

wipp: WOMEN IN
PERIODICAL
PUBLISHING

2010

WOMEN'S LEADERSHIP CONFERENCE

SAN FRANCISCO

JANUARY 29, 2010

Welcome Media Leaders

WELCOME to the Women in Periodical Publishing Women's Leadership Conference. We're thrilled to begin a new decade with a theme that captures the essence of this year for all of us in the publishing and media industries: Finding Your Niche as We Shape the Media Revolution. With 2009 behind us, we're moving forward, perhaps stronger for the challenge. There are changes still to come, but women are leading the charge. We have found the power in niche publishing. Some of us will use video as our method of communicating, others will rely mainly on interactive Web sites, still others will continue publishing or launch new print magazines, but most likely all of use will use an array of technologies on digital platforms, products, and live events inventing a rich and varied media landscape.



Thea Selby

Whatever your mode or niche becomes in the new decade, consider yourself part of the media revolution. The Women's Leadership Conference is a celebration of your active participation in our success.

Today we will learn from each other, and hear from women in situations not unlike your own. We have an investigative journalist from the west coast, Deirdre English, inspiring us at the breakfast keynote; a New York foodie, Dorothy Kalins, a *Saveur* founding editor and this year's honoree for Exceptional Woman in Publishing. You'll see a colorful presentation about design trends, from Mary K. Baumann, watch an editor from *Craft* magazine add video to a Web site, and get help from a marketer at Facebook on how social media can work to your advantage. We have something for all the solopreneurs that are filling in the ranks at publishing companies and since all of us need a little guidance; we have a variety of career and life coaches on hand for afternoon speed coaching sessions.

To cap off our fabulous day, you can mingle with members of WFMA and other Bay Area media professionals at the Wine and Chocolate tasting in a designer kitchen space of your dreams. We selected local, exquisite products for you to sample so you can take home your favorites.

Enjoy the opportunity to learn, to connect, and be inspired; for the next decade is created by our efforts today to shape the media revolution.

Sincerely,

Thea Selby

Chair, 2010 WIPP Women's Leadership Conference



2010

**WOMEN'S
LEADERSHIP
CONFERENCE
SAN FRANCISCO**

Finding Your Niche as We Shape the Media Revolution

As the media landscape changes dramatically around us, it is our wish that each and every one of us find a place in this new world, and continue to mold and shape the industry with our best and most creative ideas! Career and life choices abound in the convergence of old and new media, print and online, digital and live events, and the ways we communicate yet to be invented.

The Women in Periodical Publishing Women's Leadership Conference explores these opportunities and encourages participants to become thought-and action-leaders. Big visions, lively panels, and hands-on sessions at the conference will help us all see where the industry, and all the things we are passionate about, are headed. Get your hands and minds around the new technologies driving the media industry. You are sure to meet people at the conference infused with energy, creativity, and a desire for connecting that will inspire you throughout the year.

2010 WIPP Women's Leadership Conference

8:30–9:30 a.m. Breakfast

METROPOLITAN III

Opening, Welcome & Keynote
“Beyond Equality: How Women Can Change Publishing – and the World!”

9:40–10:30 a.m.

METROPOLITAN III

Where is the Media Revolution Headed?

10:40–11:30 a.m.

OLYMPIC

STANFORD

How Social Media Can Help You Grow Your Business
Diversity as a Unique Selling Proposition

11:40–12:30 a.m.

OLYMPIC

STANFORD

Shepherding a Brand Across Multiple Platforms
Successful Branding for Solopreneurs

12:30–1:45 p.m. Lunch

METROPOLITAN III

Exceptional Woman in Publishing Award
Presentation

1:55–2:45 p.m.

OLYMPIC

STANFORD

Creating Videos for the Web
Preserving Print and Other Off-line Money Makers

2:55–3:45 p.m.

OLYMPIC

STANFORD

Building Your Audience with Twitter and Facebook
Woman to Woman: The Alpha Female

3:55–4:45 p.m.

OLYMPIC

STANFORD

Leveraging Online Money Makers as We Reinvent
Publishing
The Daily Beat: Getting News in the 21st Century

4:50–5:20 p.m.

METROPOLITAN III

Eye Power: Visual Trends in Design

5:30–7 p.m.

