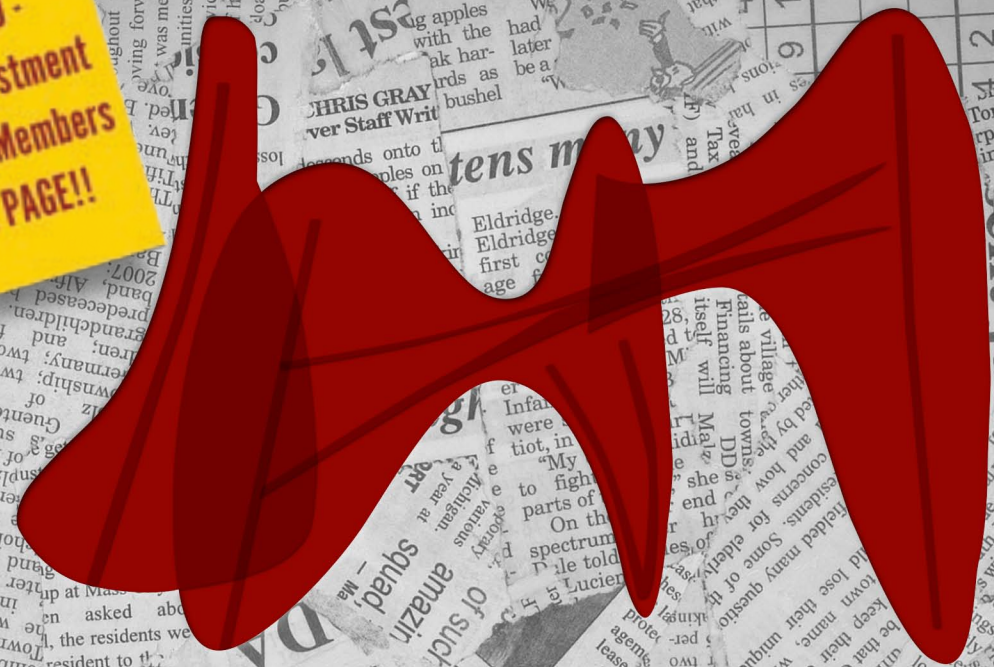


GUARANTEED -
Return on Investment
for MPA Members
SEE BACK PAGE!!



The Art of NEWSPAPERS

2012 MPA ANNUAL CONVENTION

Grand Rapids, MI | Amway Grand Plaza Hotel

January 26-28, 2012



Thursday, January 26, 2012

2:00 p.m.

MPA Board Meeting

4:00 p.m.

MNI Board Meeting

8:00 p.m.

Meet the Board Reception

Friday, January 27, 2012

8:00 a.m. - 9:00 a.m.

MPA Annual Meeting

Buffet breakfast served

GENERAL SESSION:

9:15 a.m. - 10:15 a.m.

The Shape of Things to Come

Michigan student editors and reporters share their perspectives on the print newspaper's industry future and where they see the news business heading...good and bad. Hear our young superstars including **Kelsey Schnell**, marketing and public relations officer for Mackinac State Historic parks and former editor-in-chief of the Ferris State Torch, and **Kate Jacobson**, editor-in-chief of the MSU State News, **Mike Martinez**, editor-in-chief at University of Detroit Mercy's Varsity News, along with several MPA Foundation scholarship winners.

Moderator will be **Ken Winter**, North Central Michigan College and MSU J-School instructor, consultant and former Petoskey News-Review editor/publisher.

CONCURRENT SESSIONS:

10:30 a.m. - 11:30 a.m.

Covering Crime in Real Time

On July 7, 2011 Roderick Dantzler led the Grand Rapids police on a bizarre chase after killing seven people. The staff at the Grand Rapids Press kept the community informed throughout the ordeal. How did they do it? Find out at this panel discussion with the reporters and staff of the Grand Rapids Press as they recount their day and the process they used to get information out to their readers.

10:30 a.m. - 11:30 a.m.

Customer Service: A Common Sense Approach

Newspaper technology guru **Kevin Slimp** traveled the world to create this session with newspapers in mind. Even so, he's become a regular at advertising, building, banking and other industry conferences. Plan to laugh and learn during this informative 60 minutes together. Publishers Auxiliary called **Kevin Slimp** "the most popular and effective speaker among community newspaper publishers today" He is a favorite speaker and trainer in the publishing world and a featured columnist in the MPA Bulletin.

What others say about **Kevin Slimp**:

"Possibly the most popular and effective speaker with community newspaper publishers."

– Publishers Auxilliary

12 noon -1:30 p.m.

Legislative Lunch - Governor Snyder Keynote Speaker (Tentative)

CONCURRENT SESSIONS:

1:30 p.m. - 2:45 p.m.

Behind the Microphone

This panel discussion will feature Kent County Sheriff **Lawrence Stelma**, Blue Cross Blue Shield of Michigan Director of Corporate Affairs **Helen Stojic**, Fennville High School Basketball Coach **Ryan Klingler** and Grand Rapids **Mayor George Heartwell** (invited). Learn what it's like to "deal with the media"... and get some pointers from a perspective that can yield better stories for newspaper readers. Moderated by **Ron Dzwonkowski** of the Detroit Free Press.

