



December 2010 • Vol. 7 Issue 12

ADNEWS

A MONTHLY PUBLICATION SUPPORTING APA-MEMBER ADVERTISING PROFESSIONALS

Arkansas Press Services, Inc. is a subsidiary of Arkansas Press Association, 411 South Victory, Little Rock, AR 72201 • 501.374.1500

IMPORTANT DATES

JANUARY 31

Better Newspaper Advertising Contest, Entry Deadline

FEBRUARY 17

South Carolina Press Judges APA Advertising Contest

MARCH 17-18

APA Advertising Conference, Arlington Resort Hotel & Spa



Working for you...
NOVEMBER

Gross Advertising Sales
\$336,854.86

Ordered Advertising Not Run
\$2,708.07

"The secret of man's success resides in his insight into the moods of people, and his tact in dealing with them."

—J. G. Holland



HAPPY HOLIDAYS FROM THE APA SALES STAFF | from left: **Eva Bakalekos**, Advertising Networks Sales Consultant, **Rebecca McGraw**, Media Planner and Buyer, **Dave McGough**, Marketing Consultant, and **Ashley Wimberley**, Marketing Director. Not pictured: **Linda Higgs**, Advertising Networks Manager. APA offices will be closed Dec. 24 and Dec. 31 in observance of the holidays.

2011 APA Advertising Conference “Going Green”

Training to Coincide with Hot Springs St. Patrick's Day Festivities

Get out your green and plan to attend the annual APA Advertising Conference on March 17-18 in Hot Springs. The conference will be held in the Downtown Historic District at the Arlington Hotel, allowing the group to take part in the city's planned St. Patrick's Day festivities.

Due to the Thursday holiday, the schedule will flip-flop with the APA Day at the Races kicking off the conference at noon. In addition to betting on favorite horses, attendees will enjoy a lunch buffet at Oaklawn Jockey Club.

Post-races, the group will have the opportunity to attend the city's annual parade, coined the “World's Shortest St. Patrick's Day Parade” featuring Grand Marshal **John Corbett**. Corbett is well known for his acting roles in “Sex & the

City” and “My Big Fat Greek Wedding.”

Thursday evening will conclude with dinner on your own and a “Welcome Reception” from 8:30 to 10:30 at the Arlington Hotel.

The ever-popular “Hot Ideas Exchange” with cash prizes will take place over breakfast Friday morning, and ad conference speaker **Tim Smith** will follow, sharing ideas on sales presentations and how to handle objections.

The conference will conclude with the 2011 Better Newspaper Advertising Awards Luncheon.

Remember the deadline for advertising contest entries is January 31. Registration information will be available on the APA website and in the January edition of *AdNews*.



INDUSTRYNEWS

BY ASHLEY WIMBERLEY, APS DIRECTOR OF MARKETING

Finding Balance Results in Long-Term Success

Each year, as we close out our fiscal year and plan for the next, I'm reminded of something. Sales is not for sissies.

Sales is a roller coaster ride full of twists and turns, ups and downs. Some get on and promptly lose their lunch. Others ride once and get off with shaky knees and sweaty palms and wonder what the heck just happened.

Then you have that wild and crazy group of thrill-seekers who ride, get off and get right back in line again. Those are your salespeople. We thrive on the speed, the unknown, the fear and the excitement.

While the constant ride is no doubt exhilarating, I recently read a sales study that not only suggests we need to spend some of our time being a bit more deliberate to stay balanced and continue to succeed— it proves it. It's not always healthy or productive to be going full-steam, because you can't think clearly when you're hanging upside down.

The study, developed by Bigby, Havis & Associates, reports salespeople with certain personality traits such as resilience, follow-through and optimism have the highest earnings. Interestingly, it wasn't the ones who talked the fastest, dressed the snappiest or even had the most sales knowledge and skill.