Wine & Chocolate Tasting

Panel Descriptions & Details

 **8:30–9:30 a.m.**

Opening: Thea Selby, WIPP, WLC Chair

Welcome: Jane Goldman, vice president and editor in chief, CBS Interactive

Keynote: Deirdre English, director of the Clay Felker Magazine Center at the Graduate School of Journalism, University of California at Berkeley

9:40–10:30 a.m.

Where is the Media Revolution Headed?

Everyone involved in media has experienced a profound shift, with the Internet and social media having dramatically changed the publishing game. No doubt there are more changes ahead so we have assembled some of our best thinkers in this session to help us envision where we will be, and what we may be doing, ten years from now.

SPEAKERS: Michela O'Connor Abrams, publisher, *Dwell*; Amanda Edmonds, director of strategic partnerships, Google; Sarah Granger, journalist and new media strategist; Lynne d Johnson, SVP, Social Media Advertising Research Foundation

MODERATOR: Cindy Johanson, COO, The George Lucas Educational Foundation

10:40–11:30 a.m.

How Social Media Can Help You Grow Your Business

How can you leverage the hundreds of millions of people that use social media networks each day? Our panel will discuss emerging best practices to help you convert these avid users to become loyal users of your content. Learn about the power of viral distribution and how to use social media to shape content and market your brand.

SPEAKERS: Jennifer Lindsay, principal, Jennifer Lindsay Digital Consultancy; Ivory Madison, founder and CEO, Redroom; Amra Tareen, founder and CEO, allvoices.com;

MODERATOR: Susan West, former editor in chief, *Afar*

Diversity as a Unique Selling Proposition

Diversity in the age of Obama is no longer about “fitting in,” it’s about celebrating the unique abilities we all have. Join our panelists as they share how the increasingly diverse workplace has emerged as a hotbed of creativity.

SPEAKERS: Shaunice Hawkins, founder, Evolutions Consulting; Goli Mohammad, associate managing editor, *Make and Craft*; Máire Walsh, vice president sales and marketing, Next Steps Marketing

MODERATOR: Cristina Azocar, director of the Center for Integration and Improvement of Journalism, San Francisco State University

11:40–12:30 a.m.

Successful Branding for Solopreneurs

Publishing relies more and more on independent contractors to fill the ranks. These “solopreneurs” are the writers, editors, content providers, photographers, and graphic designers who have learned how to position themselves as consultants with a clearly defined service niche. The solopreneurs in this panel session will share how they met the challenge of building a successful personal brand. If you work independently or find yourself now at a crossroads in publishing then come explore how to manage an independent career that also has the right work/life balance.

SPEAKERS: Heather Boerner, writer and editor; Grace Hawthorne, co-founder *ReadyMade*, and consulting associate professor, Stanford Design Institute; Lane Wallace, founder and editor, No Map. No Guide. No Limits.

MODERATOR: Holly Brady, consultant, and former director of the Stanford Publishing Courses

Shepherding a Brand Across Multiple Platforms

In today’s media landscape, learning how to extend your brand across multiple platforms is essential. In this fast-paced and entertaining presentation, *Dwell* president and publisher Michela O’Connor Abrams demonstrates how a media company, large or small, can build its brand and disseminate its content across different distribution channels, including print, web, and mobile.

SPEAKERS: Michela O’Connor Abrams, publisher of *Dwell*

MODERATOR: Thea Selby, principal, Next Steps Marketing

 **12:30–1:45 p.m. Lunch**

  **Exceptional Woman in Publishing Award Presentation**

Welcome: Alix Kennedy, 2008 Exceptional Woman in Publishing winner and executive director of the Eric Carle Museum

Award Presentation: Dorothy Kalins, 2009 Exceptional Woman in Publishing recipient and principal, Dorothy Kalins Ink

1:55–2:45 p.m.

Creating Videos for the Web

YouTube is no longer just a repository of funny and cute videos. The short video format is now serious business and our panelists will show you how to leverage video to grow your business and enhance your brand. Watch as they create a three-minute Web video for a fictitious media company.

