
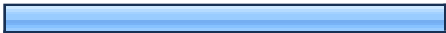



1. In general, the convention:

		Response Percent	Response Count
<i>Exceeded</i> my expectations		24.2%	15
<i>Met</i> my expectations		66.1%	41
<i>Didn't meet</i> my expectations		9.7%	6
		answered question	62
		skipped question	0

2. Please rate each event.

	Very Good	Good	Fair	Poor	Very Poor	Response Count
Opening Reception-USS Midway	56.5% (26)	41.3% (19)	2.2% (1)	0.0% (0)	0.0% (0)	46
Small News-Org Breakfast (Gannett)	35.7% (5)	57.1% (8)	7.1% (1)	0.0% (0)	0.0% (0)	14
Wednesday Lunch (Vicente Fox)	38.7% (12)	41.9% (13)	16.1% (5)	3.2% (1)	0.0% (0)	31
Thursday Lunch (Narisetti, Sandberg)	30.6% (15)	38.8% (19)	24.5% (12)	6.1% (3)	0.0% (0)	49
Friday Lunch (Mayor Sanders)	5.1% (2)	35.9% (14)	48.7% (19)	2.6% (1)	7.7% (3)	39
Editors' Chat and Happy Hour	14.3% (3)	66.7% (14)	19.0% (4)	0.0% (0)	0.0% (0)	21
Womens Reception	28.6% (4)	42.9% (6)	28.6% (4)	0.0% (0)	0.0% (0)	14
New Members Reception	16.7% (2)	33.3% (4)	25.0% (3)	16.7% (2)	8.3% (1)	12
Qualcomm Reception/Dinner	53.3% (16)	26.7% (8)	20.0% (6)	0.0% (0)	0.0% (0)	30
Golf Tournament	50.0% (4)	25.0% (2)	25.0% (2)	0.0% (0)	0.0% (0)	8
Spouses Program	12.5% (1)	37.5% (3)	37.5% (3)	12.5% (1)	0.0% (0)	8
Silent Auction	5.6% (1)	11.1% (2)	61.1% (11)	11.1% (2)	11.1% (2)	18

In the box below, feel free to include additional comments about any of the events and special programs.

13

answered question

58

skipped question

4

3. Please rate each session.

	Very Good	Good	Fair	Poor	Very Poor	Response Count
Monetizing Content (Jenner, Schachter, et al)	32.4% (11)	47.1% (16)	17.6% (6)	2.9% (1)	0.0% (0)	34
Speech-USS Midway (Gen. Osterman)	27.3% (9)	57.6% (19)	12.1% (4)	3.0% (1)	0.0% (0)	33
War Comes Home (Sternberg, Greitens, et al)	62.9% (22)	31.4% (11)	2.9% (1)	2.9% (1)	0.0% (0)	35
President's Address (Milton Coleman)	21.1% (8)	50.0% (19)	15.8% (6)	13.2% (5)	0.0% (0)	38
Open Newsroom Speech (Charlene Li)	25.6% (10)	41.0% (16)	20.5% (8)	12.8% (5)	0.0% (0)	39
Open Newsroom Panel (Li, Brady, et al)	27.5% (11)	42.5% (17)	22.5% (9)	5.0% (2)	2.5% (1)	40
Editor as Entrepreneur (Brusic, Hall, Kramer)	25.0% (11)	50.0% (22)	20.5% (9)	2.3% (1)	2.3% (1)	44
Promoting Innovation (Kelley w/Stanton)	35.1% (13)	43.2% (16)	16.2% (6)	5.4% (2)	0.0% (0)	37
Mobile Strategy (Hatch, Kenney, Lee)	37.5% (15)	45.0% (18)	17.5% (7)	0.0% (0)	0.0% (0)	40
Press Freedom (Rivard, Canton, et al)	21.4% (6)	42.9% (12)	32.1% (9)	0.0% (0)	3.6% (1)	28
Drug War In Mexico (Carbajal, Rock, et al)	27.3% (6)	40.9% (9)	22.7% (5)	4.5% (1)	4.5% (1)	22
Design (Kris Viesselman)	5.3% (1)	31.6% (6)	42.1% (8)	10.5% (2)	10.5% (2)	19
U.S.-Mexico Politics 2012 (Brazile, Starr)	47.8% (11)	39.1% (9)	8.7% (2)	0.0% (0)	4.3% (1)	23
Employee Motivation (Daniel Pink)	66.7% (18)	33.3% (9)	0.0% (0)	0.0% (0)	0.0% (0)	27
New President's Address (Ken Paulson)	57.1% (16)	39.3% (11)	3.6% (1)	0.0% (0)	0.0% (0)	28
News Collaborations (Russell, Schaffer, et al)	27.3% (6)	68.2% (15)	4.5% (1)	0.0% (0)	0.0% (0)	22

