



**NOV
2-3
2026**

FALL WORKSHOP

LEARNING OUTCOMES:

- SUPPORT AABP PUBLICATION TEAMS IN UNDERSTANDING THEIR GAPS IN DIGITAL REVENUE AND AUDIENCE STRATEGIES
- DEVELOP KNOWLEDGE OF BEST PRACTICES AROUND CLOSING GAPS
- WALK OUT WITH A 90-DAY PLAN FOR ONE DIGITAL PRIORITY EACH PUBLICATION TEAM WANTS TO EXPERIMENT WITH

MON, NOVEMBER 2

7:30-9AM

BOARD OF DIRECTORS BREAKFAST MEETING

10AM-1PM

FOUNDATION & STRATEGY SESSIONS

Common Language & Shared Goals

- State of the industry:
 - Digital revenue & growth trends
 - AI impact
 - Subscription stagnation

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MON, NOVEMBER 2

10AM-1PM

Funnel fundamentals and identifying gaps

- An overview of how digital reach directly predicts revenue growth
- Biggest challenges to paid subs
- Getting aligned: What is the audience funnel?
 - Digital maturity gap quiz
- Funnel diagnostics
 - Core funnel benchmarks
 - *Site visitors*
 - *Email capture*
 - *Conversion to paid*

1-2PM

GROUP LUNCH

2-5PM

AFTERNOON SESSIONS: REVENUE & CONVERSION

Session 1: Subscription Models That Work

- AABP members' case study presentations

Session 2: Proven growth strategies

- What works
- What doesn't
- What can you automate
- Transitioning from passive to active sales

5-6PM

OPENING RECEPTION

TUES, NOVEMBER 3

8-9AM

GROUP BREAKFAST

9AM-NOON

BUILDING YOUR PLAN: What's Your Biggest Digital Roadblock?

Opening Workshop for All: Your 90-Day Roadmap

- Each org/team identifies ONE goal and ONE experiment to run in 90 days
- Structured templates provided
- Why editorial teams need to understand KPIs and org goals
- How to bring editors and reporters into audience development without burning them out

Workshop: Cross-Functional Team Exercise

- Small mixed groups (editors + business-side, different orgs together)
- Work through a real scenario: launching a newsletter, protecting content behind a paywall, or improving a content vertical
- Groups present back to the room

Closing: Accountability & Next Steps

- Cohort commitments — what will each org do differently?
- Resource sharing: data, benchmarks, templates
- Online live peer groups - preview for early December webinars

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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.



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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