

# agenda

Day 1 - Tuesday, December 1, 2009

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8:00 am Doors Open and Security Check-in\*

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9:00 am Welcome **Jon Leibowitz**  
Chairman of the Federal Trade Commission

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9:15 am Remarks **Paul Steiger**  
Editor-in-Chief, President & CEO, ProPublica;  
Former Managing Editor, The Wall Street Journal

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9:30 am Remarks **Rick Edmonds**  
Media Business Analyst, The Poynter Institute;  
Co-author, The State of the News Media 2009

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9:45 am Remarks **Rupert Murdoch**  
Chairman & CEO, News Corporation

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10:05 am The State of Journalism Today and Tomorrow

**PANELISTS:**

**Mark Contreras**  
Vice Chairman of the Executive Committee,  
The Newspaper Association of America;  
Senior Vice President/Newspapers, E.W. Scripps Co.

**Martin Kaiser**  
President, American Society of News Editors;  
Editor & Senior Vice President, Milwaukee Journal Sentinel

*(panelists continued)*

**Jonathan Knee**

Director, Media Program, Columbia Business School;  
Senior Managing Director, Evercore Partners

**Nina Link**

President & CEO  
Magazine Publishers of America

**Bryan Monroe**

Visiting Professor, Medill School of Journalism, Northwestern  
University; Former Vice President & Editorial Director,  
Ebony and Jet

**Robert Picard**

Hamrin Professor of Media Economics; Director of the  
Media Management and Transformation Centre, Jönköping  
University, Sweden

**Tonda Rush**

President, American Press Works;  
Of Counsel, King & Ballou;  
Former President & CEO, National Newspaper Association

**David Westphal**

Executive in Residence, Annenberg School for Communication &  
Journalism, University of Southern California;  
Former Washington Editor, McClatchy Newspapers

**Fred Young**

Retired Senior Vice President of News  
Hearst Television Inc.

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**11:35 am**   **Remarks**

**Arianna Huffington**

Co-Founder & Editor-in-Chief, The Huffington Post

**12:00 pm Lunch Break**

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**1:15 pm Presentation Ken Doctor**  
Media Analyst, Outsell

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**1:30 pm Presentation Len Downie**  
Vice President at Large & Former Executive Editor  
The Washington Post

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**1:45 pm Presentation Lem Lloyd**  
Vice President, Channel Sales, Yahoo!

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**2:00 pm Presentation Josh Cohen**  
Senior Business Product Manager, Google News

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**2:15 pm Emerging Business Models for Journalism**

**PANELISTS:**

**Chris Ahearn**  
President, Reuters Media, Thomson Reuters

**Mark Bide**  
Director, Rightscom Ltd.  
Project Director, Automated Content Access Protocol

**Steven Brill**  
Co-Founder, Journalism Online, LLC

**Lauren Rich Fine**  
Research Director, ContentNext Media

**Jeff Jarvis**  
Associate Professor, Director of the Interactive Program,  
City University of New York, Graduate School of Journalism

*(panelists continued)*

**Josh Marshall**

Founder & Editor, Talking Points Memo

**Srinandan Kasi**

Vice President & General Counsel, Associated Press

**Danny Sullivan**

Editor-in-Chief, Search Engine Land

**Robert Thomson**

Managing Editor, The Wall Street Journal;  
Editor-in-Chief, Dow Jones & Co.

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**3:45 pm    Break**

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**4:00 pm    Presentation**

**Mike Bloxham**

Director of Insight and Research  
Center for Media Design, Ball State University

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**4:15 pm    Presentation**

**Susan Athey**

Professor of Economics, Harvard University

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**4:30 pm    Presentation**

**David Evans**

Lecturer, University of Chicago Law School  
Managing Director, LECG

**4:45pm Online Advertising and Consumer Demand Trends**

**PANELISTS:**

**Mike Bloxham**

Director of Insight and Research  
Center for Media Design, Ball State University

**Jeff Chester**

Executive Director, Center for Digital Democracy

**Pam Horan**

President, Online Publishers Association

**Joe Laszlo**

Director of Research, Interactive Advertising Bureau

**John Meyer**

Director of Digital Media, WTOP and Federal News Radio

**Barbara Bacci Mirque**

Executive Vice President, Communications and Best Practices  
Association of National Advertisers

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**5:45pm Conclusion**



Day 2 - Wednesday, December 2, 2009

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**8:00 am**    **Doors Open and Security Check-in\***

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**9:00 am**    **Welcome**            **Honorable Henry Waxman**  
Representative, 30th Congressional District, California  
United States House of Representatives

