



2026 Mackinac Policy Conference

A Quest for Common Ground

Digital
Views:
367,579

Buttigieg
YouTube
Views:
103,999¹

Broadcast
Views:
4,577²

Avg. Watch
Time:
00:15:28³

The 2026 Mackinac Policy Conference brought together more than **1,500 notable business, government and community leaders**. Focused around “A Quest for Common Ground,” influential voices from across the political and ideological spectrum discussed the challenges and opportunities facing Michigan — including economic competitiveness, workforce development, education, infrastructure, health care, artificial intelligence, and the state’s long-term growth.

For the **16th consecutive year**, Detroit PBS partnered with the Detroit Regional Chamber to provide full coverage of the proceedings with Zoe Clark, Stephen Henderson, and Nolan Finley at the helm, featuring exclusive interviews with prominent decision-makers. This year's content (broadcast, livestream, and VOD) was **viewed 372,156 times**.

The Detroit PBS weekly news program, *One Detroit*, also aired a segment previewing the conference and a broadcast special featuring critical conversations and topics from the week.

The **live streams reached an audience in Michigan, 42 other states and 13 countries**. Top states outside of Michigan included Illinois (1,171), District of Columbia (220), and Virginia (182). Top countries outside of the United States include Canada (61), Brazil (5), and Germany (4).

All the content was offered at no cost to any public and commercial media outlet, providing access to the conference to as many people as possible. **Media outlets that carried the stream include USA Today Networks, Detroit Free Press, WDET, WKAR, WNIT, NewsBreak, CARES of Farmington Hills, Delta Public Media, Desert Sun, Local Media Association, and Michigan Public.**

1. The “Pete Buttigieg on the Gordie Howe International Bridge” video has the most views on YouTube. **2.** Views across One Detroit MPC segment and Wrap-up show. Includes original and re-airs. **3.** Average View Duration for Vimeo.



**ONE
DETROIT**
DETROIT PBS

2026 Mackinac Policy Conference

A Quest for Common Ground



Highlight: U.S. Senate Democratic Candidates Debate

Candidates for U.S. Senate participated in a Democratic debate at the 2026 Mackinac Policy Conference, discussing the issues shaping Michigan and the nation. The debate featured questions on public policy, leadership, the economy and the priorities facing voters across the state. Participants: Abdul El-Sayed, Candidate for U.S. Senate; Mallory McMorrow, Candidate for U.S. Senate; Michigan Senator (D-Royal Oak); Haley Stevens, Candidate for U.S. Senate; U.S. Representative (D-MI 11).

**Live Digital
Views:
4,549**

**VOD Digital
Views:
34,218**

**Average
Watch Time:
11:27
Minutes***

*Average Watch Time based on One Detroit and Detroit PBS Facebook, YouTube, and Vimeo.



**ONE
DETROIT**
DETROIT PBS

2026 Mackinac Policy Conference

A Quest for Common Ground



Jason Colthorp, Elissa Slotkin, and Sen. Gary Peters



Rip Rapson, Jeff Donofrio, Elizabeth Birr Moje, and Nikolai Vitti



Zoe Clark, Shawn H. Wilson, and Courtney Smith



Governor Gretchen Whitmer



Cornel West

Sponsored by:

MASCO

DTE Foundation

Kettering
UNIVERSITY®