

A MONTHLY PUBLICATION SUPPORTING APA-MEMBER ADVERTISING PROFESSIONALS

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**CALENDAR**

**JULY 20-23**

APA SuperConvention,  
Hot Springs  
Convention Center

**AUGUST 11**

Newspaper in  
Education Workshop  
Little Rock, 10 a.m.

**NOVEMBER 3-4**

ArkLaMiss Circulation  
Conference,  
Arkansas Hosts

Working for you...

**MAY**

Gross Advertising Sales

**\$375,800.07**

Lost Revenue

(Ads Not Run by Newspapers)

**\$3,210.28**



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

APA office will be closed Monday in observance of the Fourth of July. Should you need assistance, please call Ashley Wimberley at 501-529-3050.

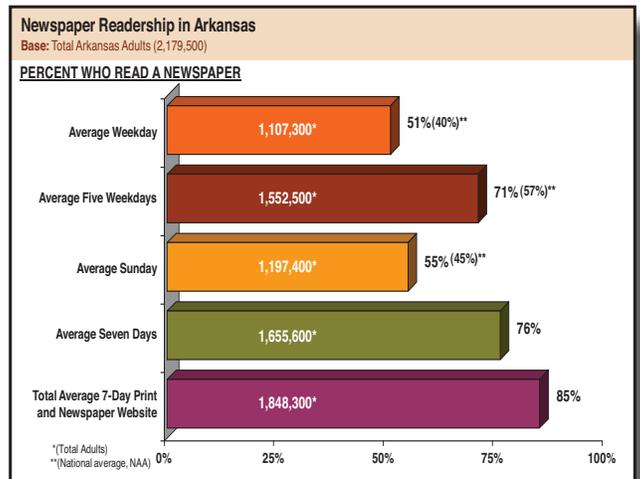
## 2011 SuperConvention seminars, speakers to address advertising-related topics

The Arkansas Press Association's SuperConvention, to be held July 20-23 in Hot Springs, will feature speakers who will address myriad advertising issues and ideas.

Highlights will include:

- A roundtable discussion led by **Britt Talent**, APA board president
- "It's hip to be square, again" by **Leonard Woolsey** of the *Times-Georgian* in Atlanta
- Introduction and demonstration of the new *Public and Legal Notices Digest* online
- The Mobile Connection (Social media: Twitter, blogs, Facebook, QR codes, etc.)
- How to Use Readership Study and Demographics by American Opinion Research

continued on page 2



## First-class training available to APA members

The Inland Press Foundation/Inland Press Association has scheduled several webinars over the next couple of months. APA members can participate in the Inland events at deeply discounted rates due to an arrangement between Inland and APA. The member registration fee is only \$75 while non-members pay \$125.

• **How to Take Your Social Media Reporting to the Next Level** – July 13, 10:30 a.m. (CDT) – New online tools like Storify.com and Storyful.com are adding depth to reporting done on social media. This webinar will be a hands-on tutorial on the cutting-edge ways your reporting team can gauge and curate reaction to local news while expanding its circle of source. Presenter: Henry Lopez, professional digital development and projects manager, Santa Fe, N.M.

• **How to Build Audience and Dollars With an Email Marketing Plan** – July 19, 2 p.m. (CDT) – Email marketing is more than blasting email newsletters. It's an opportunity to collect deep data, segment and send information that can immediately benefit circulation and sales. This Inland webinar will reveal the email marketing

practices that work at *The Post and Courier* in Charleston, S.C. You'll learn how these two newspapers leveraged their email databases to save money and grow revenue. Facilitator: Steve Wagenlander, director of audience development, *The Post and Courier*, Charleston, S.C.; and Ruth Presslaff, president, Presslaff Interactive Revenue, Torrance, Calif.

• **Boost Local Ad Dollars With a Sales Agency Approach** – July 28, 2 p.m. (CDT) – Many newspapers are actively engaging in transforming their sales organizations. Most of these executives describe their efforts as an agency approach, but the definition of the agency varies from paper to paper. Learn more about this approach to selling at the most successful companies. This session will review the extensive research completed recently by Borrell Associates. Presenter: Greg Swanson, CEO, ITZ Publishing, Portland, Ore.

To register for any of these webinars, visit [www.inlandpress.org](http://www.inlandpress.org) and click on "Training" and then "Webinars."