What the study proves is salespeople with "balanced personalities" become and stay the most successful over the course of time. This means to me:

1) We must have more than one speed. We can't be the salesperson who's like the Energizer Bunny on crack. You know...the one that gives us all a bad reputation. We also can't be the nearly comatose salesperson who taps our fingers on our desk waiting for the phone to ring. Both of these types suffer from burnout (from different ends of the spectrum) faster than you can say newspapers rock.

2) We must understand, implement and enjoy all parts of the sales process. Sales is more than the actual call and the schmoozing. It's also research, strategy, goal-setting, budgeting, follow-through and evaluation. This one point, in my opinion, is why it's so hard to find and keep a good salesperson. Generally, one personality likes the meeting and schmoozing and another likes the research, strategy and evaluation. A successful salesperson works through and enjoys the full process.

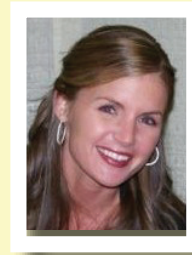
3) We must take our jobs very seriously but be capable of having fun at the same time. Put yourself in our clients' shoes. What is better than working with a dependable person who also happens to be fun? One of my former associates said it best – all successful business is a result of solid relationships backed by results.

4) We must maintain optimism and use defeat for further motivation. Writer David Snyder explains, "Great sales people (those who make the most money) are able to weather the brutal discouragements that come in the sales life because their brains are wired differently. Drawing on brain wave research I helped to conduct at Harvard, we can say that people with a high degree of 'positive affect' or 'optimism' have more electricity flowing through the areas of the brain that control approach-related or 'pro-active' style behavior. Because of this excess of 'positive' energy, these relentlessly pro-active optimists are able to see nothing but opportunity, even in situations where other people may see only tragedy or defeat."

So, as we're planning for 2011, let's briefly hop off the coaster from what's been a crazy ride in 2010. We can use this opportunity to recharge, renew and plan what's going to make the ride even faster and smoother when we jump back on for 2011.

It's no doubt going to be another great year. Brace yourself and enjoy the ride.

Get to Know...



Tara Lynch,
Fort Smith
Times Record

Q: What talent do you wish you had?

Singing!!

Q: What's your biggest pet peeve?

Bad grammar

Q: If you won \$10,000 today what would you do with it?

Book a trip to Hawaii

Q: What's your favorite Arkansas tourist spot?

Hot Springs

Q: What's your favorite thing to do in your spare time?

What is spare time? Probably running

Q: In one word, how would you describe yourself?

Short & Sassy!

Rate Cards Needed

APA will soon be upgrading to a new computer program.

Please send a copy of your most recent rate card to rebecca@arkansaspress.org or fax to **501-374-7509** at your earliest convenience.



FROM THE FIELD

BY DAVE MCGOUGH, APS MARKETING CONSULTANT

Thankful for the Newspaper Industry

I can't wait to find out if I'm dying to come back to work around Wednesday of my first-ever, week-long hiatus from work that isn't a week-long vacation. Two full days with a couple of 3-and-unders seems much worse than getting snubbed in a sales call, doesn't it?

I am looking forward, though, to having a little time to unwind, maybe fish a bit, and gear up for a new year. With that in mind, here are my 11 thoughts, beliefs and dreams for the next great year in my life, 2011 (overflowing cup of optimism sold separately):

- I look forward to reading more positive headlines about the newspaper industry. Honestly, hasn't this tired horse been beaten enough? I hope to see stories about year-over-year growth, increased circulation, advertising upticks and things like that. It seems high time to me that we started trumpeting our every success since every other medium in the country cannot wait to broadcast our failures.

Maybe, as an industry, we should start a blog that highlights the comic mistakes on our nightly television news or that fact-checks all of the blogs or that checks the pulse of the radio industry. Newspapers are dinosaurs? Does anyone under the age of 12 even use the word "radio" anymore?

- I am absolutely thrilled I can spend 2011 chasing real advertisers and not political candidates. Can I get an Amen? It's just way too much time and energy and way too many headaches to ever enjoy election season. It's good business, I know. But the pain-in-the-you-know-what candidates just completely outnumber the ones you enjoy to the point that you just plain dread the phone calls.

