

## SOCIAL/NETWORKING OPPORTUNITIES

There will be several opportunities for you to socialize with your fellow MPA members.

**OPENING LUNCHEON**-look forward to a chance to hear a great keynote speaker about the state of journalism and public policy.

Visit with Vendors at our opening day breakfast and again during our **PRE-GALA COCKTAIL PARTY**

**ANNUAL GALA/MPAF AUCTION**-Join us for our awards ceremony to see the best of Michigan Newspapers including the Public Notice Award Winner, Public Service Award Winner, and our MPAF Scholars. After dinner, bid on some amazing auction items like a Lazy Boy chair, Tickets to see U of M at the Big House, a suite at a White Caps game and an MSU Basketball autographed by women's coach Suzy Merchant.

On Friday we have our traditional **GOVERNOR'S LUNCHEON (GRETCHEN WHITMER INVITED)** and hear from Michigan's newest Governor. MPA is inviting members of the Michigan Legislature and we encourage you to 2nd our invite for your legislators by inviting them to sit with you at the luncheon.

As always, we will have hospitality events in our **PRESIDENT'S SUITE.**

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THANK YOU TO OUR SPONSORS...



- MPA -  
2019 Annual Convention  
January 31 - February 1, 2019  
Amway Grand Plaza, Grand Rapids

**WE'RE DOING THINGS A LITTLE DIFFERENTLY** this year at MPA's Annual Convention. On the first day we will have strong one day tracks for advertising and editorial staff that will be offered for a reasonable price. We urge members to take advantage of these tracks and send staff to pick up new tips and ideas to improve your products and bottom line. Taking advantage of the one day sessions requires an editor or publisher from the newspaper to register for the full program.

### THE ADVERTISING/REVENUE TRACK:

**SECOND STREET** is an audience engagement software platform that is used by over 3,000 media companies and marketers. Their company has expertise in how to use platforms to run contests and interactive content – such as personality quizzes, sweepstakes, photo contests, and more – on your website to generate digital revenue, grow your email database, and engage your audience.

**BILL OSTENDORF** of Creative Circle Media will conduct a session on why native content should be your premiere advertising offering this year. "What eight years of doing this with the Times has taught us is that there is a big need and a big opportunity here for newspapers," says Ostendorf. "And some of the benefits and revenue potential is not from the paid content itself." He'll share his experience launching paid sites and offer tips on how to get started and how to get it right.

**BILL** will also do a session providing tips to improve display ads. Too many print ads are simply a waste of money. That's not because print advertising isn't effective. In most cases, print ads work better than almost any ad form on the web. The problem is that the ads themselves are poorly written and designed. In short, they stink. Simple rules and ideas you can apply to your operations immediately. The difference in the before and after ads is dramatic and will get you pumped up and ready to fix one of our industry's biggest problems.

**ROCK STAR SALES PANEL**- a panel of proven sales leaders in Michigan will discuss their best practices and provide tips and tricks for sales people at Michigan newspapers that will help build revenue and clients.

### THE EDITORIAL TRACK:

**ML ELRICK**, Pulitzer Prize winning journalist formerly of the Detroit Free Press and now with FOX 2 Detroit will do a writing workshop for reporters and editors as well as a session on resources for research.

**JIM PUMARLO** author and former editor will moderate a panel discussion about covering suicide. MPA has pulled together a panel of professionals in the mental health field, and a member of the American Foundation for Suicide Prevention along with others to discuss this difficult issue and how to cover this tragic topic.

Staff of the Detroit Free Press and other experts will discuss **FOIA IN MICHIGAN**. Things that work and things that we can all do to improve it in our state.

**SOMETHING FOR EVERYONE**- we will have some old favorites and new topics in the overall programming this year. Those who sign up for the entire Convention can attend the one-day tracks on Thursday and join us for some of the exciting sessions below on Friday.

**MOVING TARGETS** is an editorial session featuring a discussion regarding the practice of certain professions that involves eluding trouble by moving to different communities. This problem has been ongoing with Doctors in various areas as well as some law enforcement and educators. Jeremy McBain of the Petoskey News-Review will moderate this discussion.

**LEGISLATIVE LEADER PANEL DISCUSSION**-A biannual favorite, MPA has invited the Senate Majority Leader, Speaker of the House and House and Senate Minority Leaders to join moderator Peter Bhatia of the Detroit Free Press to talk about what's on the agenda for the 100th Michigan Legislature.

Bill Ostendorf will be back on Friday to talk on the topic **"PRINT ISN'T DEAD"** and Second Street will also be returning to discuss **FINDING REVENUE SOURCES**.

Friday afternoon will feature a **"SAFETY IN THE NEWSROOM"** session with the Michigan State Police discussing cyber-security, dealing with an active shooter and other situations that could put your newsroom in danger.

The **BUTZEL LONG** legal team will be doing a legal session on Friday afternoon as well.

We will wrap the whole event up with the **SPJ FACEBOOK-JOURNALISM TRAINING PROJECT**. Learn about Facebook and Instagram products and tools – including Live, Groups, Creators app and CrowdTangle – that journalists can leverage for news gathering, storytelling and connecting with their followers.

