

The Agenda



*World Series
Of Journalism*

**2022
CONVENTION**

**OCT. 12TH – 13TH AT NOON
AT THE RADISSON HOTEL IN LANSING, MI**



www.MichiganPress.org

Agenda

Wednesday, October 12, 2022

7:30 p.m.

Welcome gathering. • TBD

Thursday, October 13, 2022

8:00 a.m.

Registration Open-Check-in and check out our vendors and enjoy a continental breakfast.

9:00 a.m. – 10:00 a.m.

Revenue Track:

Overcoming Objections to Print Ads- Peter Lamb will discuss successful methods to conquer objections and help your sales team use best practices to illustrate the strengths of print advertising. • **Room: Regency 1**

9:15 a.m. – 10:15 a.m.

Editorial Track:

What's happening in Lansing. • **Room: Capitol 3**

10:15 a.m. – 10:45 a.m.

Revenue Track:

Audience based selling: Peter Lamb will lead this discussion about who is winning the revenue wars and why along with some ideas for best practices to help your sales team speak directly to the people you're trying to reach. • **Room: Regency 1**

10:30 a.m. – 11:30 a.m.

Editorial Track:

Tour of the State Capitol. • **State Capitol**

12:00 p.m. – 1:00 p.m.

The Governor's Luncheon-Don't miss out on our long-standing tradition of lunching with Michigan's Governor. This year Lt. Governor Gilchrist is scheduled to join us and update MPA on what is happening in the state of Michigan. Be sure to invite your legislators to join you for lunch! • **Room: Capitol 1 & 2**

1:15 p.m. – 2:15 p.m.

Revenue Track:

Audience Growth Ideas-MPAS President Josh Bailey will lead this conversation allowing members to share ideas that are working for them to grow their audience reach. Join Josh and bring your ideas and learn from other members what's working for them. • **Room: Regency 1**

1:15 p.m. – 2:15 p.m.

Editorial Track:

Reporting on Extremism and Traumatic Events-Don't miss this panel led by Detroit Free Press Editor Peter Bhatia. Michigan has had it's fair share of disruptions in the last several years. From protests against Covid mandates and response to the George Floyd murder to the tragedy at Oxford HS and the plot to kidnap our Governor, it's clear these issues continue to be front and center in the mitten. Join reporters M.L. Elrick and Jonathan Oosting along with Heidi Beirich, Ph.D. founder of the Global Project Against Hate and Extremism for this conversation about how to best cover these incendiary events. • **Room: Capitol 3**

2:30 p.m. – 4:00 p.m

Revenue Track:

Best Practices From Around the Globe-Peter Lamb will talk with Publishers and Managing Editors about what's working best for their colleagues around the world and provide ideas that will help them increase revenue. • **Room: Regency 1**

2:30 p.m. – 3:30 p.m

Editorial Track:

Combatting Bias Perception-Jeremy McBain of Hearst Newspapers will tackle the problem of bias perception members of the media face every day. Helping him discuss the problem of "fake news" will be panelists Kelly Frick of MLive, Sarah Leach of Gannett, Sheri McWhirter of MLive and Michelle Graves and Tess DeGay of Hearst. This can't miss session will help you as you and your staff prepare for the home-stretch of the 2022 election cycle. • **Room: Capitol 3**

3:45 p.m. – 4:45 p.m.

Revenue and Editorial:

Mad Skills-Tips and Tricks for podcasting, phone photography and social media. M.L. Elrick host of Soul of Detroit and Detroit Free Press Reporter will lead a conversation about staying ahead of all things technology. Create a podcast that reels in your readers, take photos on your phone that impact your stories with visual wow and keep people engaged on social media platforms to improve your readership. • **Room: Capitol 3**

5:15 p.m. – 9:00 p.m.

Evening Events:

We will kick off the cocktail part of the evening's festivities by presenting awards to some who have been honored in the last few years without any fanfare because of Covid. JOY Award Winners, Sunshine Award Winners, and this year's winner of the Kelly Rossman Communications Professional Award will have a chance to shine and be recognized publicly. Dinner and MPA Foundation Auction will follow. Join us to hear from Atlantic reporter and Author of American Carnage Tim Alberta who will be doing a keynote address discussing national events including mid-term elections and politics overall in America. After the keynote speaker we will be hosting a watch party for the Gubernatorial Debate.

Don't miss the opportunity to take home an amazing piece of art, a fun sporting opportunity, or a chance to golf on the South Course of Oakland Hills by bidding on some of the amazing auction items being donated to support the MPA Foundation. • **Room: Capitol 1 & 2**

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