

Insights/ONA20 Session Formats/Types (max speakers #)

1. **Best practices** provide takeaways for tips and tricks for improving work (3)
2. **Case studies / Under-the-Hood** are deep dives illuminating projects' successes and challenges (2)
3. **Learn a skill** workshops provide a hard skill to take back to newsrooms (3)
4. **Masterclass** is a solo talk or fireside chat with a topical expert (2)
5. **Panel** discussions lead a nuanced dive into a complex topic or challenge (5)
6. **Research** open up new information about the latest trends in news (2)
7. **Solutions gathering** is networked collaboration on challenges and defining solutions (2)
8. **Template building** is collaborative work on templates to start a project and improve workflows (2)

Areas of Focus to inspire innovation in journalism

1. **Emerging technology** to help journalists tell stories in new formats and news executives make informed, ethical decisions for investing resources
2. **Audience development & metrics** to support understanding of what information is compelling, when and how individuals engage and what opportunities exist for growth
3. **Leadership development** to ensure a diverse group of change-making journalists are trained and equipped to navigate uncertainty
4. **Revenue & business models** to create and adapt business models for journalism that are essential for a thriving news ecosystem
5. **Innovative news storytelling** to provide journalists with a variety of options to creatively tell stories and engage communities using new tools or platforms

Target Populations open to and/or invested in innovation

1. **Editors, newsroom managers, senior leaders, and other journalists** in the news media and technology industry
2. **Journalists in underrepresented communities** in the news media who are interested in furthering their careers; examples:
 - women are underrepresented in newsroom leadership and in sourcing
 - people of color are underrepresented in staff, sourcing and coverage
 - small newsrooms may cover communities underrepresented in policy conversations, and are themselves underrepresented at conferences
3. **Early career journalism changemakers** who are enthusiastic about fostering new ways of storytelling or finding new ways to interact with their audience
4. **Journalism school instructors, faculty, administrators and student leaders**
5. **Technologists** in the news media and technology industry