

# READER REVENUE:

Building a business with your audience

#ReaderRevenue

## AGENDA

8 a.m. Breakfast, registration

9 a.m. Welcome from Stefanie Murray, Center for Cooperative Media and Matt DeRienzo, LION

9:15 a.m. Gwen Vargo, American Press Institute

10 a.m. Christina Shih, News Revenue Hub

10:30 a.m. Emily Goligoski, Membership Puzzle

11:15 a.m. Break

11:30 a.m. Matt Skibinski, Lenfest Institute

Noon Jay Senter, Shawnee Mission Post

12:15 p.m. Maria Archangelo, Philadelphia Public School Notebook

12:30-2 p.m.: Lunch, building tours, break

## Afternoon workshops

- Building a digital subscription funnel and marketing to drive conversions with Matt Skibinski, room 2050
- Priming your readers to become members, and building a membership program with Christina Shih, room 0009
- Building your overall reader revenue strategy with Gwen Vargo, room 143 in Morehead Hall (adjacent)

## WIFI

Use MSU-GUEST and click on "Don't have an account?" to get set up

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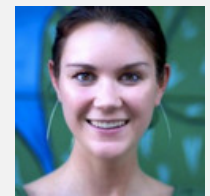
## SPEAKERS



**Gwen Vargo**  
American Press Institute  
@GwenVargo



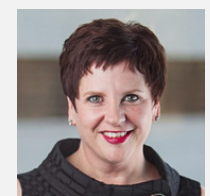
**Christina Shih**  
News Revenue Hub  
@christinagshih



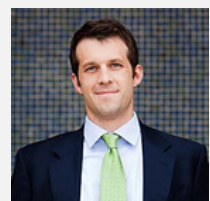
**Emily Goligoski**  
Membership Puzzle  
@emgallie



**Matt Skibinski**  
Lenfest Institute  
@mskibinski



**Maria Archangelo**  
Philadelphia Public School Notebook  
@mariaarchangelo



**Jay Senter**  
Shawnee Mission Post  
@jay\_senter