<table>
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<th>Time</th>
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<td><strong>Thursday, October 3</strong></td>
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| 6:30 pm – 9:00 pm | Welcome Dinner/Reception  
Informal discussion of industry and philanthropy research needs  
**Location:** The Pit, 321 W. Geer St., Durham, NC 27701 |
| **Friday, October 4**                                                                                      |
| 8:00 am – 8:45 am | Breakfast/Registration                                           |
| 8:45 am – 9:00 am | **Introductions: Realities of news as understood by the public**  
Research Roundtable: In 3 minutes, tell us what you’re working on, and what you’d like to do next |
| 9:00 am – 10:30 am | Break  
Panel Discussion: Documenting v. Solving the Problem  
Are these separate or intersecting research needs?  
Have we sufficiently documented the problem and its causes?  
What can or should solutions-focused research look like?  
**Panelists:** Michelle Ferrier (Florida A & M), Jesse Holcomb (Calvin University), Mary Walter-Brown (News Revenue Hub)  
**Moderator:** Bill Adair (Duke)  
Lunch  
**Location:** Brodhead Center, Duke University, Room 068  
Break-out Sessions  
**Data Issues** (Leader: Danilo Yanich, Delaware) Room 067  
What kinds of data constraints are limiting our work?  
What kinds of new data sources are available for our work?  
What data-sharing opportunities are available?  
**Research Collaborations** (Leader: Matt Weber, Minnesota) Room 068  
Who needs research collaborators? And what type?  
What types of collaborations have proven successful?  
Who else needs to be in the room for these types of events? |
What are the challenges and opportunities in collaborating with private sector actors?

**Research Agenda** (Leader: Jessica Mahone, Duke) **Bolton Tower Room**

- What are key gaps we need to address?
- What methodological approaches need to be used that haven’t been yet?
- What are the key research challenges we face?

2:45pm – 3:15 pm  Break-out Group Reports/ Discussion

3:15 pm – 4:45 pm  **Panel Discussion: Engaging the Field of Practice**

- Who do we need to reach with our research?
- What lessons have been learned from engaging with foundations, news organizations, policymakers?
- How best to communicate/ disseminate our research?

**Panelists:** April Lindgren (Ryerson), Penny Abernathy (UNC), Mike Barthel (Pew Research Center)

**Moderator:** Sarah Stonbely (Montclair State)

4:45 pm – 5:00 pm  End-of-Day Wrap-Up

6:30 pm – 9:00 pm  Dinner

**Location:**  **JB Duke Hotel**, Duke University

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**Saturday, October 5**

8:30 am – 9:00 am  Breakfast

9:00 am – 9:15 am  Introduction

9:15 am – 10:45 am  **Panel Discussion: From Research to Advocacy**

- Do we need to act collectively like climate scientists?
- What are the key strategies/ tactics we should take?
- Are there consensus points for advocacy?

**Panelists:** Leah Todd (Solutions Journalism Network), Lew Friedland (Wisconsin), Christopher Ali (Virginia)

**Moderator:** Lizzy Hazeltine (NC Local News Lab Fund)

10:45 am – 11:00 am  Break

11:00 am – 12:00 pm  Next Steps/ Wrap-Up

12:00 pm – 1:00 pm  Lunch