Mobile Design (Shearer, Marburger, et al)	28.6% (6)	52.4% (11)	14.3% (3)	4.8% (1)	0.0% (0)	21
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In the box below, feel free to include additional comments about any of the general sessions.

4

answered question	54
skipped question	8

4. Please rate each workshop.

	Very Good	Good	Fair	Poor	Very Poor	Response Count
ASNE Award Winners	18.8% (3)	68.8% (11)	12.5% (2)	0.0% (0)	0.0% (0)	16
Managing Reader Comments (Narisetti, et al)	32.0% (8)	52.0% (13)	16.0% (4)	0.0% (0)	0.0% (0)	25
Diversity (Agnew, Magnuson, et al)	26.7% (4)	46.7% (7)	26.7% (4)	0.0% (0)	0.0% (0)	15
Content Strategy (Peck, Scripps editors)	11.8% (4)	47.1% (16)	29.4% (10)	8.8% (3)	2.9% (1)	34
Facebook in the Newsroom (Justin Osofsky)	53.3% (16)	36.7% (11)	6.7% (2)	3.3% (1)	0.0% (0)	30
Making Print Sell (Lovely, Patrick, et al)	17.6% (3)	58.8% (10)	5.9% (1)	11.8% (2)	5.9% (1)	17
Students in Newsroom (Callahan, Fine, et al)	20.0% (3)	60.0% (9)	20.0% (3)	0.0% (0)	0.0% (0)	15

In the box below, feel free to include additional comments about any of the workshops.

9

answered question	51
skipped question	11

5. Please rate each of the following.

	Very Good	Good	Fair	Poor	Very Poor	Response Count
Convention bag and gifts	4.1% (2)	42.9% (21)	49.0% (24)	0.0% (0)	4.1% (2)	49
Coffee breaks	6.5% (3)	60.9% (28)	30.4% (14)	2.2% (1)	0.0% (0)	46
Exhibits	2.4% (1)	29.3% (12)	58.5% (24)	7.3% (3)	2.4% (1)	41
Program book	18.0% (9)	66.0% (33)	14.0% (7)	2.0% (1)	0.0% (0)	50
Registration process	44.0% (22)	54.0% (27)	2.0% (1)	0.0% (0)	0.0% (0)	50
Innovation videos	14.7% (5)	44.1% (15)	29.4% (10)	8.8% (3)	2.9% (1)	34
Free Wifi in meeting rooms	22.9% (8)	34.3% (12)	22.9% (8)	5.7% (2)	14.3% (5)	35
San Diego Marriott Hotel	42.6% (20)	48.9% (23)	8.5% (4)	0.0% (0)	0.0% (0)	47

In the box below, feel free to include additional comments about any of the above.

