



providing tools
for the future


.WHAT MPA CAN DO FOR YOU.

The Michigan Press Association is committed to providing services that help you prosper in ever-changing times. Emerging tools for industry advancement:

It's what we do.

For YOU





MPA's scope of assistance ranges from issue advocacy related to open government and keeping public/legal notices in our publications, to promote your products to media buyers in Michigan and beyond. We're here to help keep your business viable while providing a strong, independent voice in your community.

issue advocacy and government affairs

MPA is vigilant in monitoring public policies under consideration that would impact your ability to do business. Keeping government open, retaining newspaper notice requirements, preventing tax increases and watching other issues that could be detrimental to you is one of our main imperatives.

In addition to working with legislators and other stakeholders on specific legislation we work every day to provide information to policy makers that help them understand the importance of their community newspapers.

We spearhead statewide efforts during national Sunshine Week to promote transparency in government; we maintain mipublicnnotices.com—a free, searchable database of public notices from all our member newspapers—and we provide support material for members to use in helping us promote important initiatives.

assistance at the touch of a button

LEGAL HOTLINE

As an MPA member you have access to a free legal hotline that gives you access to legal advice about issues including open government, labor and libel laws.

MPA REFERENCE DESK

MPA members have access to a network of fellow members who have expertise in every aspect of the media business including advertising, circulation, production, online content and editorial issues.

IT PAYS TO BELONG

MPA continually works to provide members with savings on items and services used in the course of business. Contact our office for the latest available programs.

publications

MPA has several publications that provide information to members to help them keep abreast of the newest media trends and laws.

THE BULLETIN

The MPA members' Bulletin is the primary source for finding out what's going on in Michigan that will affect newspapers. Published weekly, the Bulletin has public policy updates, legislative information, advertising alerts, trends, upcoming events, guest columnists and other stories and articles designed to help your newspaper and your staff. The Bulletin is published both in print and digital formats at MichiganPress.org.

NEWSPAPER DIRECTORY

This annual publication is the definitive listing of data pertaining to MPA members and their publications.

PUBLICATION LAWS

A comprehensive compilation of publication laws affecting Michigan newspapers.

information, networking and training opportunities

MPA membership is comprised of industry leaders, recognized nationally for their groundbreaking approach to the (print) media evolution. Membership offers instant access to industry leaders, benchmarking, content technology, and new product development.

ANNUAL CONVENTION

The Annual Convention is the major gathering of Michigan newspaper representatives. The program exposes newspaper people to the latest ideas, equipment and trends.

OPEN GOVERNMENT SEMINARS

In conjunction with the Michigan Attorney General, MPA joins forces with member newspapers to hold local work-shops for government officials and the general public about Michigan's Freedom of Information and Open Meetings Acts.

ADCON

This valuable advertising conference for managers and high potential sales staffers from newspaper display, classified and marketing departments serves up a variety of sessions that refresh and refocus selling and managerial skills.

REGIONAL SEMINARS

The Michigan Press Association reaches out to members by sponsoring work-shops on reporting, advertising sales, human resource management, newspaper design, computer software applications and legal and libel issues in a variety of locations across the state.

"REPORTING BASICS" ONLINE TRAINING

MPA has expanded its training by developing online tutorials for journalists. Members are able to access courses on basic news writing, grammatical skills, interviewing fundamentals, news values, back-ground research, localizing stories, reporting basics, covering beats, libel and privacy, math for journalists, covering various units of government and ethics.

BUILDING A DIGITAL NEWSROOM

Building a digital newsroom is a collaborative project between MPA and Michigan State University School of Journalism's Digital Journalism instructor Bonnie Bucqueroux. Following this blog, viewing the video and enhancing your technology skills is free for MPA members!

NEW HIRES AD SALES ONLINE TRAINING

Any publisher or ad manager who has too much turnover and no time to properly train new advertising salespeople needs to jump on this. While it's designed for new hires, other newspapers have also used it for their veterans.

new revenue growth

MPA meets customer demands to provide one-order, one-bill, one-check advertising placement services.

Building new revenue is at the core of our advertising department, a for-profit division of the MPA.

Our members consistently rank our ability to generate new revenue as a leading value of membership and a part of the reason why over 99% of our members renew year after year.

Our revenue generating division, housed under the MNI banner, is designed to complement and not compete with our members' in-house sales staff.

We are often credited with landing new display and classified revenue that our members' in-house staff is unlikely to generate on their own.

Our sales professionals specialize in meeting immediate customer demand to provide single-source placement and fulfillment services within tight deadlines. Focus includes:

- Electronic/Online advertisers
- Mobile Messaging advertisers
- Non-traditional advertisers
- Agency buyers
- In-House corporate media buyers
- National/Statewide/Regional buyers
- Affiliate Organizations



annual contests

BETTER NEWSPAPER CONTEST

MPA members compete annually for various awards in editorial content and graphics. Members know that winning these prestigious awards spotlights their publications within their peer groups, communities and among employees.

COLLEGE NEWSPAPER CONTEST

MPA Student Newspaper members can participate in a contest matching like-sized college newspapers. Competitions include best deadline story; best sports, spot news and feature photography; best design; best editorial writing; general excellence; best online newspaper; best advertising campaigns; best media kit; and journalist of the year, advertising manager of the year and sales representative of the year. Awards are announced during the MPA Annual Convention.

ADVERTISING CONTEST

A companion to the Better Newspaper Contest, the MPA Advertising Con-test focuses on quality copywriting, layout, graphics and color.

PUBLIC SERVICE AWARD

This annual award is presented for “a distinguished example of meritorious public service by a newspaper or newspaper individual that has made a significant contribution to the betterment of the community.”

YOUNG WRITER AWARD

Good writing and reporting is critical to the success of newspapers. That requires good writers and reporters. In order to recognize exemplary efforts of new writers who are beginning their newspaper careers, MPA has established a Young Writer Award. Contact MPA Central Office for further information about this award.

circulation and new-reader development

MPA is leading the conversation pertaining to the transformation of content delivery and is an advocate for digital media growth. We defend traditional print and other content delivery practices of our members. Our core focus is representing community media outlets in print and online in the ever changing media landscape.

EMERGING CIRCULATION TRENDS AND REPORTS

Our monthly newsletter (published in print and digital formats), provides MPA members with a competitive market edge via real-time access to circulation statistics, consumer and advertising insights and new products.

NEW READER DEVELOPMENT

MPA offers advanced insights regarding new reader development. We publish a monthly newsletter to highlight current media methods being used around the country aimed at expanding audiences for our members.



Promoting press freedom and
the power of print since 1868