



# 2020 Michigan Press Association Convention

# 20 VISION FOR THE FUTURE

March 11-13, 2020 | Dearborn Inn, Dearborn, MI



[www.MichiganPress.org](http://www.MichiganPress.org)

## WEDNESDAY

1:00 p.m. to 4:00 p.m.

**MPA/MPAS board meeting**

8:30 p.m.

**Welcome event** – Join us to kick off this years convention with your colleagues at our first ever euchre tourney. All proceeds from the tournament will go to the MPA Foundation.

## THURSDAY

8:15 a.m.

**Opening breakfast with Michigan Attorney General Dana Nessel** – Don't miss this opportunity to hear from Michigan Attorney General Dana Nessel about open government, consumer protection and other important issues her office has been working on in the past year.

9:30 a.m. to 10:30 a.m.

### BREAKOUT SESSIONS

**Data driven research-Panel discussion** – **John Bebow** of Bridge magazine leads this panel discussion of utilizing data to generate stories.

**Driving serious print and digital revenue part 1** – After 6 years, ad sales guru **Bob McInnis** is finally back to share his approach to help publishers, ad directors, and salespeople significantly grow their print and digital ad revenue, prevent their advertisers from cutting back, and actually get them to double or triple their budgets without going off the rate card. And do this while working in their advertisers' best interests, delivering a great response, injecting new life into the business community, and generating fantastic PR and a new respect for your publication as a business tool.

**Students: How to get ahead in journalism today** – MSU Professor and former newspaper recruiter **Joe Grimm** will talk with students about what's needed to get ahead in todays journalism careers.

10:45 a.m. to 11:45 a.m.

### BREAKOUT SESSIONS

**Quick hit investigations** – **Paul Egan** of the Detroit Free Press talks about finding and writing the quick hit stories that impact readers.

### Driving serious print and digital revenue part 2

**Leadership session: The methodology of improving** – What is the secret to a 15 minute presentation? How do you incorporate ALL your product options into proposals? Would you love this scenario? How do get your prospect to say "Let's do it.....let's get started!" Come learn more tips from guru **Peter Lamb** to dramatically increase your staffs close ratio.

11:45 to 1:00 p.m.

**Keynote luncheon with Tim Alberta** – Author of American Carnage: On the Front Lines of the Republican Civil War and the Rise of President Trump will discuss politics in 2020. Tim is currently the Chief Political Correspondant for Politico. As this talk is two days after Michigan's Presidential Primary it should be highly topical.

## THANK YOU TO OUR SPONSORS



1:15 p.m. to 2:45 p.m.

**BREAKOUT SESSIONS**

**FB/social media session with Brian Manzullo of the Freep** – Brian Manzullo of the Detroit Free Press will discuss engaging your audience with the help of Facebook and other social media platforms. Brian oversees the social media and SEO strategy for the Detroit Free Press, where he has worked since 2012.

**Focus on the future: A new way to leverage your publication's audience to generate more prospects and close more sales** – Bob McInnis will show how you can lure prospective advertisers into revealing themselves, identify what stage of the buy process they're in, send the kind of communications that would move them further along and know when they're ready to talk.

**Leadership: Attracting and retaining college grads** – MSU professor and former Detroit Free Press recruiter Joe Grimm leads a session of students discussing what they're looking for as they hit the job market. A great session for those of you who are recruiting new talent at big and small newspapers around the state.

3:00 p.m. to 4:30 p.m.

**BREAKOUT SESSIONS**

**Hot legal topics in media law** – This session is designed for publishers, editors and seasoned reporters. MPA General Counsel Robin Luce Herrmann and her team will cover the latest hot topics in media law, including: Freelancer/independent contractor agreements; protecting your IP and avoiding infringing someone else's; FOIA and OMA trends and recent cases of interest; Technology in the newsroom; doxing, bullying and revenge porn. We will conclude with a quick session of "Stump the Lawyer".