6

answered question	54
skipped question	8

Comments on events

1	Almost no one at the New Members' reception. Very little talk about what new members could expect. Narisetti/Sandberg section, I thought, provided a big opportunity for information on what news organizations could do to bolster web traffic, monetize it and grow. It seemed like a big wet kiss for Facebook.	Apr 26, 2011 5:18 PM
2	I thought it was a mistake to structure IAPA and ASNE parallel events and seminars. The result was separate but equal gatherings and too little interaction except superficially at meals. That said, the joint conference was a good start and the next opportunity should prove more synergistic. I loved la Jolla and San Diego and was disappointed the SD mayor took only two questions and then was rushed off stage for the next item on the program. Katrien Mass did a great job with the golf tourney. The resort management seemed less than interested in assisting those of us whose convention duties required us to arrive later.	Apr 26, 2011 3:21 PM
3	I only spoke on a panel; I did not attend any of these events	Apr 26, 2011 2:53 PM
4	Saturday morning program with Daniel Pink and mobile strategies was excellent -- wish it was earlier in the convention so that more people could take advantage.	Apr 21, 2011 9:26 AM
5	Vicente Fox was very interesting. Mayor Sanders was nice, but perhaps not so unique. The reception on the Midway and at Qualcomm were fantastic! And Gannett's breakfast for small papers continues to offer great ideas that I use in my newsroom every year. I enjoy the camaraderie and the exchange of ideas.	Apr 21, 2011 9:22 AM
6	Interviews, such as with Thursday's lunch, never work real well. Plus Thursday's interview was hard to hear/understand.	Apr 20, 2011 5:36 PM
7	Too many conflicting receptions on Thursday.	Apr 20, 2011 12:09 PM
8	OK, here goes: * Overall the convention was very worthwhile. Here are some observations you might want to consider: * Leave the drinks you bring out for break, well leave them out much longer. Lots of folks drift in and out of sessions. That should be available. * Make sure you have a "mike pass" option rather than forcing folks up to a mike. You'll get better participation. *Don't leave the incoming president's speech to Saturday morning when hardly anyone is there. It's too important. *Be careful who you partner with, many because if it impacts program decisions, you'll disappoint you main (ASNE) audience. *If you're fortunate enough to have a speaker like Donna Brazile mingle with the crowd after her presentation, LET HER MINGLE. She was locked up in small, tight group and didn't move. That's unbecoming and unfortunate. Even if one person walks with her, you'd find others would introduce themselves and feel great about that small opportunity. *Speaking of Donna, the idea that we'd squeeze a conversation (both sides of the Rio Grande) was silly. That might be 5 percent of our presidential debate. Yet because of who ASNE partnered with, it WAS the conversation. You didn't serve ASNE well here. Hope this isn't too critical but I know some others had the same feeling.	Apr 20, 2011 11:49 AM
9	The acoustics for the Sanberg lunch were terrible. It was difficult to hear.	Apr 20, 2011 9:48 AM
10	Could have used more info on the SILENT AUCTION, like where it was located, how long it would be open, what's the deadline.	Apr 19, 2011 8:11 PM
11	The screens should have been used during the lunches so that we could see and hear the speakers. This is especially true for the interview with the FaceBook exec.	Apr 19, 2011 6:07 PM

12	I like the diversity and versatility of the programs and panels scheduled and only wish I had planned my own schedule better to participate more!	Apr 19, 2011 5:54 PM
13	the room where sandberg and fox spoke was oddly shaped, making it difficult to see. and service was timed such that it was difficult to hear. people should come with more pointed questions for guest speakers.	Apr 19, 2011 5:51 PM

Comments on general sessions

1	The War Comes Home was good but lasted too long, but it was worth doing, just a tad tighter.	Apr 26, 2011 6:58 PM
2	The "Monetizing Content" panel I was on did not surface any particularly fresh information that an informed editor would not already have known.	Apr 26, 2011 2:53 PM
3	Donna Brazile was the highlight of the Friday reception	Apr 21, 2011 9:27 AM
4	panels were not well conceived. the range of speakers on the panel could be too broad (press freedom) -- how about a panel just on new legal challenges faced by american editors? or the presentations could be too narrow and vague: kris viesselman alone talking about design? what was the idea behind that?	Apr 19, 2011 5:55 PM

Comments on workshops

1	MY IAPA duties meant that I missed most of the ASNE sessions and thus have no comment.	Apr 26, 2011 3:22 PM
2	Facebook in the Newsroom offered a great briefing and wonderful, useful ideas; I enjoyed the Diversity panel and received some good help but there were probably too many people on the panel. There wasn't enough time to hear from everyone thoroughly!	Apr 21, 2011 9:57 AM
3	Would like to see fewer concurrent workshops at future events;	Apr 21, 2011 9:28 AM
4	The ASNE Award Winners workshop deserves a sixth category: EXCELLENT!	Apr 20, 2011 5:37 PM
5	Canned presentations that didn't really have lots of lessons and Randy was too generous in not pushing panelists to not do so much self-promotion or pushing for results.	Apr 19, 2011 6:59 PM
6	The room layout of the breakout sessions was unfortunate - but we won't be going back soon to SD.	Apr 19, 2011 6:24 PM
7	Excellent presentation and panel contribution by Mr. Osofsky of Facebook.	Apr 19, 2011 5:59 PM