SPEAKERS: Natalie Zee Drieu, editor in chief, *Craft*; Becky Stern, associate editor, *Craft*

Preserving Print and Other Off-line Money Makers

Much of the publishing business has migrated online but the lion's share of the revenue still comes from the print side of the business. How long can this continue and what other off-line opportunities exist to keep the money coming in? Our panel will discuss: the ongoing debate over increased subscription prices; circulation revenues—the last stream standing; the rosy future of niche print publishing; and other important reasons why print may never die.

SPEAKERS: Pat Fox, SVP & general manager, Active Interest Media; Barb Newton, president, Sunset Publishing Corporation; Koann Skrzyniarz, CEO, Sustainable Media

MODERATOR: Lou Anne Sabatier, principal, Sabatier Consulting

2:55–3:45 p.m.

Building Your Audience with Twitter and Facebook

Whether you're a newbie who wants to learn the ropes, or are looking to get some best practice tips for using these tools to grow your business, this overview will give you the information you need.

SPEAKERS: Brandee Barker, director of communications, Facebook; Elizabeth Gebhardt, founder and chief experience officer, (e.g.) ventures

Woman to Woman: The Alpha Female

What is the alpha female? Does her style differ from the way men lead? What are the ingrained expectations of a women's leadership style that needs to be addressed? What are the challenges for women in management and what are the takeaways for aspiring alpha females?

SPEAKERS: Vicki Masseria, former CEO, Ascend Media; Barb Newton, president, Sunset Publishing Corporation; Regina Starr Ridley, publishing director, Stanford Social Innovation Review; Koann Skrzyniarz, CEO, Sustainable Media

MODERATOR: Sheila Robinson, Diversity Woman Media

3:55–4:45 p.m.

Leveraging Online Money Makers as We Reinvent Publishing

With the revenues from print advertising drying up it is more important than ever to learn how to make money online. Our panelists will explore some emerging trends and technologies that may yet pan out. They will address: Creative ways to monetize the Web with virtual goods, apps, and the mobile platform; Small, Smaller, Smallest, a trend in media to break information into bite-sized pieces and distribute it everywhere; If digital content migrates from the free model to pay model, will users buy in?

SPEAKERS: Lynne d Johnson, SVP, Social Media Advertising Research Foundation; Ivory Madison, founder and CEO, Redroom.com; Tammy H. Nam, VP content and marketing, Scribd

MODERATOR: Arwen O'Reilly Griffith, staff editor, *Make* magazine and *Craft* online

The Daily Beat: Getting News in the 21st Century

Where and how do we get our daily local, regional, and international news? What constitutes a reliable news source anyway, and will we (and the general public) know how to tell the difference? Are the days of professionally researched and independently reported daily news a thing of the past? Are hyperlocal sites sustainable? Is anyone developing sustainable business models for independent newsrooms and media organizations?

SPEAKERS: Lydia Chavez, professor, UC Berkeley Graduate School of Journalism; Susan Mernit, editor/publisher, Oakland Local; Michele Slack, vice president digital media, sfgate.com

MODERATOR: Lanita Pace Hinton, director of the Knight Digital Media Center, UC Berkeley Graduate School of Journalism

● **4:50–5:20 p.m.**

● **Eye Power: Visual Trends in Design**

Acclaimed designer Mary K. Baumann takes us on a tour of the current visual directions in publishing design. Insight is gathered from the graphically rich world around us—magazines, books, movies, and the web. Her presentation will highlight innovative content, modern structures, shapes, imaging, color styles and font fashions that grab our attention and communicate meaning more deeply.

5:30–7 p.m.

Wine & Chocolate Tasting

Following the afternoon sessions, WIPP, and industry partner WFMA, and event sponsor Quad/Graphics invite you to join your colleagues for a wine and chocolate tasting at Arclinea, the designer showroom at 91 Third Street, directly across the street from The Westin. Bottles and cases of all wines poured are available for sale.

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Life and Career Counselors Offer Speed-Coaching

You have heard of speed dating. Well this goes one better—it's actually worth your time! Conference attendees can schedule a personal 20-minutes session with one of the certified life and career coaches available during the afternoon of the conference to work through a specific challenge or opportunity you may be facing. This is just one of the innovations at this year's conference to help you reach your career potential.

Please stop by the registration desk the morning of the conference to sign up for your free 20 minute session.

