

The Changing Role of Media in the Social Age

Presenting Sponsor: The Kresge Foundation

December 15, 2022

WDIV- Local 4 Studios 550 West Lafayette Blvd. Detroit MI 48226

Detroit Regional Chamber One Woodward Avenue Suite 1900 Detroit MI 48226

8:30 a.m. **Breakfast & Networking** – WDIV – Local 4 Studios – Studio B

8:45 a.m. **WDIV Program begins:**
Bob Ellis, VP and GM of WDIV
Devin Scillian, Anchor, WDIV
Jamie Kaye Walters, COO, VVK PR + Creative

9:20 a.m. **Tour of the station newsroom**

9:45 a.m. **WDIV program concludes**

Move to Detroit Regional Chamber 19th Floor

10:15am **Detroit's News Media**
Nancy Kaffer, Columnist, Detroit Free Press
Catherine Kelly, Executive Director, BridgeDetroit
Chad Livengood, Politics Editor and Columnist, Detroit News
Sherri Welch, Senior Reporter, Crain's Detroit Business

11:00am: **PR & Corporate Communications: Lessons in Crisis Communications, Developing Thought Leaders, and Controlling the Narrative**
Paula Silver, Senior Vice President, Corporate Communications, Public Affairs, DTE Foundation, DTE Energy
W. Kim Heron, Senior Communications Officer, The Kresge Foundation
Peter Van Dyke, CEO, VVK PR + Creative
Moderator: James Martinez, CraftWord LLC

11:45 a.m. Lunch

12:30 p.m. **Politics & The Media**
Zach Gorchow, Executive Editor and Publisher, Gongwer
Zoe Clark, Political Director, Michigan Radio
Moderator: Brad Williams, Vice President, Detroit Regional Chamber

1:15 p.m. **Personal Branding**
Robert Courtney Collins, Robert Courtney & Associates

2:00 p.m. Break

- 2:15 p.m. **The New Media**
Amber Boone, CEO, Amber Boone Consulting
Candice Fortman, Executive Director, Outlier Media
Annalise Frank, Axios
Jer Staes, Co-Founder and Producer/Host, Daily Detroit
- 3:00 p.m. **The Art of Storytelling**
Eric Thomas, Chief Storyteller, City of Detroit
- 4:00 p.m. Social Hour
- 6:00 p.m. End of Session