8	The session held by Facebook's Osofsky was the only one at the entire convention to provide me concrete ideas I could take back to my newsroom. The Scripps editors session was a muddled mess. People were barely audible and barely visible, and the point of the session was barely detectable.	Apr 19, 2011 5:57 PM
9	We should have more time to focus on diversity issues and the next time, perhaps include time to break out into smaller sessions.	Apr 19, 2011 5:56 PM

Comments on miscellaneous items

1	There was no Wifi, period, in the ballroom where the IAPA met, and our complaints elicited indifference from hotel management, which made for a real impairment for those of us on stage. The \$12.99 daily rfate in the rooms for ultra slow "hi-speed" was a ripoff.	Apr 26, 2011 3:26 PM
2	The free wifi wasn't readily available	Apr 21, 2011 9:58 AM
3	Wifi was consistently slow during the week.	Apr 19, 2011 8:13 PM
4	Program book MUST be an app (digital file) for next year's conference	Apr 19, 2011 7:09 PM
5	Free Wifi in the meeting rooms is fine, but the cost of a web connection in the hotel room was ridiculously high.	Apr 19, 2011 5:59 PM
6	Terrific location choice.	Apr 19, 2011 5:56 PM

Page 6, Q1. Please identify up to four speakers and/or topics that you would most like to see on the 2012 convention program.

1.

1	hedge fund reps who are buying the newspapers	Apr 27, 2011 2:52 PM
2	rethinking the news business -- we need more aggressive ideas	Apr 26, 2011 9:29 PM
3	The growth and success of Spanish language news operations	Apr 26, 2011 7:00 PM
4	President Obama	Apr 26, 2011 5:03 PM
5	Monetizing Digital	Apr 26, 2011 4:45 PM
6	Not Pres. Obama or any other official who puts us through Secret Service security.	Apr 26, 2011 3:26 PM
7	digital/tablet update	Apr 26, 2011 2:52 PM
8	Jeff Jarvis	Apr 26, 2011 2:44 PM
9	Jack Dorsey	Apr 26, 2011 2:40 PM
10	How to promote digital literacy among editors and reporters	Apr 26, 2011 2:34 PM
11	Shaping content for devices (tablets, phones)	Apr 21, 2011 5:33 PM
12	President Obama	Apr 21, 2011 3:39 PM
13	Hands-on people from Facebook	Apr 21, 2011 9:59 AM
14	Evaluation of paid content models	Apr 21, 2011 9:29 AM
15	Tablet innovation	Apr 20, 2011 1:50 PM
16	presidential candidates	Apr 20, 2011 12:24 PM
17	President Obama	Apr 20, 2011 11:10 AM
18	Politico-type sites panel	Apr 20, 2011 9:33 AM
19	attracting young readers	Apr 19, 2011 9:19 PM
20	More on collaboration	Apr 19, 2011 8:14 PM
21	Motivation	Apr 19, 2011 8:02 PM
22	President Obama	Apr 19, 2011 7:46 PM
23	President Obama	Apr 19, 2011 7:39 PM
24	President Barack Obama	Apr 19, 2011 7:11 PM
25	Using analytics to rethink newsrooms	Apr 19, 2011 7:04 PM
26	Steve Jobs	Apr 19, 2011 6:54 PM
27	Different newspaper models other than paid dailies	Apr 19, 2011 6:49 PM

Page 6, Q1. Please identify up to four speakers and/or topics that you would most like to see on the 2012 convention program.