Dr. Susan Bernstein

Work From Within

www.workfromwithin.com**Heather Boerner**www.heatherboerner.com**Heather Bowker**

New Ventures West

www.newventureswest.com**Susan Hanshaw**

Inner Architect

innerarchitect.com**Wanda Hennig**

WandaLUST

www.eastbaycoaches.org/specialty/wanda-hennig**Susan Jewkes Allen**

Bay Area Career Center

www.bayareacareercenter.com**Tawny Lee**

Mariposa Leadership

www.mariposaleadership.com**Susana Moraga**

California State University, East Bay

www.csueastbay.edu/aace**Julie Salzman****Positive Resource Center**www.positiveresource.org**Karen Seidman**

Mariposa Leadership

www.mariposaleadership.com

CONCORDIA ROOM

11th Exceptional Woman in Publishing Award

For each of the last 11 years, Women in Periodical Publishing has presented its Exceptional Woman in Publishing Award.

Each of our recipients has been:

- A woman who has met the challenges of a career in publishing, achieved personal excellence within her career, and utilized her position to offer support and leadership to upcoming publishing professionals.
- A woman who has made extraordinary contributions to the publishing industry as a whole; and who has achieved prominence within her chosen field, or filled a niche in publishing that traditionally had not been considered a woman's role.
- A woman who has dedicated her professional career to publishing and who has demonstrated the ability to persevere through challenges and triumphs.



Former recipients

- | | |
|-------------|---|
| 1999 | Gloria Steinem,
co-founder, <i>Ms. Magazine</i> |
| 2000 | Bonnie Krueger,
founding publisher, Associated Press publications |
| 2001 | Linda Gardiner,
founding editor, <i>Women's Review of Books</i> |
| 2002 | Rita Henley Jensen,
founding editor, <i>Women's ENews</i> |
| 2003 | Susan Taylor,
founding editor, <i>Essence</i> |
| 2004 | Ardie and Marie Rodale,
Rodale Press |
| 2005 | Eleanor Clift,
author and contributing editor, <i>Newsweek Magazine</i> |
| 2006 | Lynn Povich,
journalist and former EIC, <i>Working Woman Magazine</i> |
| 2007 | Phyllis Hoffman,
president and CEO, Hoffman Media LLC |
| 2008 | Alix Kennedy,
executive director, Eric Carle Museum of Picture Book Art |



2009 Exceptional Woman in Publishing

DOROTHY KALINS

DOROTHY KALINS is an innovator in magazine editorial and management. As executive editor of Newsweek she helped direct the magazine's National Magazine Award-winning 9/11 coverage. Kalins also held the role of editorial director of the Newsweek-owned *Budget Travel* magazine.



Kalins was the first woman ever named Adweek's Editor of the Year. In 1999, she was awarded the prestigious Matrix Award from Women in Communications for her work in magazines. Kalins was the founding editor-in-chief of *Metropolitan Home*, which won the National Magazine Award for general excellence in 1990. At *Met Home*, Kalins pioneered the concept of cause marketing, leading the magazine's effort to raise money and awareness for DIFFA (Design Industries Foundation Fighting Aids); raising over \$3,000,000. Kalins was named vice president and editorial director of the Meredith Design Group, comprising *Metropolitan Home*, *Traditional Home* and *Country Home*.

Kalins became founding partner and editor in chief of Meigher Communications, where she founded *Saveur* in 1994, relaunched *Garden Design* as a national consumer magazine and oversaw the relaunch of *Quest*, as well as other special interest magazines and newsletters. Under her direction, *Saveur* received 14 nominations and won three National Magazine Awards including one for general excellence in 2000, as well as many awards from the James Beard Foundation (including one for Kalins herself for magazine writing, and the Foundation's Best Cookbook Award, for *Saveur Cooks Authentic American*). She explored platform extensions for all brands, including television and web iterations.

Kalins has co-edited eight books developed from her magazines, all main selections of the Book of the Month Club.

In 2006, Kalins launched Dorothy Kalins Ink. Kalins continues as consulting editor at *Budget Travel*. She has produced a seminal book about the food of New Orleans called *My New Orleans* with chef John Besh, to be published in October, 2009, and is at work on a followup volume to David Tanis' bestselling *A Platter of Figs*. Kalins directs the editorial curriculum for magazines at the Stanford Professional Publishing Course.