



# SPRING 2022

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**Transitioning to ADMA**  
**AUDIENCE DEVELOPMENT MEDIA ALLIANCE**  
*The national association for Audience executives*

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### Contact

c/o Carole Stein  
PO Box 1565, Venice, CA 90294  
310-985-5990  
[director@greatwesternaa.org](mailto:director@greatwesternaa.org)

## Presidents Message

# Name change, merger vote and conference

By Maria Ravera, President, GWAA/ADMA

Welcome to Q2 2022! This year is flying by. Our board of directors has been incredibly busy and I have three very important updates to share with you.

### New Name - ADMA

First, we are now a national organization, transitioning from the Great Western Audience Alliance (GWAA) to the Audience Development Media Alliance (ADMA). With unanimous support, we removed geographical restrictions from our bylaws, so we welcome all audience development media professionals to join our organization. Please help us spread the word to colleagues near and far.

### Important Vote in Two Weeks

Since we announced the change above, we've been approached by MACMA, the Mid Atlantic Circulation Managers Association, who is interested in merging with our group. We've had several conversations with their leadership team and are honored to be working with them. Our BOD has unanimously approved a merger and we will ask our members to vote on this merger in two weeks. We are stronger together and value this opportunity to learn from our colleagues in North and South Carolina and Virginia. Should you have any questions about this merger, please contact me at [mravera@mcclatchy.com](mailto:mravera@mcclatchy.com) or 916-321-1615.

### Conference - In Person - June 22-24, 2022

The Audience Development Media Association is rapidly gearing up for our first na-

tional conference, LIVE and IN PERSON, June 22-24 at Planet Hollywood Las Vegas. Formerly known as GWADS, you won't want to miss the return of this conference. While we kept the momentum going with virtual sessions and a virtual conference last year, we're really excited to be able to bring back the in-person

networking, camaraderie and business-building sessions that will make this year's conference great. Conference registration and the hotel block are now open, so visit <https://greatwesternaa.org/conference/> and register today. LAST DAY FOR HOTEL BLOCK IS 5/20.

At the conference, you'll hear from inspiring and innovative leaders who share their vision, ideas and learnings — starting

with keynote speakers Jerry Hill, Gannett SVP – Print Revenue Optimization & Retention and Mike Blinder, Publisher, Editor & Publisher. This year's conference will have sessions on digital growth, retention and engagement, launching paywalls, migrating print to digital and to mail and distribution optimization. You'll hear about nonpro t models, the importance of digital audits & integrity, and hear from our national news partners. There will be panels, roundtables and plenty of Q&A. And our business partners are ready to share innovations to support our ever-changing industry. If you would like to suggest a topic or speaker, please contact me today at [mravera@mcclatchy.com](mailto:mravera@mcclatchy.com) or 916-321-1615. Your input will help make this year's conference even better.

If you haven't taken the time yet to become a member or register for the conference, please do so today. It's an investment in yourself, an investment for your company and an investment in our collective success. ■



*"We are stronger together."*













