



Join us in Frankenmuth, Michigan

May 8-9, 2025



Agenda

Thursday, May 8, 2025

Registration Open 8 a.m.

Ad/Revenue Track

9:00 a.m. – 10:00 a.m.

Is Delivering for America Working? Postal updates.

Room: Brahms

What's next for USPS? Brad Hill of Interlink will provide answers to your questions about the best way to use USPS to get your newspapers into readers hands.

10:15 a.m. – 11:45 a.m.

Public Notice Update

Room: Brahms

What's the latest on the Public Notice Front? Discussion with DLNP Publisher Ban Ibrahim and MPA Public Affairs Manager Lisa McGraw

1:15 p.m. – 2:15 p.m.

How to leverage local connections into revenue streams

Room: Brahms

Discover how to transform local connections into powerful revenue streams! This workshop will explore creative ways to partner with schools, chambers, civic organizations, health initiatives, and community events—while tapping into local businesses for sponsorship support. Learn how to develop high-value advertising opportunities, sponsored content, and events that engage readers and drive advertiser investment. Walk away with actionable strategies to build lasting partnerships, increase revenue, and position your publication as the go-to community marketing resource!

2:30 p.m. – 4:00 p.m.

Contest Q and A - good for all staff including reporters and editors

Room: Brahms

Tips and tricks for entering the BNC from former winners.

4:15 p.m. – 5:00 p.m.

Cannibis Advertising

Room: Brahms

Get answers to your newest questions about the do's and don't's of cannibas advertising answered from MPA General Counsel Jennifer Dukarski

Editorial Track

9 a.m. – 10:00 a.m.

Reporting on the 2nd Amendment

Room: Bach/Beethoven

Professor Joseph Blocher serves as Co-Founder and Faculty Director of the Center for Firearms Law at Duke University. He has spoken on this issue in congressional committees and written about it for many notable publications. He will discuss this issue with an eye toward providing more information to help reporters cover the issue.

Editorial Track Cont'd.

10:30 a.m. – 11:30 a.m.

Room: Bach/Beethoven

What's happening in Lansing. Updates from MPA's Public Policy Team.

Legal/Legislative Update

1:15 p.m. – 2:15 p.m.

Room: Bach/Beethoven

Pulitzer Prize winner Jim Schaefer of the Detroit Free Press will lead fellow winner M.L. Elrick of the Detroit Free Press and Craig Mauger of the Detroit News in a discussion of where to look and what to look for tips from the award winning watch dogs.

Research 101

2:30 p.m. – 3:30 p.m.

Room: Bach/Beethoven

A thoughtful discussion on the state of the First Amendment with an emphasis on the press clause. John Hiner of MLive will lead the conversation with Eric Meyer, publisher of the Marion County Record in Marion KS. (In 2023 his newsroom and home were raided.) John Elchert of the Leelanau Enterprise, Gary Miles of the Detroit News and Sarah Leach all Michigan experts who have to deal with barriers to information gathering and threats here in our state.

State of the 1st Amendment

3:45 p.m. – 4:45 p.m.

Room: Bach/Beethoven

Improve your social media skills with tips and tricks from Brian Manzullo of the Detroit Free Press and Gillian Van Stratt of Mlive. From X- TiK Tok and all the socials in between learn how to promote your stories and grab readers.

Hone your social media skills

Social Events

12:00 p.m. – 1:00 p.m.

Room: Bach/Beethoven

Speaker TBD

MPA Luncheon with keynote Devin Scillian

6:00 p.m. – 9:00 p.m.

Room: Bach/Beethoven

For our Thursday evening event we will host a conversation moderated by Zach Gorchow of Gongwer with MIGOP Chair Jim Runstead and Michigan Democratic Party Chair Curtis Hertel. This along with our awards presentation and the auction for MPAF should round out a fun evening with colleagues from around the state.

Dinner and Auction with Awards

Friday, May 9, 2025

8:30 a.m. Breakfast

9:30 a.m. - 10:30 a.m.

Room: Bach/Beethoven

How to use AI without compromising your ethics. MPA General Counsel Jennifer Dukarski of Butzel Long will introduce some ethical issues and answer questions regarding the hot topic of the year.

Editorial Breakout: AI uses and disclaimers

9:30 a.m. - 10:30 a.m.

Room: Brahms

Sales team, this session is for you! Join us for a fast-paced, interactive workshop designed to help you unlock new revenue opportunities in print and online. We'll dive into high-impact feature sections, creative ad placements, and proven strategies to boost advertiser investment. Bring samples of your in-paper or pull-out sections to share—this is a hands-on idea exchange! Walk away with fresh inspiration, ready-to-implement ideas, and actionable tactics to drive engagement and revenue like never before. Don't miss this chance to sharpen your sales edge and grow your success!

Advertising Breakout: Idea Exchange



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