



2017 MNA Daily Newspaper Meeting

*Hosts - Crystal Miller, Albert Lea Tribune and
Chris Knight, APG- Mesabi Daily News, Virginia*

Thursday, September 21

11:00 a.m. meet in Embassy Suites lobby for group transportation to Heritage
Embassy Suites Hotel: 12 South 6th Street, Minneapolis

11:30 a.m. Tour and Lunch Star Tribune Heritage Printing Plant –
Heritage: 800 North 1st St., Minneapolis

Return to Embassy Suites Embassy Suite Hotel

1:45 p.m. or immediately following tour –
Official welcome and introductions

Group roundtable discussion

- ◆ Possible topics: Monetizing mobile page views: Competing with Facebook:
Leveraging/growing FB audience: Attracting and retaining good people: Retaining and
growing help wanted advertising revenue: Developing a sponsored content / native
advertising program: Instituting Paywalls – what's working?: Re-writing headlines for
website and social media: Video advertising services: Hosting events without losing core
business due to refocused time and energy: Switching from carrier to mail delivery.
Centralizing operations: **All topics welcome**

4:00 p.m. Annual Daily Meeting Idea Exchange *Everyone will have the opportunity to present
their best revenue-generating idea since last year's exchange. Bring 25 copies of any materials
to share.*

Social Hour at **Embassy Suites**

6:30 p.m. Reception and dinner – *Gluek's Cash bar will be available for the evening.*

Friday, September 22

Beginning at 7:00 a.m. Breakfast is available on 2nd floor of **Embassy Suites** for overnight guests

8:30 a.m. Continue Idea Exchange and Group discussion

9:30 a.m. Legal update with MNA Attorney Mark Anfinson

11:30 a.m. Final thoughts and meeting wrap up

Meeting will adjourn by noon.