**Leveraging your brand with community events** – Newspapers are an integral part of their community. Hosting events within the community can help strengthen relationships and improve your brand. Join moderator Julie Stafford of the Greenville News and panelists to hear about successful events they've hosted in their communities including Detroit Homecoming, the Detroit Free Press/TCF Bank Marathon, The View Brew Fest, and The Freep Film Festival. Events work in every market – this session is a great opportunity to see what might work in yours.

**Covering sexual assault on college campuses** – Katherine Redmond of the National Coalition Against Violent Athletes will moderate this panel to discuss a topic that is unfortunately all too common on college campuses. The panel is composed of students who have covered this issue and can provide real insight on the delicate balance in reporting on a topic is uncomfortable at best.

4:00 p.m.

**MPAF board meeting**

# The MPA Gala

Pre-Gala Cocktail Party begins at 6:00 p.m. followed by the Gala and Awards dinner at 6:30 p.m. which includes the awards ceremony for the Better Newspaper Contest winners and the annual Michigan Press Association Foundation Auction at 8:30 p.m.

Come join us for a fun night of seeing Michigan's journalism stars in many categories including the Public Service Award, the Public Notice Award and the Newspapers of the Year awards.

## FRIDAY

### 8:00 a.m. to 9:30 a.m.

**Round table breakfast** – Join us for this new and innovative session. We will have tables set up with leaders to discuss everything from reporting on marijuana to ad sales regarding marijuana as well as postal issues, the census, campaign finance reporting, boosting classified advertising and more.

### 9:30 a.m. to 10:30 a.m.

**Panel to discuss reporting on sexual assault issues** – For the last several years, the MPA Convention Planning Committee has chosen a tough topic and put together a panel to discuss covering that topic. This year, we will be addressing the #metoo movement, sexual harassment and assault and how to report on these delicate subjects. Katherine Redmond of the National Coalition against Violent Athletes will lead a panel of reporters who have covered everything from the Nassar scandal to sexual assault in their communities.

**Best practices with Peter Lamb** – This session will focus on the media companies around the world that consistently increase their revenue, both print and digital. What is their methodology for launching new products? How do they recruit, onboard and train new reps? What are the optimal commission plans? Which contests drive rep performance the best? How much time do the BEST Sales Managers spend in the field, and, what does rep activity have to do with it anyway?

#### Leadership session

### 10:30 a.m. to 11:30 a.m.

#### BREAKOUT SESSIONS

**FOIA/OMA 101 (for newer reporters and students)** – FOIA and OMA are essential components of a reporter's toolkit. This session, designed for newer reporters, will cover the basics of FOIA and OMA, as well as handling exemptions and appeals. In addition, we will cover: keys to good FOIA requests, ways to minimize FOIA fees and a review of best practices. Speakers are members of MPA's legal team from Butzel Long.

**The ART of asking questions** – What are the questions to ask your customer to REALLY get to understand the intricacies of their business better? How do you utilize your questioning skills to PROVE to the customer that you are qualified to be their consultant AND help grow their business. What are the top 4 questions that you use on every call? The GREAT reps do that!

**Surefire ways to build trust, loyalty, bonds & synergies with your entire community** – Your communities are struggling economically just as you are. Presented by **John Newby**, learn how to turn those struggles into synergies that place you as the proverbial communication town square once again. You will come away with a roadmap that will earn your communities trust, motivate your community, get social influencers on your side, have businesses adore you; all of which when done correctly, will impact your companies bottomline. These ideas will grow your stature placing you as the central focus once again in your community. No additional resources needed, you can go home and start the next day.

### 11:30 a.m.

#### Leadership meet with Governor

### Noon

#### Governors luncheon

### 1:30 p.m.

**Detroit FAM trip with CVB** – Join us on a tour of Detroit. See all the changes that are turning Detroit into a destination city with great food, art and interesting sights.

