

JULY



2017

MPA-LPA

JOINT CONVENTION



July 6-8, 2017 | Golden Nugget | Biloxi

HOTEL RESERVATION DEADLINE IS MONDAY, JUNE 12! SEE INSIDE



MPA-LPA Joint Convention Preliminary Agenda

Thursday, July 6, 2017

- 1 pm Registration Opens
MPA-MPS Board Meeting
LPA Board Meeting
- 4 pm MPAEF Board Meeting
LPA Foundation Board Meeting
- 5:30 Welcome reception
PRESS Camp opens
- 6:30 Dinner on your own
- 9:30 PRESS Camp closes

Friday, July 7, 2017

- 8:30 Registration opens
Silent Auction opens
Continental breakfast in Silent Auction
- 9 am PRESS Camp Opens
- 9:30 GENERAL SESSION
“Real News in an Alternative-Fact World”
Moderator: **Kathy Spurlock**, Spurlock Communications; Panelists: **Al Cross**, director, Institute for Rural Journalism and Community Issues; (More TBA)
- 10:45 MPA Membership meeting
LPA Stockholders meeting
- Noon LUNCHEON
Guest Speaker: **Mike Wilson**, editor, The Dallas Morning News

Golf Outing at Shell Landing
Greens fee includes boxed lunch
- 1:30 GENERAL SESSION
“Threats Against Transparency and the Public’s Right to Know”
Moderated by **Jack Ryan**, publisher, Enterprise-Journal. Panelists: **Leonard Van Slyke**, Mississippi Center for Freedom of Information; **Blake Kaplan**, executive editor, SunHerald; **Kathy Spurlock**, Spurlock Communications; (more TBA)

- 3 pm Break for afternoon
- 6:30 Dinner Party
Buffet meal with entertainment by **Cool Rayz**
- 9 pm Dessert & Hospitality in Silent Auction
- 10 pm PRESS Camp closes

Saturday, July 8, 2017

- 8 am Registration opens
Continental breakfast in Silent Auction
- 8:30 PRESS Camp opens
- 9 am Breakout Sessions
A) Basics of Business Reporting. Presented by **Jeff Amy**, Associated Press
B) Best Design Practices for Public Notices. Presented by **Ed Henninger**, Henninger Consulting
C) Digital Sales Strategies. Presented by **Ryan Dohrn**, Brainswell Media
D) What’s New in Newspaper Technology. Presented by **Lisa Griffin**, Boone Newspapers
- 10:15 Morning break
- 10:30 Breakout Sessions
A) Into the Issues: Stories Important to Your Community and How to Cover Them. Presented by **Al Cross**, director, Institute for Rural Journalism and Community Issues
B) Principle of News Design. Presented by **Ed Henninger**, Henninger Consulting
C) 60 Revenue Ideas in 60 Minutes. Presented by **Ryan Dohrn**, Brainswell Media.
D) What’s New in Newspaper Technology. Presented by **Lisa Griffin**, Boone Newspapers
- 11:30 Pre-Awards Happy Hour in Silent Auction
- 12:15 MPA BNC Awards Luncheon
LPA Awards Luncheon
- 2 pm Adjourn
PRESS Camp concludes
- 6 pm Post-Convention Schooner Cruise

IT'S A GREAT BET... YOUR STAY IN BILOXI WILL BE FANTASTIC!

Convention Room Block Expires Monday, June 12, 2017



GROUP RATE

\$99 Wednesday-Thursday, July 5-6

\$199 Friday-Saturday, July 7-8

Call **800-777-7568** and reference the group code S176161 or go to mpalpa2017.com for a link to make your room reservations online.

MPA-LPA Golf Outing

Friday, July 7, 2017, 12 Noon
Shell Landing Golf Course, Gautier, MS



REGISTRATION FORM

Greens fee: \$99, includes boxed lunch

Player 1 Name _____

Player 2 Name (attach separate sheet for additional players) _____

\$ _____
Total fees

Newspaper or Organization Name _____

Billing Address _____

City _____ Zip _____

Cell phone number _____

Contact email _____

Payment
 Check Enclosed MC/Visa/AMEX Bill Me

Card Number _____ Exp Date _____

Name on Card _____

Signature _____



12 Miles east of the
Golden Nugget off U.S. 90.

3499 Shell Landing Blvd,
Gautier, MS

shelllandinggolf.com

Return with payment to MPA, attn: Monica Gilmer
371 Edgewood Terrace, Jackson, MS 39206
Fax: 601-981-3676 » mgilmer@mspress.org

Post Convention Cruise

Saturday, July 8, 2017, 6-8:30 pm

Aboard the Biloxi Schooner



REGISTRATION FORM

\$40 per passenger, includes refreshments

Passenger 1 Name _____

Passenger 2 Name (attach separate sheet if needed) _____

\$ _____
Total fees

Newspaper or Organization Name _____

Billing Address _____

City _____

Zip _____

Cell phone number _____

Contact email _____

Payment

Check Enclosed MC/Visa/AMEX Bill Me

Card Number _____

Exp Date _____

Name on Card _____

Signature _____



The Schooner Pier Complex is just over a half-mile west of the Golden Nugget.