28	Obama	Apr 19, 2011 6:26 PM
29	Mark Zuckerberg	Apr 19, 2011 6:23 PM
30	Rethink the entire idea of a convention.	Apr 19, 2011 6:12 PM
31	New technologies just on the horizon that editors absolutely must know about	Apr 19, 2011 6:03 PM
32	Mobile	Apr 19, 2011 6:00 PM
33	Presidential candidates	Apr 19, 2011 6:00 PM
34	Diversity	Apr 19, 2011 5:57 PM
35	Obama/GOP frontrunner	Apr 19, 2011 5:55 PM
2.		
1	someone to demonstrate how to fund the print version while moving to a digital platform	Apr 27, 2011 2:52 PM
2	rethinking asne -- wooden organization not suited to the times	Apr 26, 2011 9:29 PM
3	More on editors helping to financially grow the business, best practices	Apr 26, 2011 7:00 PM
4	Republican Challengers	Apr 26, 2011 5:03 PM
5	Content Creation on Multiple Platforms	Apr 26, 2011 4:45 PM
6	Arianna Huffington and/or Tina Brown	Apr 26, 2011 3:26 PM
7	power/dangers of right wing politics	Apr 26, 2011 2:52 PM
8	Jay Rosen	Apr 26, 2011 2:44 PM
10	Mobile strategy	Apr 26, 2011 2:34 PM
11	Restructuring newsrooms for today's news needs	Apr 21, 2011 5:33 PM
12	Michelle Obama	Apr 21, 2011 3:39 PM
13	Expert on mobile	Apr 21, 2011 9:59 AM
15	mobile innovation	Apr 20, 2011 1:50 PM
17	Top GOP candidates for president	Apr 20, 2011 11:10 AM
18	Sunlight Foundation workshop on following election spending	Apr 20, 2011 9:33 AM
19	innovative ways to grow audience	Apr 19, 2011 9:19 PM
20	More on mobile	Apr 19, 2011 8:14 PM
21	Mobile Strategies	Apr 19, 2011 8:02 PM
22	House Speaker	Apr 19, 2011 7:46 PM

Page 6, Q1. Please identify up to four speakers and/or topics that you would most like to see on the 2012 convention program.

23	Presumptive Republican presidential nominee	Apr 19, 2011 7:39 PM
24	Facebook founder Mark Zuckerberg	Apr 19, 2011 7:11 PM
25	A global best practices/success stories panel--ASNE is too inward looking	Apr 19, 2011 7:04 PM
26	Rupert Murdoch	Apr 19, 2011 6:54 PM
27	Managing a newsroom in crisis breaking news/best practices online	Apr 19, 2011 6:49 PM
28	GOP	Apr 19, 2011 6:26 PM
29	More on mobile	Apr 19, 2011 6:23 PM
30	How would Google eor Facebook run it?	Apr 19, 2011 6:12 PM
31	The legal frontier editors now face - from libel to privacy to copyright	Apr 19, 2011 6:03 PM
32	presidential politics	Apr 19, 2011 6:00 PM
33	Election coverage strategies	Apr 19, 2011 6:00 PM
34	Youth popular culture	Apr 19, 2011 5:57 PM
35	How local news is changing	Apr 19, 2011 5:55 PM
3.		
1	marty kaiser - how does he produce pulitzer work year after year	Apr 27, 2011 2:52 PM
2	understanding local in new ways -- beyond news	Apr 26, 2011 9:29 PM
3	Growing investigative reporting in tough times, best practices and successes.	Apr 26, 2011 7:00 PM
4	Mexican presidential candidates	Apr 26, 2011 5:03 PM
5	Newsroom Integration	Apr 26, 2011 4:45 PM
6	Jon Stewart	Apr 26, 2011 3:26 PM
7	best of user-generated/blogger local news	Apr 26, 2011 2:52 PM
11	Essential digital tools for editors today	Apr 21, 2011 5:33 PM
12	Marcus Brauchli	Apr 21, 2011 3:39 PM
13	Expert on maintaining journalism standards in new world	Apr 21, 2011 9:59 AM
15	someone from Apple	Apr 20, 2011 1:50 PM
17	Speaker John Boehner	Apr 20, 2011 11:10 AM
18	Workshop on data visualization	Apr 20, 2011 9:33 AM
19	working on multiple platforms in a newsroom	Apr 19, 2011 9:19 PM

Page 6, Q1. Please identify up to four speakers and/or topics that you would most like to see on the 2012 convention program.

