Participants for this year’s Executive Suite have been pre-selected

Executives who run news organizations didn’t get there by luck or on their own. This exclusive series of workshops led by news executives will help middle managers who look to more senior roles gain a better sense of what it takes to be an executive editor, a publisher, a news director or a general manager.

You’ll come away with a better understanding of the skills, relationships and results it takes to land those jobs and keep them. From managing people to making the most of your other resources, the Executive Suite will give you a number of concrete things you can do to prepare for advancement. In short, it will help you make your own luck and build important connections.

The Executive Suite Program

WEDNESDAY, JULY 28

4:00 p.m. - 5:00 p.m.
Meet and Greet for Participants and Instructors

THURSDAY, JULY 29

7:30 a.m. - 9:00 a.m.
Using Technology to Engage Readers and Viewers

Technological advances are making it easier to connect with readers and viewers. The latest social media tools - Twitter, Facebook, YouTube among others – coupled with the latest technology - iPads, smart phones and 3D TV - are creating additional methods to produce and distribute content.

Managers must decide what to use, how to use it and what to buy during a period of budgetary constraints. They must think more analytically about how they can retain, recruit and engage their audiences.

During this session, we will discuss some of the latest developments and examine how some newsroom managers are using these tools to compete more effectively in a world where readers and viewers have a multitude of choices.

Neil Foote, President, Foote Communications LLC
12:00 p.m. - 1:15 p.m.
**What It Takes To Get Ahead**
Join Arthur Sulzberger Jr., publisher and chairman of the New York Times, and Bruce Kyse, publisher of the Press Democrat in Santa Rosa, CA for an in-depth discussion on what it takes to move into the managing editor or executive editor role.

1:30 p.m. - 3:00 p.m.
**Getting the Most Out of Your People**
Making the most of your staff is at the heart of every manager's job. From choosing the right people and helping them do their best work to rehabilitating or removing those who fall short, managing people is Job 1. This session will focus on the importance of effective listening, coaching, collaboration and timely feedback (both positive and critical).

Paula Madison, Executive Vice President of Diversity, NBC Universal

**FRIDAY, JULY 30**

9:00 a.m. - 10:00 a.m.
**Managing Up, Down and Across**
A key to in moving up the ladder is effectively communicating with your boss (managing up), the people who work for you (managing down) and your peers (managing across). There are important skills you need to demonstrate in communicating with your boss and understanding his or her expectations. You also need to know how to communicate those goals, objectives and expectations to subordinates and to fellow managers.

Keith Brown, Senior Vice President-News, Black Entertainment Television
Marcellus Alexander, President, NAB Education Foundation

10:00 a.m. - 11:00 a.m.
**Budgeting Your Way To The Top**
Predicting and managing costs are key skills successful newsroom managers possess. Learning how to build a zero-based budget can help you channel resources where they’re most needed. Combining those financial skills with your journalistic abilities can help you stand out and rise in your organization. In this hands-on training, we’ll show you how to read a spreadsheet and build a reliable, strategic budget from the ground up.

Paula Madison, Executive Vice President of Diversity, NBC Universal
Jennifer Cabalquinto, Chief Financial Officer, NBC Universal

2:00 p.m. - 3:30 p.m.
**Leadership Vs. Management**
What’s the difference between leading and managing? We’ll discuss different leadership styles as well as when to use them.

Michael Days, Editor, Philadelphia Daily News
Mark Whitaker, Senior Vice President and Washington Bureau Chief, NBC News

5:00 p.m. - 6:00 p.m.
**Speed Networking**
This session, which borrows its format from the world of speed dating, will give you a chance to chat one-on-one with a series of news executives who have risen to key leadership roles. While there’s no one path to success, there are valuable lessons to be learned from those who have charted their own course to the executive suite.

Moderator: Johnathan Rodgers, President, TV One