
Day 1 - Tuesday, December 1, 2009

8:00 am

(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.

11:35 am Remarks

Arianna Huffington

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

12:00 pm Lunch Break

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

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

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

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

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.

3:45 pm Break

4:00 pm Presentation

Mike Bloxham

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

4:15 pm Presentation

Susan Athey

Professor of Economics, Harvard University

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

5:45pm Conclusion





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

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

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



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

5:45 pm Concluding Remarks

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

[ftc.gov](https://www.ftc.gov)