

## AGENDA / MORNING SESSIONS

### 9:00-9:10 WELCOME

**Jeffrey L. Dearth**  
Partner  
DeSilva+Phillips

**Roland A. DeSilva**  
Managing Partner  
DeSilva+Phillips

### 9:10-9:40 KEYNOTE INTERVIEW

**Kevin Mayer**  
EVP, Corporate Strategy, Business Development  
& Technology  
The Walt Disney Company

**INTERVIEWER: Lorne Manly**  
Entertainment Editor  
*The New York Times*

### 9:40-10:25 THE OUTLOOK FOR INVESTING IN TRADITIONAL & DIGITAL MEDIA

Moderator  
**Daniel Primack**  
Editor  
*PEHub Wire*

**C. Andrew Ballard**  
Managing Director  
Hellman & Friedman LLC

**Jeff Horing**  
Managing Director  
Insight Venture Partners

**Richard F. Zannino**  
Managing Director  
CCMP Capital

### 10:25-10:45 COFFEE/NETWORKING

### 10:45-11:30 DIGITAL MEDIA

Moderator  
**Henry Blodget**  
CEO & Editor-in-Chief  
*The Business Insider*

**Joseph Apprendi**  
CEO  
Collective Media, Inc.

**Matthew Bromberg**  
President & CEO  
Major League Gaming

**Tyler Goldman**  
CEO  
BUZZMEDIA

### 11:30-12:15 NEW BUSINESS MODELS FOR THE NEWS

Moderator  
**Jacob Weisberg**  
Chairman & Editor-in-Chief  
*The Slate Group*

**John F. Harris**  
Co-Founder & Editor-in-Chief  
*Politico*

**Eric Hippeau**  
CEO  
*The Huffington Post*

**Norman Pearlstine**  
Chief Content Officer  
Bloomberg, L.P.

## AGENDA / AFTERNOON SESSIONS

**12:15-2:15** LUNCH

**1:30-2:00** KEYNOTE LUNCHEON INTERVIEW

**Sir Harold Evans**

Author  
*My Paper Chase*

INTERVIEWER: **Chrystia Freeland**

U.S. Managing Editor  
*Financial Times*

**2:15-2:45** PRESENTATION – STIMULATING A MEDIA  
REVIVAL THROUGH ENTREPRENEURSHIP

**Howard H. Stevenson**

Sarofim-Rock Baker Foundation Professor,  
Sr. Associate Dean & Director of HBS Publishing  
Harvard Business School

**2:45-3:25** HOW MAGAZINE DOLLARS WILL BE  
SPENT IN 2010

Moderator

**Denzil Rankine**

Chief Executive  
AMR International

**David Carey**

Group President  
Condé Nast

**John H. (Jack) Griffin, Jr.**

President, National Media Group  
Meredith Corporation

**Sharon Rowlands**

CEO  
Penton Media Inc.

**Tony Uphoff**

CEO  
*TechWeb*

**3:25-3:50** KEYNOTE INTERVIEW

**Brian P. Tierney, Esq.**

CEO  
Philadelphia Media Holdings, LLC

INTERVIEWER: **David Carr**

Culture Reporter & Media Columnist  
*The New York Times*

**3:50-4:30** HEALTHCARE MEDIA

Moderator

**Roger Holstein**

Managing Director  
Vestar Capital Partners

**Frank F. Britt**

President & CEO  
MJC Holding Corporation and Pri-Med

**Christopher M. Schroeder**

CEO  
HealthCentral

**4:30-5:45** COCKTAIL RECEPTION