



MONDAY, SEPTEMBER 19

7:30 a.m. – 8:00 a.m.

CONTINENTAL BREAKFAST

8:00 a.m. – 8:15 a.m.

WELCOMING REMARKS

Arthur O. Sulzberger, Jr., Chairman, The New York Times Company

Karen Magnuson, Chair, ASNE Diversity Committee

Hollis Towns, President, Associated Press Managing Editors

8:15 a.m. – 8:30 a.m.

INNOVATIONS FOR THE 21ST CENTURY

Introduction of facilitator of the sessions

Mei-Mei Chan, President and Publisher, the News-Press Media Group, Fort Myers, FL

Objectives of the sessions

- Provide fresh perspectives on the power of diversity to drive innovation and financial gains for news media organizations in the 21st century
- Highlight key opportunities and requirements to succeed in a multicultural, fragmented, competitive environment
- Offer directional clarity to industry leaders in designing their strategic roadmaps for transformation

8:30 a.m. – 12:30 p.m.

NEW MODELS OF THINKING: THE MEDICI EFFECT

Frans Johansson, author of the groundbreaking bestseller, *“The Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation.”* leads this energizing, interactive 4-hour session that turns these seemingly disparate concepts into successful business strategies. Johansson demonstrates how innovation, powered by diversity, can break down boundaries within organizations and provide individuals and teams with tools they can use to meet today’s business challenges and opportunities. On Tuesday afternoon, participants will use Johansson’s principles of innovation to develop their own unique business models.

12:30 p.m. -- 1:30 p.m.

LUNCH

1:30 p.m. – 2:30 p.m.

ESPN: BLUEPRINT FOR SUCCESS

Moderator: Sree Sreenivasan

ESPN has become the nation's leading sports site for young, upscale, educated men and is breaking out new models to capitalize on sports enthusiasts in major markets across the country. Launched in April 2010, ESPNNewYork is the latest ESPN site to provide original, exclusive local sports news and information for enthusiastic New York sports fans across multiple platforms. Leon Carter, a news veteran who has more than 25 years of experience covering and directing the coverage of sports in the New York area, will explain how ESPN developed the strategy and branded the sports network using diverse reporters and writers to cover the areas' teams and sports.

**Presenter: Leon Carter, executive editor,
ESPNNewYork.com**

2:30 p.m. – 2:45 p.m.

BREAK

2:45 p.m. – 4:45 p.m.

NEW BUSINESS MODELS AT WORK: TARGETED CONTENT, TARGETED AUDIENCES

Moderator: Mei-Mei Chan

From theRoot.com to NY1's Noticias, the industry is bursting with innovative models focusing on targeted niches. Executives from each share experiences and lessons learned so far.

Panelists:

Maritza Puello, executive editor, NY1 Noticias

Donna Byrd, Publisher, theRoot.com or Joel Dreyfuss, managing editor, theRoot.com

Tonja Brown, senior director, Strategic Integration, CNN

Jan Schaffer, executive director, J-Lab, The Institute for Interactive Journalism

Glenn Burkins, editor and publisher, Qcitymetro.com

Paul Cheung, project director, OurChinatown, New York, and interactive and graphics editor, The Associated Press Headquarters, New York

4:45 p.m. – 5:15 p.m.

LESSONS LEARNED

Facilitator: Mei-Mei Chan

TUESDAY, SEPTEMBER 20

7:30 a.m. – 8:30 a.m.

CONTINENTAL BREAKFAST

8 a.m. – 8:15 a.m.

CHECK-IN FROM MONDAY SESSION
Facilitator: Mei-Mei Chan

8:15 a.m. – 9:30 a.m.

MAD ABOUT MOBILE

Moderator: Marian Liu

The wild, wild web has been usurped by mobile madness. How are consumers adopting mobile today, and in the future? What are leading applications that are changing the way we live interact and consume? How can/should media companies invest/explore this lightning revolution? And where might be the greatest opportunities for new models for media companies?

Panelists:

Emilio Garcia-Ruiz, editor, strategic projects, The Washington Post

Jim Colgan, head of news and media, Mobile Commons

Elliott Malkin, product design director, The New York Times

Jim Brady, editor-in-chief, Journal Register Company

9:30 a.m. – 10:45 a.m.

CNN'S BLUEPRINT FOR SUCCESS

CNN is widely recognized for having innovative marketing strategies and for valuing diversity within the company and beyond the workplace. Here's how the company is reaching more diverse consumers on television, the web and mobile devices than any other TV news organization in the United States

A conversation with Scot Safon, executive vice president, CNN Worldwide, facilitated by Mei-Mei Chan

10:45 a.m. – 11:00 a.m.

Break

11:00 a.m. - 12:15 p.m.

FINDING DIVERSE TALENT ON THE BUSINESS SIDE

Moderator: Karen Magnuson

The battle will be won with the best talent. So what are strategies for finding the best multicultural talent for your organization during this time of growing diversity and

transformational consumer behavior? The panel will discuss trends and the best strategies for mining the best talent. Additionally, a group of high potential employees will discuss their careers and what they look for from the best companies.

Panelists:

Rosemary Haefner, vice president, human resources, CareerBuilder.com.

Michelle Duke, vice president, National Association of Broadcasters Education Foundation

Daniel Trach, key account digital sales executive, Enquirer Media Group, Cincinnati

Amber Guyton, multimedia specialist, WXIA TV/WATL TV, Atlanta

12:15 p.m. – 1:15 p.m.

Lunch

1:15 p.m. – 2:15 p.m.

INNOVATION AT WORK: BUILDING NEW MODELS IN A NEW WORLD

Facilitator: Mei-Mei Chan

Breakout groups will develop unique business models using the innovation principles presented by Frans Johansson on Monday.

New Model 1: *SOLO.COM: THE HOME OF THE SINGULAR LIFESTYLE*

New Model 2: *HEALTH CONNECT*

New Model 3: *I AM A BELIEVER: FAITH-BASED COMMUNITIES*

2:15 p.m. – 3:30 p.m.
LEARNED

SHARE BUSINESS MODELS AND LESSONS

Facilitator: Mei-Mei

3:30 p.m. – 4:00 p.m.

TAKE-AWAYS

Mei-Mei Chan

Milton Coleman

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