



Media and Artificial Intelligence

Friday, December 12th

WDIV Detroit and DoubleTree Suites Fort Shelby

550 W. Lafayette Blvd., Detroit, MI 48226 and 525 W. Lafayette Blvd., Detroit, MI 48226

- 8:30 a.m. **Class Arrival and Breakfast**
- 9:00 a.m. **Welcome Remarks**
- 9:05 a.m. **WDIV Detroit Panel: The Power and Evolution of Local News**
Rhonda Walker, Anchor, WDIV Detroit
Jason Colthorp, Anchor/Reporter, WDIV Detroit
*Moderator: **Jamie K. Walters**, Chief Marketing Officer, VVK PR + Creative, LD 40*
- 9:45 a.m. **WDIV Detroit Tour**
- 10:45 a.m. **Transition to DoubleTree Suites Fort Shelby**
- 11:00 a.m. **The Evolution of Non-Traditional Media**
Orlando Bailey, Executive Director, Outlier Media
Amy Barczyk, Assistant Managing Editor, Crain's Detroit Business
Jer Staes, Executive Producer, Daily Detroit
*Moderator: **Matt Friedman**, Co-Owner, Tanner Friedman*
- 11:45 a.m. **Lunch**
- 12:45 p.m. **The Greatlakes Civility Project**
Nolan Finley, Editorial Page Editor, Detroit News
Stephen Henderson, Executive Advisor, Bridge Detroit
- 1:45 p.m. **Networking Break**
- 2:00 p.m. **AI Uses, Ethics, and Challenges**
Donald Webster, Senior AI Director, Prompts.ai
- 2:45 p.m. **Networking Break**
- 3:00 p.m. **AI in Action: Interactive Practical Strategies for Leaders**
Shatica McDonald, Office Managing Director and Client Account Executive, Accenture
Bill Shea, Managing Director, Design and Digital Products Lead, Accenture SONG
Mike Betts, ABG Partner Development Director, Accenture
Dan Linsky, Product Owner and Architect, Accenture
Jessica Roy, Managing Director, Public Service, Accenture, LD 44
Kendra Quinlan, Market Development Director, Accenture, LD 34



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4:00 p.m. **Group Action and Report Outs:**

Use your AI tools to help you think about, plan, and answer the following questions:

- 1) What have you learned from the two sessions today that you can use AI for to help you in your everyday life? (e.g., become more efficient with time? Create daily tasks and plans? Draft schematics for projects I want to complete? Use it for 15 minutes a day to learn a new skill?)
- 2) Identify a specific goal for each, personal and work, that you will use AI to help you accomplish in 2026.

4:50 p.m. **Wrap Up and Class Announcements**

5:00 p.m. **End of Session**