Transportation is on-your-own.

To arrange taxi service:
Call (228) 861-3274 or (228) 257-4702
Uber is also available on the Gulf Coast

Cruise departs shortly after 6 pm,
docking around 8:30 pm.

Refreshments will be served on board.

Seating is limited to 40 passengers.

Return with payment to MPA, attn: Monica Gilmer
371 Edgewood Terrace, Jackson, MS 39206
Fax: 601-981-3676 » mgilmer@mspress.org



MISSISSIPPI PRESS ASSOCIATION
**EDUCATION
FOUNDATION**
ESTABLISHED 1983

Silent Auction 2017 Donation Form

Item/Service Donated: _____

Retail Value (\$25 suggested minimum): _____

Description of item or service (please include size, color, available dates, restrictions, expiration dates and any other important information):

Name of company or individual to be recognized for donation:

Address/City/State/Zip _____

Phone: _____ Email: _____

Contact (if different from above): _____

Phone: _____ Email: _____

The silent auction will be open during MPA convention ~~July 28-30~~ 2017.

Please mail or fax this form to Mississippi Press Association. All items should be delivered to MPA by June 30th. UPS and other deliveries can be made from 8 am to 5 pm, Monday through Friday. For more information, contact Monica Gilmer at 601.981.3060, or email mgilmer@mspress.org

Mississippi Press Association Education Foundation
371 Edgewood Terrace, Jackson, Mississippi 39206
Phone: 601.981.3060
Fax: 601.981.3676
Tax ID# 64-0731681



MPA-LPA 2017 Joint Convention

Golden Nugget Hotel & Casino, Biloxi, MS » July 7-9, 2017
 Return to MPA: 371 Edgewood Terrace, Jackson, MS 39206 » Fax 601-981-3676
 Questions? Contact Monica Gilmer » mgilmer@mspress.org » 601-981-3060

Online registration available now at mpalpa2017.com

NEWSPAPER/COMPANY NAME _____ PHONE _____ FAX _____
 STREET/CITY/STATE/ZIP _____ EMAIL _____

IMPORTANT INFORMATION

- Lodging deadline is MONDAY, JUNE 12, 2017.** Call the Golden Nugget toll-free at 1-800-777-7568 and reference the group code S176161, or go to mpalpa2017.com to find a link for making reservations online. Room rates - July 5-6: \$99 (standard king), \$119 (balcony room, as available); July 7-8: \$199 (standard king), \$219 (balcony room, as available).
- Meal tickets must be purchased in advance of function. The cut-off date for pre-registration and guaranteed meal tickets is June 30, 2017. After this date, participants must register at the convention registration desk and meal tickets cannot be guaranteed.
- Refund/Cancellation Policy: Refunds minus \$35 administration fee authorized when cancellation received prior to July 3, 2015, or 72 hours prior to function. Late cancellations and no-shows forfeit refunds and will be billed for any outstanding charges.
- Special dietary needs? Please attach a note of explanation to this form and we'll make every effort to accommodate your requests.

REGISTRATION

Fees: \$195 all inclusive, of meals, social functions, breaks and sessions. \$150 day rate for Friday or \$100 for Saturday only (Saturday includes contest luncheon), or \$55 for luncheon only ticket. Please fill out form completely with attendee names, mark registration options for each and then add fees for total amount due. There is no charge for the Thursday evening reception.

	THURSDAY RECEPTION No Charge	FULL REGISTRATION \$195	FRIDAY ONLY \$150	SATURDAY ONLY \$100	AWARDS BANQUET ONLY \$55	AMOUNT DUE
Please print names as they will appear on badges.						
_____ Email: _____						
_____ Email: _____						
_____ Email: _____						
_____ Email: _____						
_____ Email: _____						

PAYMENT

Please select method of payment and return with registration form to MPA no later than June 12, 2015
 () CHECK ENCLOSED () SEND INVOICE

Vendor tables: Add \$500 _____
Late fee: Add \$15 if registering after June 30, 2017 _____
GRAND TOTAL DUE _____

CARD NO. _____ EXP. DATE _____

CHARGE AMOUNT _____ NAME ON CARD _____

FULL AGENDA & MORE ONLINE @ MPALPA2017.COM