1:30 p.m. - 2:45 p.m.

Ten Quick Ideas to Produce Revenue on Newspaper Websites

Kevin Slimp shares ideas he's gathered from newspapers throughout North America to create revenue on Websites. Community media professionals love this session! Learn quick, easy ways to add revenue from websites.

Important Deadlines!

- Reserve your room at the Amway Grand Plaza Hotel (800.253.3590) by Monday, Jan. 9, 2012.
- Register for the convention by Monday, Jan. 16, 2012

CONCURRENT SESSIONS:

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

Making Social Media Work for You

This panel discussion will look at social media now...and into the future. The panelists are from all walks of life including a college student, a young newspaper entrepreneur and others who understand the importance of new technology for reaching out to readers and advertisers. **Matt Resch moderates.**

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

Sales Promotions that Increase Revenue, Build Circulation and Win Awards with *Peter Wagner*

Fresh, effective and proven promotions to produce more advertising revenue – *Peter Wagner* draws on his publication's best recent pages and packages as well as ideas for events, niche publications and increasing long term relationships with advertisers. Don't miss this session. Any one of the blockbuster ideas could add big dollars to your publication's bottom line. For publishers, advertising managers, advertising sales specialists, editors, special section managers and circulation managers. Newspaper publisher *Peter Wagner* speaks to associations around the nation on ad sales and marketing. His award-winning publications are still gaining circulation each year. In the past 20 years, Wagner's weekly paper, the N'West Iowa REVIEW, has won more than 200 first place awards in state and national contests and has been Iowa's Newspaper of the Year 17 times.

Peter Wagner:

His session alone could pay for your convention registration

"Our sales jumped 62 percent in November. A good bit of it came from sales principles Peter Wagner reignited in me. We should never underestimate the value the winter convention has to motivate us. It is worth every cent."

- A recent attendee at *Peter's* seminar

4:00 p.m.

Michigan Collegiate Press Association Board Meeting

GENERAL SESSION:

4:45 p.m. - 5:45 p.m.

Live Interview

Joe Grimm will pick a student to participate in a live interview so others can get a sense of what they will be doing once they begin their job search. After the interview, students will have the opportunity to critique both the interviewer and the responses of the person being interviewed. A great chance for students who will soon be looking for a job to gain some tips and tricks for their future interviews.

Dinner on your own

7:30 p.m.

Networking reception and MPAF Annual Tie Auction

Hors d'oeuvres will be served.

10:00 p.m.

Hospitality in the Suite

Saturday, January 28, 2012

GENERAL SESSION:

8:00 a.m. Continental Breakfast

What I learned This Year from Successful Newspapers

Kevin Slimp visits dozens of newspapers each year. He'll share ideas from the best... just for you!

9:30 a.m. - 11:15 a.m.

MPA General Counsel Robin Luce Herrmann

MPA General Counsel Robin Luce Herrmann will lead a discussion about the latest Michigan media law matters. Topics will include "How to protect your Internet assets..." You'll also get updates from MPA staff on exciting revenue growth opportunities and lingering legislative threats.

11:45 a.m. - 1:00 p.m.

Presidents Lunch

"When I make art, I think about its ability to connect with others, to bring them into the process."

- Jim Hodges, Installation Artist



The world's first newspaper "Relation aller Fürnemmen und gedenckwürdigen Historien" (Account of all distinguished and commemerable news) was published in Strasbourg in 1605.

Michigan's first newspaper "MICHIGAN ESSAY; OR, THE IMPARTIAL OBSERVER" was published in Detroit in 1809.



After 407 years of a (more or less) stable business model, The Art of Newspapers has... **CHANGED.**



Yet in many ways it remains the same. Look at the title of the world's first newspaper again: "Account of all distinguished and commemerable news." That describes what Michigan's 320-plus newspapers STILL do... even though some are clearly shifting from news-on-paper formatting to digital delivery in order to account for emerging audience tastes. Our members capture a HUGE audience (*In Michigan, 95% of 18-29 year olds read a print or online newspaper each week and 6.9 million adults (90%) read one during an average seven-day week*), and newspapers, filled with community news, remain the scrapbook of our lives.

Join us in Grand Rapids January 27 and 28 to learn the latest on the changing Art of Newspapers.

"We guarantee that if you don't walk away with at least one idea that generates a 200% return on your entire convention investment, we'll refund your registration fee."



From Engineer to Artist: Calder Connected Audiences

Pennsylvania-born Alexander Calder graduated school with an engineering degree, working different jobs and reinventing himself for several years before becoming an artist during the 1920s. He concentrated his efforts primarily on large-scale commissioned works in his later years. Some of these major monumental sculpture commissions include:

"To an engineer, good enough means perfect. With an artist, there's no such thing as perfect."

-Alexander Calder

La Spirale, for UNESCO, in Paris (1958)



El Sol Rojo (the largest of all Calder's works) installed outside the Aztec Stadium for the Olympic Games in Mexico City.

La Grande Vitesse, ("The Grand Rapids") the first public art work to be funded by the National Endowment for the Arts (NEA) for the city of Grand Rapids, MI. (1969)