# Public/Legal Notices Digest now available

Publishers and ad managers now have access to the long-awaited *Public and Legal Notices Digest* at the Arkansas Press Association's website: [www.arkansaspress.org](http://www.arkansaspress.org)

**Tom Larimer**, APA executive director, said the *Digest* is an excellent resource since it lists all the Arkansas statutes that require public notice publication, who should be running them, how often and who should be paying for them.

"It's a handy guide," he said. "You may find a government agency in your area who has not been publishing public notices they are required by state law to run. This actually happens more often than you may think. They may forget to publish a notice one time and then continue forgetting. If we don't remind them, then it just falls through the cracks."

Due to the exorbitant cost of printing and the fact that pertinent laws often change with the sessions of the Arkansas General Assembly, the *Digest* is only available online. The book is fully searchable, supported by four indexes and is organized into 11 chapters. It can be found at two locations that can be accessed from the website menu: "Legal/Government Resources" and "Publications." In either location those wishing to download the book need only find and click the link for the book title.

Last year the APA began working with the law firm of Quattlebaum, Grooms, Tull & Burrow (QGTB) to produce a comprehensive list of all notice provisions requiring publication in newspapers from the entire Arkansas Code Annotated. QGTB graciously offered to undertake the daunting amount of research involved gratis as a service to the APA.

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## SuperConvention continued from page 1

• What's New in Technology by **Kevin Slimp**, director of the Institute of Newspaper Technology

The APA commissioned a readership study with American Opinion Research earlier in the year to give us a snapshot of where we as a state stand. The results of that study on advertising and media use in Arkansas will be presented at 3:30 p.m., Friday, July 22 and will offer some information that can help increase advertising sales. The study confirms that printed newspapers are well read in Arkansas, and they are the primary source for shopping and advertising information. The graph on the front page shows the percentage of Arkansans who read newspapers and shows we are well above the national readership average.

The research also found that the vast majority of Arkansas adults say keeping the public informed through public notices is an important requirement for government agencies and that newspapers are the preferred source for this type of advertising. The study indicates that moving public notices from printed newspapers to government websites would result in a significant drop in readership of the notices. Other details of the research will be presented at the July 22 session.

A SuperConvention registration form is included in this edition of AdNews. More information is available at the APA website: [www.arkansaspress.org](http://www.arkansaspress.org).

# Hot Ideas of the *Month*

**Circulation 3,000 and Under**  
**Idea from: *Greenwood Democrat***

The newspaper partnered with the Greenwood Chamber of Commerce on a special section promoting the Community-Wide Yard Sale. The paper ran house ads to promote the event. Yard sales participants signed up at the chamber office to have the address of their sale appear in the special section and paid \$5 to the chamber. The newspaper sales manager contacted businesses and restaurants in Greenwood to seek their ad participation with sidewalk sales, etc. They were given a discounted flat rate to advertise in the special section. The chamber then sent the yard sale listings to the newspaper, and they appeared (according to the sub-division or area of town) on pages with business display ads anchoring the bottom of the pages.

A map of Greenwood was printed on the back page of the special section so out-of-town guests could find their way from sale to sale. The Community-Wide Sale was advertised in the newspaper's five sister papers. This idea brought in numerous people from outside Greenwood. Shoppers not only visited and bought things at yard sales, but they also shopped at convenience stores and ate at restaurants, which helped the local economy.

**Circulation 3,000 to 10,000**  
**Idea from: *Paragould Daily Press***

In an effort to push frequency advertising, the newspaper set aside one entire week for this blitz. On Monday and Tuesday, all ad reps hit the streets collecting business cards from every non-advertiser they could find. Layouts were made and turned in to composing from the cards each afternoon. The newspaper's specs were laid out on 11" x 17" paper showing all size options from 1" x 2" to 2" x 2.5" with pricing included. On Wednesday and Thursday, presentations were made stressing daily consistent advertising building name awareness for a small investment. Friday was a wrap up day. The event was a great success with 150 cold calls made, which resulted in an additional 42.5 inches of advertising every day over the next six months and \$21,500 in revenue.

**Circulation 10,000 and over**  
**Idea from: *The Baxter Bulletin, Mountain Home***

In conjunction with the local Business and Professional Women's (BPW) Club, the newspaper produced a special section featuring working women in eighth-page blocks. It was a well-read section since women did not have to be a member of the local BPW Club to be in the section. The newspaper offered to take studio photographs of women who needed a picture for their ad. The sales staff offered discounts for multiple ad purchases. The 28-page tab generated more than \$9,000.



# How's your peripheral vision?

BY JOHN FOUST, RALEIGH, N.C.

