



LEADERSHIP SUMMIT: THE FUTURE OF LOCAL NEWS AND PUBLIC MEDIA

SPONSORED by NPR

Based on Knight Digital Media Center Curriculum

PRE-SUMMIT WEBINARS

THE EMERGING LOCAL NEWS LANDSCAPE

Steve Safran, Editor, Lost Remote, and Convergence Consultant Rusty Coats,
Interactive Consultant

Date/Time - TBD

Station Management Team Assignment

Environmental Scan, Local News in Station Market

PUTTING THE AUDIENCE FIRST

Keith Hopper, Director of Public Strategy and Development, NPR, Scott Stroud,
Senior User Experience Architect, NPR

Date/Time - TBD

Station Management Team Assignment

Station Site Assessment

SUMMIT AGENDA

TUESDAY, OCTOBER 26, 2010

Working Dinner Discussion

- 6:30 PM** Welcome and Introduction to the Summit - Kinsey Wilson
- 6:45** Report on Environmental Scan, Site Assessment - Attendees
- 7:15** Continuous News (The What) - Matt Thompson

WEDNESDAY, October 27, 2010

- 9:00 AM** Continuous News (The How) - Mark Memmot, Matt Thompson
- 10:15** Break
- 10:30** How it's working in practice - Argo Update/Lessons – Joel Sucherman
- 11:30** Extending the model to general news - NPR Digital Platform Pilot – Keith Hopper & Kinsey Wilson
- 12:30** Lunch
- 1:00** Extending the model to general news II - Update from Regional Colleagues in Pilot Group
- 1:45** The Challenges Ahead - Ellen Weiss, Kinsey Wilson
- 2:15** Next Three Steps - Attendees
- 2:45** Wrap-Up - Kinsey Wilson
- 3:00** Session ends