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**9:15 am**    **Presentation**        **Tom Rosenstiel**  
Director, Project for Excellence in Journalism  
Pew Research Center

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**9:30 am**    **Presentation**        **James Hamilton**  
Charles S. Sydnor Professor of Public Policy, Professor  
of Political Science and Economics; Director, DeWitt  
Wallace Center for Media and Democracy, Sanford School  
of Public Policy, Duke University

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**9:45 am**    **Presentation**        **Matthew Gentzkow**  
Professor of Economics, Neubauer Family Faculty Fellow  
Booth School of Business, University of Chicago

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**10:00 am**   **Presentation**        **Karen Dunlap**  
President, The Poynter Institute

\*Pre-registration does not guarantee seating.

**10:15 am Public- and Foundation-Funded Journalism**

**PANELISTS:**

**Joaquin Alvarado**

Senior Vice President for Diversity and Innovation  
Corporation for Public Broadcasting

**Tom Leonard**

University Librarian & Professor, Graduate School of  
Journalism, University of California, Berkeley

**Charles Lewis**

Executive Editor of the Investigative Reporting Workshop  
American University School of Communication

**Mark MacCarthy**

Adjunct Professor, Communication,  
Culture and Technology Program, Georgetown University

**Jon McTaggart**

Senior Vice President & COO, American Public Media

**Eric Newton**

Vice President, Journalism Program, Knight Foundation

**Vivian Schiller**

President & CEO, National Public Radio

**Josh Silver**

Co-Founder & Executive Director, Free Press

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**12:00 pm Lunch Break**



**1:00 pm Reducing the Costs of Journalism**

**PANELISTS:**

**Bill Adair**

Editor, PolitiFact & Washington Bureau Chief, St. Petersburg Times

**Bill Allison**

Editorial Director, Sunlight Foundation

**Bill Buzenberg**

Executive Director, The Center for Public Integrity

**Aneesh Chopra**

Assistant to the President, Chief Technology Officer & Associate Director for the Office of Science & Technology of the Executive Office of the President

**James Hamilton**

Charles S. Sydnor Professor of Public Policy, Professor of Political Science and Economics, & Director, DeWitt Wallace Center for Media and Democracy, Sanford School of Public Policy, Duke University

**Alisa Miller**

President & Chief Executive Officer, Public Radio International

**Aron Pilhofer**

Editor, Interactive News Technologies, The New York Times; Co-Founder, DocumentCloud

**Eric Umansky**

Senior Editor, ProPublica; Co-Founder, DocumentCloud

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**2:30 pm Presentation from the Knight Foundation Commission on the Information Needs of Communities in a Democracy**

**Reed Hundt**

Principal, REH Advisors; Former Chairman, Federal Communications Commission

**2:45 pm    Break**

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**3:00 pm    Engaging and Informing Consumers in the Internet Age**

**PANELISTS:**

**Jim Gaines**

Editor-in-Chief, FLYP Media & Former Editor, Time

**Benjamin Todd Jealous**

CEO & President, NAACP

**Jonathan Miller**

Chief Digital Officer, News Corporation;  
Chairman & CEO, News Corp. Digital Media Group

**Debra Osofsky**

National Director, News & Broadcast  
American Federation of Television and Radio Artists

**Jason Seiken**

Senior Vice President, PBS Interactive;  
Founding Editor-in-Chief, washingtonpost.com

**Linda Solomon**

Photojournalist, Author,  
Founder, Pictures of Hope Foundation;  
Committee Member, Citizens to Save the Eccentric

**Kathy Times**

President, National Association of Black Journalists

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**4:15 pm    Presentation**

**Lisa George**

Assistant Professor of Economics  
Hunter College

4:30 pm    **The New News**

**PANELISTS:**

**Paul Bass**

Editor, NewHavenIndependent.org;  
Executive Director, Online Journalism Project

**Jim Brady**

President, Digital Strategy, Allbritton Communications;  
Former Executive Editor, washingtonpost.com

**Christopher Callahan**

Dean, Walter Cronkite School of Journalism and Mass  
Communication, Arizona State University

**Marcia Chambers**

Editor, Branford Eagle  
Journalist in Residence, Yale Law School

**Bill Densmore**

Vice President, Director & Co-Founder, CircLabs Inc.

**Elisa Camahort Page**

Co-Founder & COO, BlogHer.com

**Andrew Jay Schwartzman**

President & Chief Executive Officer, Media Access Project

**John Servais**

Founder, NWCitizen.us

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5:45 pm    **Concluding Remarks**

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Federal Trade Commission  
601 New Jersey Avenue, NW  
Washington, DC 20001

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