



## **Agenda**

*updated 5-24-17*

### **Thursday, July 6**

#### **1 pm**

Registration opens – *Prefunction*  
MPA Board Meeting – *Round Island A*  
LPA Board Meeting – *Round Island B*

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#### **4 pm**

MPA Education Foundation Board Meeting – *Round Island A*  
LPA Foundation Board Meeting – *Round Island B*

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#### **5:30-7 pm – Opening Reception – Prefunction**

Enjoy music by **Tropic Flyer** and light hors d'oeuvres as you catch up with friends and colleagues and pick up your registration material.

PRESS Camp Opens – *Location TBA*

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#### **7 pm – Dinner on Your Own**

We'll provide a list of some of the area's best restaurants.

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#### **9:30 – PRESS Camp Closes**

### **Friday, July 7**

#### **8:30 am**

Registration Opens – *Prefunction*  
Silent Auction Opens – *Deer Island*  
Continental Breakfast – *Deer Island*  
PRESS Camp Opens

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**9:30-10:45 am – GENERAL SESSION – Grand D/E/F**

“Real News in an Alternative Fact World”

A panel of journalists discusses the impact of the “Fake News” phenomenon and the challenges it represents for local media newspapers. Moderated by **Kathy Spurlock**, Spurlock Communications. Panelists: **Al Cross**, Institute of Rural Journalism.

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**10:45 am**

MPA-MPS Membership Meeting – *Ship Island A*

LPA Stockholders Meeting – *Ship Island C*

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**Noon**

**OPENING LUNCHEON – Grand A/B/C**

Keynote speaker: **Mike Wilson**, editor, *The Dallas Morning News*

**Golf Outing – Shell Landing Golf Course**

Separate registration required. Greens fees include boxed lunch. Transportation is on your own.

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**1:45-3 pm – GENERAL SESSION – Grand D/E/F**

“Threats to Transparency and the Public’s Right to Know”

A discussion of keeping government and our legislatures accountable in an environment where secrecy is becoming a greater threat. Moderator: **Jack Ryan**, editor and publisher, *Enterprise-Journal*, McComb, MS. Panelists: **Leonard Van Slyke**, attorney, Mississippi Center for Freedom of Information; **Blake Kaplan**, executive editor, *SunHerald*, Biloxi, MS; **Kathy Spurlock**, Spurlock Communications.

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**3 pm** – Break for the afternoon

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**6:30-9 pm – Dinner Party & Entertainment – Grand Ballroom**

Enjoy a buffet meal and music by **Cool Rayz**. Silent auction will remain open during the evening’s festivities.

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**9 pm** – Dessert Reception in Silent Auction – *Deer Island*

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**9:30 pm** – PRESS Camp closes

## Saturday, July 8

### 8 am

Registration opens – *Prefunction*  
Continental Breakfast – *Deer Island*  
Silent Auction opens – *Deer Island*  
PRESS Camp opens

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### 9-10:15 am – BREAKOUT SESSIONS

- A. “Basics of Business Reporting” – *Ship Island A*  
Presented by **Jeff Amy**, Associated Press  
Economic development and growing industry is big news in every community. Know the questions to ask and the sources to seek when big news breaks in your town.
  - B. “Best Design Practices for Public Notices” – *Ship Island B*  
Presented by **Ed Henninger**, Henninger Consulting  
Public notice advertising is an important source of information for the public and an important source of revenue for newspaper media, but it’s often neglected in small type in the back pages. See some unique and inventive ways newspapers are advancing attention and notice of public notice.
  - C. “60 Media Sales Tips in 60 Minutes” – *Ship Island C*  
Presented by **Ryan Dohrn**, Brainswell Media  
Ryan has trained over 4,000 media sales people in 7 countries. He has gathered the very best sales tips from around the globe - and is ready to share them with you. But can you keep up? This is 60 minutes of fun where Ryan shares 60 ideas in a rapid fire format with one member of the group watching the clock to make sure he doesn’t go over 60 seconds for each idea. Come with a pen in hand ready to write, laugh and get some tactical media sales tips you can put in action right away.
  - D. “Adobe and your Workflow: Features from InDesign, Photoshop, and Illustrator.” – *Round Island A*  
Presented by **Lisa Tackett Griffin**, Boone Newspapers  
Consistently ranked as one of the association circuit’s best and most approachable speakers, Lisa will lead attendees on a tour of Adobe products and getting most out of the software integral to production of your newspaper.  
*Limited seating.*
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**10:15-10:30 am** – Coffee Break in Silent Auction – *Deer Island*

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### 10:30 am-11:30 am – BREAKOUT SESSIONS

- A. “Into the Issues: Stories Important to Your Communities and How to Cover Them” – *Ship Island A*  
Presented by **Al Cross**, Institute for Rural Journalism

Al was a longtime reporter and columnist for the Courier-Journal in Louisville, KY, before joining the Institute for Rural Journalism in 2004. There he writes for and edits The Rural Blog, a leading source of practical information and analysis for community journalists. This session will cover common issues relevant to communities across the country and how to source information for reporting on them.

B. "Principles of News Design" – *Ship Island B*

Presented by **Ed Henninger**, Henninger Consulting

Too often solid design for news pages is an afterthought. This session will cover some of the best examples of appealing design that improves both readability and readership itself.

C. "20 Revenue Ideas to Put In Action Today!" – *Ship Island C*

Presented by **Ryan Dohrn**, Brainswell Media

Looking to grow your newspaper revenues right away? Ryan shares 20 proven revenue ideas that are working for newspapers and magazines across the USA. Detailed examples, with equally detailed explanations, will be presented in a fast and fun session with a HUGE focus on revenue. From email ideas, to digital ideas, to print add-on ideas, they are all there.

D. "Adobe and your Workflow: Features from InDesign, Photoshop, and Illustrator" Continues – *Round Island A*

Presented by **Lisa Tackett Griffin**, Boone Newspapers

Consistently ranked as one of the association circuit's best and most approachable speakers, Lisa will lead attendees on a tour of Adobe products and getting most out of the software integral to production of your newspaper. *Continues from earlier 9 am session. Limited seating.*

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**11:30-12:15** – Pre-Awards Happy Hour – *Deer Island*

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**12:15 pm** – Silent Auction closes

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**12:15-2:30 pm**

MPA Better Newspaper Contest Awards & Hall of Fame Luncheon – *Grand A/B/C*

LPA Newspaper Contest Awards Luncheon – *Grand D/E/F*

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**5 pm** – PRESS Camp concludes

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**6-8:30 pm** – **Post-Convention Schooner Cruise**

Departs from Biloxi Schooner pier, a half mile to the east of the Golden Nugget. Two-and-a-half hour cruise includes light hors d'oeuvres, beer, wine and soft drinks.

Transportation is on-your-own.