- I am happy that the economy is getting better. It has to be getting better, right?

- Now, granted, I'm a sports junkie, but has the Sports Page ever been more of a must-read than it is heading into 2011? Surely we can sell some ads into this! From Bobby Petrino and the football Razorbacks to the 2011-12 basketball Razorbacks to an exciting new football coach at ASU to UALR's dominant women's team to the many other small college success stories we have now to Cliff Lee flipping the bird at New York (sorry, that one was personal), it's a great time to be an Arkie sports fan if you ask me.

- I believe we have some great investigative reporters in Arkansas right now, and I think they will play a part in our Renaissance and return us to the front of people's minds. How can you put down some of the finger-wagging pieces of journalism that have been churned out by our state's journalists this past year?

- I think this is the year we start making some progress toward having a better system of showing our true reach. Paid circulation is so 1999. Media buyers are buying online ads because they can take the web stats and make themselves look good. Those freebie TV and radio ads they get – even though they are at 3 a.m. – make them look good. Like them or not, these media buyers control the purse strings and we need a new way to start making them look smarter to their bosses.

- I honestly believe the data about the next big thing in the industry. I think everyone needs a pretty, easy to navigate, useful and informative web presence. It may not ever really be that profitable but I do think you need it. However, if you spend much time here in the Capital City, I think you would agree that having some sort of plan to reach people on their mobile phones is going to be the next big thing. People stare at them through lunch. People check them all day at their desk. People can't drive without them being glued to their ear. I do think Arkansas has a ways to go before this tidal wave hits us, especially in our rural areas, but I do think it's coming and we had better be thinking about it.

- I think working in an industry that some people have so little faith in, makes your successes that much more rewarding. I expect to have a rewarding year in 2011, too!

- Part of me wishes it was 2008 because I am running out of ideas.

- I am thankful to have the opportunity to have a great job with a couple of great bosses – that's Tom Larimer and Ashley Wimberley if you're scoring at home – and to have an opportunity to continue working in an industry that I love and that I truly believe will continue to thrive for many, many years to come.

- On a personal note, I am excited that 2011 means my family is growing from four to five. I have a supportive and loving bunch at home, and they provide me with the motivation to be successful. Some days that's needed more than others!

Happy New Year everyone!

In the News



MOBBS

Scott Stine.

Longtime Arkansas Democrat-Gazette advertising director **John Mobbs** will assume a new role within the department at the end of 2010, opening the door to new advertising director



STINE

Stine, who started at the newspaper in a part-time capacity in 1988 and moved to the ad department as an intern in 1993, most recently held the title of advertising sales director. Stine,

42, studied marketing, advertising and business administration at the University of Arkansas-Little Rock.

Mobbs, the newspaper's ad director since 1983, will continue working in the role as advertising manager, with his focus primarily on major accounts and staff development. Mobbs cited spending more time with his family as one of his primary reasons for leaving the post. He began work with the newspaper in 1978 as an account executive selling the TV magazine.

The *Little Rock Daily Record* will soon be switching to a Tuesday/Friday publication schedule instead of their normal four-day-a-week Tuesday-Friday approach, according to editor in chief **Jay Edwards**. The *Daily Record* will continue to produce a real estate edition on Tuesday and a law edition on Friday.

With the move to semi-weekly status, the number of daily newspapers that are members of the Arkansas Press Association now stands at 28. Total membership currently sits at 131.

Six quick fixes for ad headlines

BY JOHN FOUST VIA NATIONAL NEWSPAPER ASSOCIATION

Research shows that the headline is the most important part of a print ad. If you have a headline that hits home with a reader, there is a good chance that he or she will read further. If not, you've lost your chance.

Here are some ideas to power up your headlines:

Start with a verb. When you lead off with a verb, you can transform a message from passive to active. A verb puts readers in the present tense and calls them to take a specific form of action. Go, find, get, take, try – these are all verbs that add life to a headline. A lot of times, a small adjustment is all it takes. For example, “Get a free widget when you test drive a Zoom-mobile” is better than, “Zoommobile will give you a free widget with a test drive.” See the difference?

