

Poynter's Revenue Camp for Journalism Entrepreneurs

May 18 –19, 2012

WEBCAST SCHEDULE

FRIDAY, May 18

- 9:00 a.m. *Welcome & Introductions ~ **Wendy Wallace***
9:15 a.m. *Revenue strategies for Journalism entrepreneurs: Who is succeeding and how? - **Mark Briggs***
10:00 a.m. *Break*
10:15 a.m. *Make Money from Advertising ~ **Mike Orren/Mark***
12:30 p.m. *Lunch break*
1:30 p.m. *Make Money from Events ~ **Rebecca Lovell***
3:00 p.m. *Break*
3:15 p.m. *Make Money from Subscriptions - **Jeremy Caplan/Bill Mitchell***
4:00 p.m. *Webinar – Mark Briggs answers your questions*
4:45 p.m. *IdeaJam. A quick share of revenue ideas, from inside the room and out ~ **Bill***
5:30 *Adjourn for the day*

SATURDAY, May 19

- 9:00 a.m. *Make Money from Premium Content ~ **Chris/Bill***
10:30 a.m. *Break.*
10:45 a.m. *Make Money Building Your Business: The seven stages of developing a project and finding the money ~ **Rafat/Jeremy***
12:00 p.m. *Lunch break – work on your revenue plan*
12:30 p.m. *Webinar with Mark Briggs. How will YOU make money? Tell us your best new idea!*
1:15 p.m. *Adjourn. See you at the followup webinar on June 22.*

The schedule for the in-person workshop will vary slightly.

The Poynter Institute thanks The Ford Foundation for its support of this workshop.