



Michigan Press Association 2020 Convention "Redux" Agenda September 16th - October 17th

Wednesday, September 16

9:00 a.m. - 10:00 a.m. - Hiring and Retaining the Next Generation

By Joe Grimm, editor-in-residence and professor at MSU's School of Journalism



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.

Wednesday, September 16

1:00 p.m. - 2:00 p.m. - Content Creation and Management: Navigating Today's Copyright and Social Media Issues

with Butzel Long, one of Michigan's oldest and top law firms



This session is designed for anyone and everyone creating content. The last three years have been revolutionary in the world of copyright law and social media. The trolls have

become more sophisticated and aggressive as the threshold for bringing a suit has increased. How you share content and images on social media platforms has been challenged and the risk of retweet infringement has never been higher. Even the options for copyright registration are different. We will address the major changes in copyright law and outline the top social media pitfalls as we contemplate content creation and management.

Thursday, September 17

11:00 a.m. - 12:00 p.m. - Focus on the Future: A way to leverage your publication's audience to generate more prospects and close more sales

By Bob McInnis, 30-year veteran of the business side of the newspaper industry



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.



Friday, September 18

9:00 a.m. - 10:00 a.m. - Leveraging Social Media to Promote your work

By Brian Manzullo - Detroit Free Press



Brian 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.

Wednesday, September 23

11:00 a.m.- 12:00 p.m. - Driving Serious Print and Digital Ad Revenue Part 1

By Bob McInnis, 30-Year veteran of the business side of the newspaper industry



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.

Wednesday, September 23

1:00 p.m. - 2:00 p.m. - FOIA 101

with Butzel Long, one of Michigan's oldest and top law firms



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.

Thursday, September 24

9:00 a.m. - 10:00 a.m. - Reporting on Race in 2020

By A.P. reporter Kat Stafford



A.P. Reporter Kat Stafford and her panel will discuss covering racial issues in our country.

Thursday, September 24

11:00 a.m. - 12:00 p.m. - Driving Serious Print and Digital Ad Revenue Part 2

By Bob McInnis, 30-Year veteran of the business side of the newspaper industry



Part two of Bob's session on growing print and digital revenue.

Friday, September 25

Noon - Keynote Speaker

with Tim Alberta, chief political correspondent of POLITICO magazine



With the latest news from the national Presidential campaign trail, Tim Alberta is chief political correspondent for POLITICO. Tim is widely recognized as one of the most skilled political reporters of his generation, covering a range of topics, including: The Trump presidency; Capitol Hill; the ideological warfare between and within the two parties; demographic change in America; and the evolving role of money in elections. Most recently, he received critical acclaim for co-moderating the final Democratic presidential primary debate in 2019.

Thursday, October 1

Noon - Keynote Speaker Jocelyn Benson



Michigan Secretary of State Jocelyn Benson will be discussing mail in ballots and other election integrity issues

Thursday, October 1

9:00 a.m. - 10:00 a.m. - Investigative Reporting

By Nate Payne, Editor for the Traverse City - Record Eagle



Nate Payne will discuss in detail the various methods and skills needed to dive into the world of Investigative Reporting

Thursday, October 1

11:00 a.m. - 12:00 p.m. - Mitigating Legal Risk to Maximize Your Advertising

with Butzel Long, one of Michigan's oldest and top law firms



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Trust. Always.

This session is designed for sales team members. Modern Advertising is a minefield. Campaign competitors are looking for miscues in their opposition's ads. The FTC is looking for false statements and exaggerations in product claims. And canni-business brings its own risks and disclaimers. After a quick review of basic issues, we will cover the latest legal issues to help address your risks as you seek to maximize ad revenue

Wednesday, October 7

9:00 a.m. - 10:00 a.m. - Reporting 101

by M.L. Elrick, a journalist based in Detroit with a history of uncovering scandals



M.L. will take you back to the basics of good journalism with this session.

Thursday, October 8

11:00 a.m. - 12:00 p.m. - Best Practices from around the world: who is winning the Revenue War, and why?

By Peter Lamb



With the challenging COVID times in mind, we will cover: What do your Customers really want from you? What should you be saying to your Customer? Questions to challenge and provoke your CUSTOMER. The Methodology of the 12 minute presentation. Profile of a GREAT Sales rep.....how do you measure up?

Wednesday, October 14

9:00 a.m. - 10:00 a.m. - Follow the Money

By Craig Mauger



Craig will talk about following financing to get your story with a special emphasis on campaign finance reporting.

Wednesday, October 14

11:00 a.m. - 12:00 p.m. The Most Commonly asked questions that I get asked from Sales Managers around the world

by Peter Lamb



What should my Monday morning meeting format be? How much time should I spend in the field? Should I close the sale for the rep? Let them sink? What contests should I use? How do I build a winning team? What is the MODEL week for me? Especially NOW, during these COVID times!



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Thursday, October 15

9:00 a.m. - 10:00 a.m. - Hot Topics in Media Law

with Butzel Long, one of Michigan's oldest and top law firms



MPA General Counsel Robin Luce Herrman and her team will discuss the hot topics impacting media law.

Thursday, October 15

11:00 a.m. - 12:00 p.m. - Making Riches from Niches

By Peter Lamb



This session will highlight the Media companies from 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 their optimal commission plans? Which techniques do they use to motivate and incentivize their **MANAGERS**? How do they leverage "Making Riches from Niches." Which projects and technology do they Invest in? Why? And, most of all, what does TLC have to do with it anyway?

Friday, October 16th

10:00 a.m. - 11:00 a.m. - Data Driven Research

By John Bebow, President and CEO of Bridge Michigan the center for Michigan



John will lead a panel discussion on researching data and how it can lead you to big stories

Friday, October 16

Noon - Keynote Speaker Governor Whitmer



MI Governor Gretchen Whitmer joins MPA to fill us in on what's happening in Lansing and take questions from our members.

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