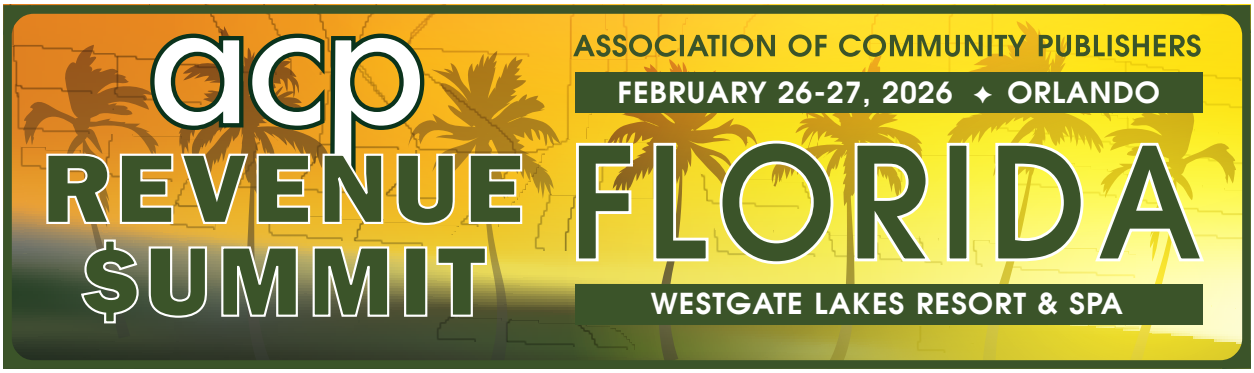


**Preliminary Schedule - Subject To Change**

**Thursday, February 26, 2026 - Friday, February 27, 2026**

Sessions will begin on Thursday at 1:00 PM followed by an evening welcome reception and will run all day Friday until around 6:00 PM.

**Session Topics**

- AI - Practical Use Workshop
- Opening Networking Activity
- Open Forum Roundtable
- Taking Advantage of Grant Programs
- AI - Learn How AI Can Help Improve Revenues
- How to Make a Media Kit that Sells in 2026
- Alternative Revenue Streams
- Digital - Real Solutions to Help You Bundle & Price
- Save money - Is Outsourcing the Answer?
- Revenue & Cost Savings Idea Exchange
- Open Forum Roundtable (Publishing Members)

**AI - Practical Use Workshop**
Bring your laptop and join this hands-on training workshop focused on creating practical tools that directly drive revenue. Learn how to build customizable solutions for spec ad creation, proposals, and advertorials that streamline your sales process, reduce turnaround time, and help you close more deals. You'll leave with tools you can use immediately to respond faster to advertisers, present more professional offerings, and ultimately increase sales efficiency and revenue.

**Opening Networking Activity**
Kick off the event by getting to know your fellow attendees in this lively icebreaker! Our updated twist on the classic BINGO game is designed to spark conversations, encourage interaction, and help you connect with new colleagues right from the start - all while having a little fun along the way.

**Open Forum Roundtable**
Start the event with an open, thought-provoking discussion among peers. Bring your biggest questions, challenges, and successes to the table - whether it's something that's keeping you up at night or a new idea that's worked well. This collaborative conversation is designed to spark ideas and set the tone for deeper learning throughout the rest of the sessions.

**Taking Advantage of Grant Programs**
There's a lot of grant funding available - are you tapping into it? Learn what programs exist, how to identify opportunities that fit your organization, and what it takes to secure and successfully use those funds. This session will help you turn available grant dollars into real impact.

**How to Use AI to Grow Revenue**
Discover how AI can unlock new, scalable revenue streams through audio and video. This session will show you how to generate high-quality audio and video ads using AI and integrate programmatic for efficient production and distribution. Learn how to stream audio and video content to create a 24/7 branded radio-style channel for under $100 per month, opening the door to new advertising products, sponsorships, and always-on revenue opportunities. Walk away with practical ideas you can implement quickly to expand your offerings, attract new advertisers, and grow recurring revenue.

**How to Make a Media Kit that Sells in 2026**
In this session you'll learn the key elements of creating a media kit that works, what to include, and how to structure it, plus real examples from successful publishers. We will walk through the seven easy "must-haves" every media kit or rate card needs, share templates you can use right away, and offer guidance on pricing and packaging so you can create a kit that actually helps you sell.

**Alternative Revenue Streams: Thinking Beyond Traditional Sales**
What if your next revenue opportunity doesn't look like an ad at all? This open-ended session encourages you to think outside the box and explore new ways to generate income beyond traditional products. We'll discuss creative ideas for additional products and services you can offer advertisers and readers, spark fresh thinking, and share examples of non-traditional revenue opportunities.

**Real Solutions to Help You Bundle & Price**

KISS – keep it simple for your advertisers with a program/package approach in 2026. We will lead you through a workshop on how to build category specific programs that speak to your advertiser's needs while keeping their choices as simple as "Good, Better, Best". When you put the right program in front of your client, you get to YES much quicker. Let's do that! More revenue, more yeses!

**Save money using outsourcing**
This session will break down how modern outsourcing helps community publishers reduce costs, streamline production, and expand capacity without adding headcount. We'll cover what outsourcing is (and isn't), how publishers are using it today, and the specific functions that can be delegated offshore. Attendees will learn how to get started, what an effective outsourcing workflow looks like, and the real cost savings and revenue-impact opportunities available. Ultimately, the goal is to show publishers how outsourcing can strengthen margins, improve productivity, and free their teams to focus on high-value work that grows the business.

**Open Forum Roundtable for Community Publications**
Join fellow community publication leaders for an open, interactive roundtable designed to spark conversation and shared problem-solving. This session is your opportunity to discuss challenges, exchange ideas, and learn from peers who understand the unique realities of community publishing. Bring your questions, experiences, and insights as we explore what's working, what isn't, and how community publications can adapt, grow, and thrive together.