Start with “how to.” This is a handy copywriting tool. These magic words can create a superhighway to a benefit headline. Part of the magic is in the fact that, once you've written the headline, you can drop the words “how to” and still have a benefit headline. “Do yard work faster” promises the same benefit as “How to do yard work faster.”

Use the word “free.” In the Zoom-mobile example, the verb “get” is connected to a free offer. This is a strong combination, because a timely giveaway will never go out of style. Consumers love to receive free things. Free offers can be used to promote anything from restaurants (buy one pizza, get one free) to clothing (free alterations with new suit) to real estate (free relocation information).

Use the word “save.” This is one of the strongest verbs in your toolbox. Once again, it's all about benefits. Show readers how they can save money, time, or some other valuable commodity, and you will have their attention.

Use specific dollar amounts and percentages. Specifics always sell better than generalities. “Take \$2,000 off the purchase of your new car” is better than “Take a big discount on the purchase of your new car.” And “Save 25 percent on new carpet” is more compelling than “Save a lot on new carpet.” Using specific numbers can help advertisers avoid meaningless phrases like “fantastic deals,” “unbelievable bargains” and “best prices ever.” As a result, their messages will have more clarity and impact.

Use short words. Two facts are worth mentioning: 1. People read publications – including newspapers – at a glance. 2. Short words are easier to read than long words. People turn pages faster than advertisers would like. In fact, I have found that a typical reader spends about three seconds looking at a newspaper page. In that brief window of time, he or she makes decisions about what to read and what to skip.

The challenge – and the solution – is obvious. Use short words, and you'll give your headline stopping power. You'll make it easier for those hurried page turners to catch the essence of your message.

How to not turn off your customers

A survey reveals the worst practices of sales reps.

Looking to help your company reinvigorate sales? It may be helpful to learn what your sales reps should *not* do. In a survey of more than 1,200 companies in the United States and Europe, McKinsey & Co. sought to learn which sales-rep practices are most destructive to B2B company-customer relationships. The traits most criticized by customers include:

- Too much contact: 35%
- Lack of knowledge about their own or competitors' products/services: 20%
- Lack of industry knowledge about usefulness of product/service to customer: 9%
- Sales style is too aggressive: 8%
- Customer forgotten/ignored after sale: 8%
- Other: 20%

NOTE: “Other” includes inconsistent sales teams, slow response, too little contact, and no single point of contact, among other complaints.

Sources: McKinsey & Co. and CFO Magazine

January *is...*

Resolution time!

To reach customers who resolve to GET HEALTHY: call on health food stores, pharmacies, doctor's offices (any sort, for checkups), gyms, sporting goods retailers, shoe stores, diet centers, yoga studios, chiropractors, hypnotherapists (for kicking bad habits), martial-arts studios, kitchen stores (for healthy cooking supplies), bookstores, consumer electronics stores (for exercise DVDs, MP3 players).

To reach customers who resolve to MANAGE FINANCES: call on accountants, stockbrokers and investment firms, banks, tax-preparation firms, debt consultants, financial planners, computer stores (for financial software), bookstores, mortgage brokers (for refinancing), lawyers (for estate planning)

To reach customers who resolve to GET ORGANIZED: call on office-supply stores, home-improvement stores (re-do your closets!), personal organizers, cleaning firms, waste-removal firms, charities (to solicit donations), shredding services, recycling services

Need demographic *info?*

What better time than the new year to revamp your sales materials? If you would like demographic information for your sales areas, such as household income and spending habits, contact

Ashley Wimberley at
ashley@arkansaspress.org.

