEWS TRACK: FLORIDA 2020

PRADO

*A conversation about the changing demographics of the state, what we'll look like in the next decades, and what news organizations will have to do to respond.*

Moderator: Kenny Irby, Senior Faculty, Director of Community Relations & Diversity, The Poynter Institute

Panelists: Brian Fuhrer, SVP, Product Leadership, Nielsen; Myriam Márquez, Executive Editor, El Nuevo Herald; Gregory Lee, Executive Sports Editor, Sun Sentinel; Liz Roldan, News Director, WFOR-TV

9:45  
10:15

### BUSINESS TRACK: THE IDEA BAR

GRANADA

*How the Palm Beach Post is advancing their digital initiative*

Amy Royster, Director Client Solutions/Ideabar, *The Palm Beach Post*

10:15  
11:00

### BUSINESS TRACK: DIGITAL AGENCIES, THE SEQUEL

GRANADA

*Best practices at Florida's newspapers leading digital change*

Red Barrett, Digital Advertising Director, *Sun-Sentinel*;

Brian Wallace, Digital Sales Manager, *FLORIDA TODAY*

## Concurrent Tracks:

### NEWS TRACK: BUILDING AN INVESTIGATIVE CULTURE

PRADO

*Editors share how they have built or maintained investigative heft in their newsrooms.*

Moderator: Manny Garcia, Editor, *Naples Daily News*

Panelists: Lenore Devore, Executive Editor, *Lakeland Ledger*;  
Chris Davis, Deputy Managing Editor, *Tampa Bay Times*;  
Howard Saltz, Editor, *Sun-Sentinel*

11:00  
NOON

AM  
PM

### BUSINESS TRACK: EVENT MANAGEMENT

GRANADA

Carlos Curbelo, Director of Client Development, *Daily Business Review*; John D'Orlando, Vice President/Advertising Director, Orlando Sentinel Media Group; Bob Geiger, Director of Advertising, *The Daytona Beach News Journal*

## LUNCH

### FPA BETTER WEEKLY AWARDS PRESENTATION

ALHAMBRA

Keynote Speaker: David Dunn-Rankin, President, Sun Coast Media Group

NOON  
2:00

PM

2:00  
3:30

PM

### BONUS SESSION: BEST PRACTICES FROM THREE GREAT FLORIDA COMMUNITY NEWSPAPERS

PRADO

Kat Hughes, Executive Editor, *The Observer Group*; Ron Dupont, Editor, *Venice Gondolier Sun*; Sandi Kemp, Publisher, *Navarre Press*

# SATURDAY, JULY 12

8:30  
1:00

AM  
PM

## GROUP GOLF OUTING (ADVANCE SIGN-UP REQUIRED)

The Biltmore Golf Course