Audience Engagement, Growth and Analytics

- Audience engagement when you have a subscription product (Aditi Sangal)
- Audience engagement when you have a subscription product (Aditi Sangal)
- Audience team workflows
- Actionable analytics (Kim Fox)
- Breaking news stories apart
- Community-first podcasting
- Community-first podcasting
- Dealing with polarizing issues
- Engagement around audio (Brandon Echter)
- Facebook's bombing now what
- Funding engagement (Ashley Alvarado)
- Funding engagement (Ashley Alvarado)
- How can newsrooms take action with their data to build audience and strategy? (John Levitt)
- How to drive audience from social to your main site
- How to engage audience when you have a broad audience base
- How to get the newsroom and your community onboard with engagement reporting practices (Hannah Wise)
- How to link engagement to revenue (Jennifer Brandel)
- How to link engagement to revenue (Jennifer Brandel)
- How to scale audience engagement approaches (Jeremy Hay)
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- How do local entities get digital subscribers: Tactics from around the world and things learned at ONA (Mark Francescutti)
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- SEO
- The pros and cons of pop-up newsletters (Megan Griffith-Greene)
- Workflow for audience development

Business Models and Entrepreneurship

- How news organizations not only grow but retain members -- not only individual members but also institution ones (Amanda Yarnell)
- Innovative approaches to serving news deserts and how to fund them (Eve Pearlman)
- Innovative approaches to serving news deserts and how to fund them (Eve Pearlman)
- More Money More Journalism: How to make digital media sustainable (Janine Warner)
- Moving between legacy media and startups/smaller companies (Usha Sahay)
- Time to tear down the paywalls? Exploring ways to generate revenue from readers without content restrictions (Alex Clark)
Mission, Ethics, Culture and Career

- **Handling trolls**
- How can designers, developers or data journalists help get more traditionally minded colleagues excited about new possibilities? *(Justin Myers)*
- How can we better support journalists in low-salary positions to access training, networking and other resources they need to support their work, advancement or entrepreneurial ambitions *(Heather Bryant)*
- **How to keep your zen amidst workplace politics** *(Kristen Lepore)*
- **How to make intranewsroom communication more effective** *(Rachel Glickhouse)*
- How can we better support journalists in low-salary positions to access training, networking and other resources they need to support their work, advancement or entrepreneurial ambitions *(Heather Bryant)*
- If you have "strategy" in your job description, let's talk about what that means *(Nadine Ajaka)*
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- Journalist and newsroom safety, including online harassment and social media hygiene *(Courtney Radsch)*
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- Let's talk about managing effectively while facing imposter syndrome! *(Steph Yiu)*
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- Mentoring young journalists is about more than just giving reporting tips *(Megha Satyanarayana)*
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- Navigating stress management in digital media and journalism *(Corvaya Jeffries)*
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- Professional development in the newsroom: how do you help people learn new skills when everyone is too damn busy? *(Rodney Gibbs)*
- The challenges of organisational change

Product Design and Development

- **Emerging platforms: How to decide which are worth your time, which could be the next Peach** *(Meena Thiruvengadam)*
- Emerging platforms: How to decide which are worth your time, which could be the next Peach *(Meena Thiruvengadam)*
- Managing a cross-functional team: Tips and tools for building trust & empathy between reporters, developers and designers *(Becca Aaronson Davis)*
- Managing a cross-functional team: Tips and tools for building trust & empathy between reporters, developers and designers *(Becca Aaronson Davis)*
- Telling more compelling stories and deepening audience engagement through maps *(Robby Deming)*
- The possibilities, threats, and ethics of AI in the newsroom *(Dan Ratner)*
- The possibilities, threats, and ethics of AI in the newsroom *(Dan Ratner)*
• **The possibilities, threats, and ethics of AI in the newsroom** (Dan Ratner)

**Reporting Tools and Techniques**

• **Alt J School: Combatting news fatigue with rigorous solutions journalism** (Erik Palmer; Sara Catania)
• **Alt J School: Combatting news fatigue with rigorous solutions journalism** (Erik Palmer; Sara Catania)
• **Building a culture of experimentation in your newsroom** (Corey Ford)
• **Building a culture of experimentation in your newsroom** (Corey Ford)
• **Building better digital election coverage** (Magnus Bjerg)
• **Coding and Entrepreneurial journalism**
• **Creating a community reporting alliance** (Amara Aguila)
• **Disrupting college journalism curriculum; Reinventing the basics** (Jody Brannon; Staci Baird)
• **Find your voice in a sea of content** (Erica Proffer)
• **How journalists can get the most benefit from the Wayback Machine** (Mark Graham)
• **How journalists can get the most benefit from the Wayback Machine** (Mark Graham)
• **How to be a good writer and powerful storyteller in the digital age** (Mallary Tenore)
• **How to be a good writer and powerful storyteller in the digital age** (Mallary Tenore)
• **Native to social storytelling: How to break a story apart so it works on multiple platforms** (Byard Duncan)
• **Traumatic event coverage** (Stephanie Anderson)
• **Video verification during breaking news** (Layla Mashkoor)