2010 BONUS WINNERS!



Heather Lawrence
Dumas Clarion

- Winner of
- \$100 Holiday Cash Award
 - Celebrate DAN Day
 - \$100 October Award
- Total \$325**



Dan Feuer
Fairfield Bay News

- Grand Prize Winner of
- Design House Ad December
 - Ad Contest in April
- Won vacation for 2
Total value \$550



Crystal Geraldson
Log Cabin Democrat

- Winner of
- February Cash Contest
- Total \$100**



Kim Taber
Malvern Daily Record

- Winner of
- February Sales Contest
- Total \$25**



Todd Edwards
Harrison Daily Times

- Second Place Winner of
- May Day Contest
- Total \$50**



Steve Knox
The Osceola Times

- First Place Winner of
- May Day Contest
- Total \$100**



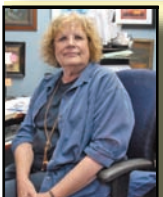
Lana Winkler
Times Record, Ft. Smith

- Winner of
- July House Ad Contest
- Total \$100**



Kelly Horn
Times Record, Ft. Smith

- Winner of
- July House Ad Contest
- Total \$50**



Ginnie Tyson
The Atkins Chronicle

- Winner of
- 2011 Calendar of Events Media Directory Contest
 - May Day Contest
- Total \$200**



Linda Kroon Van Diest
Stone County Leader

- Winner of
- July & Nov. House Ad Contest
- Total \$200**



Jim Kennedy
Stuttgart Daily Leader

- Winner of
- Sept. Classified Promotions
- Total \$250**



Mary Bloomquist
Benton Courier

- Winner of
- November Contest
- Total \$150**



Michael Murphy
Sherwood Voice

- Winner of
- December Bonus Sales
- Total \$25**

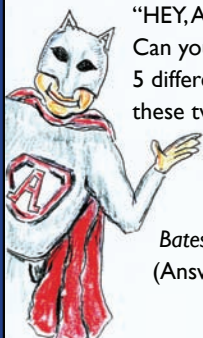


Shelly Garth
Batesville Guard

- Winner of
- December Bonus
- Total \$250**

TEST YOUR KNOWLEDGE OF THE THE NETWORK RATE CHANGES

by Eva Bakalekos



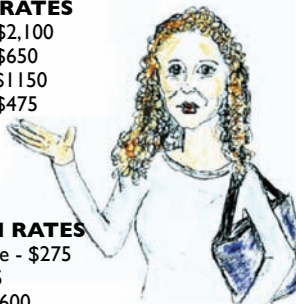
"HEY, AD REPS!
Can you find at least
5 differences between
these two frames
featuring
Shelly Garth
of the
Batesville Guard?
(Answers below)

2010 ARDAN RATES

- 2x4 Statewide - \$2,100
- 2x4 per region - \$650
- 2x2 statewide - \$1150
- 2x2 per region - \$475

2010 ARSCAN RATES

- 25 word statewide - \$275
- 1x2 region - \$185
- 1x2 statewide - \$600

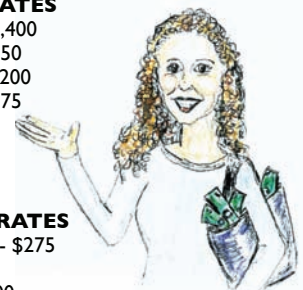


2011 ARDAN RATES

- 2x4 Statewide - \$2,400
- 2x4 per region - \$650
- 2x2 statewide - \$1200
- 2x2 per region - \$475

2011 ARSCAN RATES

- 25 word statewide - \$275
- 1x2 region - \$200
- 1x2 statewide - \$600



1-3. The left frame reflects 2010 rates. The right side reflects NEW 2011 rates. (Please make sure and use the NEW rates when selling!)
4. Shelly's purse is fatter after she receives her network sale bonus money. 5. Shelly is happier after her customer renews his DAN ad.

APS Advertising Networks presents

**Drawing held
on April 19**

Unleash the AD-Venturous Spirit in You in 2011

Come soar with APS and WIN BIG!

Win 2 tickets to ride a Zipline in Branson!

+ Two nights stay in Branson or Eureka Springs

+ Dinner for two

+ \$100 cash award

Sell a new network statewide ad into any of the network programs between January 3 - April 15 and automatically be entered into the Zipline ride promotion.



**Sponsored by APS Networks
Contact Linda or Eva for more details at
1-800-569-8762 or 501-374-1500**