20	More on innovation	Apr 19, 2011 8:14 PM
21	Paywall Strategies	Apr 19, 2011 8:02 PM
22	Donald Trump	Apr 19, 2011 7:46 PM
23	Arthur Sulzberger/NYT pay wall	Apr 19, 2011 7:39 PM
24	GOP presidential candidate (s)	Apr 19, 2011 7:11 PM
25	A panel on all the new roles in newsrooms these days	Apr 19, 2011 7:04 PM
26	Arianna Huffington	Apr 19, 2011 6:54 PM
28	Media leadership (Sulzberger program at Columbia)	Apr 19, 2011 6:26 PM
30	The lack of urgency to address the problems is absolutely stunning	Apr 19, 2011 6:12 PM
31	Hyperlocal -- is there a business model yet?	Apr 19, 2011 6:03 PM
32	Transitioning newsroom from print to many platforms.	Apr 19, 2011 6:00 PM
33	Non-profit investigative journalism organizations	Apr 19, 2011 6:00 PM
34	Personalized mentoring on social media strategy	Apr 19, 2011 5:57 PM
35	Leadership sessions	Apr 19, 2011 5:55 PM
4.		
1	how to monetize twitter	Apr 27, 2011 2:52 PM
2	understanding cooperative models and partnerships	Apr 26, 2011 9:29 PM
4	Secretary of State Clinton	Apr 26, 2011 5:03 PM
5	Saving the Sunday paper	Apr 26, 2011 4:45 PM
6	Rupert Murdoch	Apr 26, 2011 3:26 PM
7	Obama	Apr 26, 2011 2:52 PM
11	Ways for news orgs to use location-based info	Apr 21, 2011 5:33 PM
12	Steve Jobs	Apr 21, 2011 3:39 PM
13	doing more with less (always a good topic)	Apr 21, 2011 9:59 AM
15	Someone from google	Apr 20, 2011 1:50 PM
17	Lady Gaga	Apr 20, 2011 11:10 AM
18	Panel on managing the end-game of newspapers in print	Apr 20, 2011 9:33 AM
19	partnerships with nonprofit investigative centers	Apr 19, 2011 9:19 PM

Page 6, Q1. Please identify up to four speakers and/or topics that you would most like to see on the 2012 convention program.

20	More involvement by academics	Apr 19, 2011 8:14 PM
21	President Obama	Apr 19, 2011 8:02 PM
22	Sarah Pailin	Apr 19, 2011 7:46 PM
23	CEO panel/Craig Dubow, Rupert Murdoch, Don Graham	Apr 19, 2011 7:39 PM
24	Steve Jobs	Apr 19, 2011 7:11 PM
26	PaidContent founder Rafat Ali	Apr 19, 2011 6:54 PM
28	Freedom of information	Apr 19, 2011 6:26 PM
31	Accountability journalism success stories -- what we did, how we did it, and lessons for all newsrooms	Apr 19, 2011 6:03 PM
33	Models of newsroom organization	Apr 19, 2011 6:00 PM
35	Open records primer/update--Where should we fight?	Apr 19, 2011 5:55 PM

General comments

1	Facebook was overrepresented. Having their representatives in too many workshops stifled some conversation and steered more of it toward their interests.	Apr 26, 2011 2:42 PM
2	A couple of things: Nobody -- but NOBODY -- has been a bigger proponent -- over the years, indeed over the DECADES -- of the Chinese Wall between editorial and the business side. However, in these times, the editors and publishers should be meeting concurrently EVERY YEAR. A second small item: I know that you want folks to complete this survey -- and everybody is very busy. However, nobody should be filling out the survey in LESS THAN TWO MINUTES. You need thoughtful responses, which is what I have tried to give you.	Apr 20, 2011 5:39 PM
3	Good convention, but for future would like to see more on content vs. platforms/monetization.	Apr 20, 2011 12:24 PM
4	Did so earlier. Thanks.	Apr 20, 2011 11:52 AM
5	Thanks to the ASNE staff for all its good work.	Apr 20, 2011 9:34 AM
6	Thank you for letting me take part in the ASNE conference as a guest!	Apr 20, 2011 2:35 AM
7	Disappointing attendance figures. Why did some board members skip the convention?	Apr 19, 2011 7:48 PM
8	I am sorry but I only attended two panels as I was there just for one day.	Apr 19, 2011 7:04 PM
9	Overall, I though it was a very good convention. I got a lot out of it and look forward to the next one.	Apr 19, 2011 6:25 PM
10	ASNE pledges to be more welcoming to small news organizations, which makes sense. Unfortunately, the editors from the big papers hang out together and rarely appear welcoming to others. That doesn't bode well for growing the organization, especially when it is quite expensive to attend this event.	Apr 19, 2011 6:06 PM