



**NOV
2-3
2026**

FALL WORKSHOP

LEARNING OUTCOMES:

- GET FAMILIAR WITH HOW AI IS CHANGING THE AUDIENCE FUNNEL
- UNDERSTAND YOUR DIGITAL AUDIENCE AND REVENUE STRATEGY GAPS AND THE METRICS THAT MATTER NOW
- LEARN FROM AABP PUBLISHERS WHO ARE MAKING PAID SUBSCRIPTIONS WORK
- WALK OUT WITH A 90-DAY PLAN

MON, NOVEMBER 2

7:30-9AM

BOARD OF DIRECTORS BREAKFAST MEETING

10AM-1PM

DIGITAL GROWTH IN A TIME OF AI DISRUPTION

- State of the industry + barriers to paid subscriptions
- AI impact
- Why you have an edge
- Funnel literacy and diagnostics
- Assessing your digital maturity gaps

Presented by

Poynter.50
YEARS
Journalism. Truth. Democracy.

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THE ALLIANCE
OF AREA BUSINESS PUBLISHERS

MON, NOVEMBER 2

1-2PM

GROUP LUNCH

2-5PM

THE METRICS THAT MATTER AND WHERE TO START

Session 1: What Are Your Strategic Priorities?

- Becoming multiplatform agile
- Metrics that matter for your business
- Is what you're doing driving growth?
- Pick your funnel focus

Session 2: What's Working Now? A Conversation hosted by Tony Napoleone

Mitch Bettis and Jim Kirk on growing and keeping paid subscribers. This is a hosted conversation that turns the day's funnel and metrics work into concrete conversion practices from publishers who are doing it.

5-6PM

OPENING RECEPTION

TUES, NOVEMBER 3

8-9AM

GROUP BREAKFAST

9AM-NOON

BUILDING YOUR PLAN

Session 1: Audience, Metrics, and Outcomes

- Prioritizing your audience segments and what they need from you
- Choosing your challenge
- How will you know it's working?
- Strategy and experiments

Session 2: The 90-Day Plan

- Publication teams will build their 90-day plans using structured templates
- Peer feedback in teams
- Cohort commitments

Closing: A Preview of What's Ahead

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OUR DATA SPEAKS VOLUMES

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S P E A K E R B I O S



KATE COX has consulted, trained and coached news organizations across the globe to cultivate strong practices of leadership, strengthen ethics and craft, and build digital-first newsrooms and revenue strategies. Cox is Senior Strategic Partnerships Manager, a member of the Poynter faculty and, in addition to her work in the Digital Transformation Program, directs the Leadership Academy for Women in Media.

Cox's previous roles include the editor-in-chief of The Counter, a digital-first, nonprofit newsroom covering the money, power, and politics of food. Under her editorship, The Counter won numerous awards for general excellence in online news, feature, and investigative reporting. She developed the Counter code of ethics for food journalists and has worked on all sides of the newsroom, from reporting and editing to audience engagement and digital revenue strategy.

Prior to joining The Counter, Cox was a reporter for radio and digital media, focused on health policy and the American age boom. She is a Colorado native, longtime New Yorker, and now lives in the Hudson Valley—where there's more room to think.



MEGAN GRIFFITH-GREENE is a faculty member at Poynter whose work focuses on strategy, leadership and ethics. She works with media companies across the globe on these topics, as well as how they can best seek funding and philanthropy within ethical journalistic practices. She also consults with and coaches funders and philanthropic organizations on how to effectively and ethically support local news.

Megan is an expert in audience-centered journalism practices and processes. Prior to coming to Poynter, she was the service journalism editor at The Washington Post, where her work focused on combining editorial strategy, product thinking and data-informed processes to increase reader value. Before that, she built the service journalism desk at the Philadelphia Inquirer to better respond to and reflect reader needs.



TONY NAPOLEONE has spent more than 20 years in the industry, on both the media and technology sides of the business. He works with media companies and B2B publishers on audience development strategy, with a focus on first-party data and what publishers do with the audiences they've already built — acquisition, engagement, retention, and monetization, including the group subscriptions and enterprise packaging where trade publishers tend to leave the most on the table. He is based in Chicago.



SITARA NIEVES is the Vice President of Teaching and Organizational Strategy at Poynter, where she sets strategy and oversees programs to train thousands of journalists and newsroom leaders each year across leadership, management, craft, innovation, emerging technology like AI, and newsroom sustainability. Dedicated to advancing excellence in journalism in service of democracy, Nieves leads transformative training and professional development initiatives for newsrooms across the United States and around the world.

Nieves is a sought-after trainer, consultant and facilitator. As co-lead of Poynter's Digital Transformation Program, Nieves worked directly with more than 150 CEOs and public media stations on organizational strategy, revenue diversification, and sustainable business models. She also co-led the Editorial Integrity and Leadership Initiative, working with newsroom managers and leaders on editorial standards, organizational structure, and leadership development.

Nieves regularly coaches and consults with media organizations on organizational strategy, conflict resolution and sustainability efforts. She facilitated the revision of PBS's editorial standards, adopted in 2025, leading a PBS Board Committee and outside experts in an 18-month process. Her approach combines strategic analysis with practical implementation support, drawing on her experience implementing strategies rather than just recommending them.

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