I was talking to Gloria, an advertiser who is always looking for ways to get the most from her promotional budget. "There are more marketing choices now than ever before," she said. "And one of the most important factors is that things can be connected. Some people call it integrated marketing. I can place an ad in my local paper which drives people to my website, which in turn provides more details about the product in the print ad."

The website About.com defines Integrated Marketing Communication as, "a management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation."

"There are a lot of media sales people who don't acknowledge other marketing vehicles," Gloria said. "That approach doesn't work with businesses like mine. I want to deal with people who have peripheral vision – people who see more than what's directly in front of them."

A lot of advertisers agree with Gloria's point of view. They want cohesiveness in the way their products and services are marketed. We'd better take them seriously.

Here are some key steps in the process:

**1. Study your prospect's marketing.** "I'm impressed when sales people demonstrate they know something about my marketing history," Gloria said. "That puts our discussions on a higher level. Right off the bat, we can analyze results and talk about my marketing objectives for the future."

"I remember one sales person who put together an album of some ads and promotions that I had run," she explained. "That was a smart strategy, because it provided us with some specifics to discuss."

Gloria is right. It's important for sales people to look beyond today's ads. What kinds of offers has your prospect made in the past? What kinds of products have been featured? What target audiences can be identified? Have the ads created some kind of urgency – a reason to buy immediately? What about institutional messages?

**2. Study competing media.** "Some sales people are so focused on their own products that they ignore the fact that other people are making pitches to their prospects," Gloria said.

"It comes as no surprise to talk to a sales person who has product knowledge about what he or she is selling. But it's a surprise – a refreshing surprise – to run into someone who can also talk intelligently about the other media vehicles in the market. That makes a huge difference in establishing credibility. If sales people don't know what else is available out there, why should I trust their advice on integrated marketing?"

**3. Look for potential connections.** "This is where it all fits together," Gloria said. "These days, marketing is like a Reese's Peanut Butter Cup. It's all about making combinations. Chocolate and peanut butter work pretty well together."

"Show me how your paper, your website and your other products can make my overall marketing stronger, and I'm all ears."

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E-mail John Foust for information about his training videos for ad departments: [jfoust@mindspring.com](mailto:jfoust@mindspring.com)

# In the News



**Robert Shearon**

has been named general manager of the *Hot Springs Village Voice* replacing **Bill Elderton** who is retiring the end of June. Shearon has more

than 30 years of experience in newspapers, including stints as a reporter, editor and general manager.

He most recently was news editor of the *North Little Rock Times*, the *Maumelle Monitor* and the *Sherwood Voice*. Shearon has been with Stephens Media for three years. Previously he worked at the *Benton-Courier*, the *Hot Springs Sentinel Record*, the *Democrat-Gazette* and the *Marianna Courier-Index*.

Shearon is a graduate of the University of Memphis.



**Kara Lee Ford** has joined the staff of Arkansas Press Association, as marketing coordinator.

Kara Lee started her communications career as a copy editor at *The Dallas*

*Morning News* more than 35 years ago. She spent 27 years in the Public Relations Department with Southwestern Bell/AT&T in three different states. After taking early retirement from AT&T in 2000 to avoid moving back to Texas, Kara Lee did freelance work and was employed at two different advertising agencies in Little Rock.

As a member of the Public Relations Society of America and the International Association of Business Communicators, she has won numerous local and regional PRSA Prism and IABC Gold Quills.

A native Texan, she graduated from the University of North Texas with a bachelor of arts degree in journalism where she was editor of *The North Texas Daily*. Kara Lee has been married to John for 36 years. They have two grown children.





# “And the NETWORK CONVOY SAGA Continues...”

BY EVA BAKALEKOS, ADVERTISING SALES CONSULTANT



LINDA HIGGS,  
AD NETWORKS MANAGER

Got your ears on, ad reps? Have you been losing print ads for driver recruitment or other advertising to other forms of media, including websites, corporate head-hunters and stronger daily papers? Back in AdNews of 2008, I told you about a trucking firm that was so disgusted with his print advertising that he was threatening to never use it again. He was convinced that the DAN ad or SCAN ad network would not work. He finally agreed to do a couple of regional network buys, even though he was sure they wouldn't work. The two network buys turned into a month, then two months and then in December, he called to cancel his ad since he had hired as many people as he could hire. In January, he held off, but by mid-February he had lost a few drivers, so he contacted me for more ads. This time he just handed me the budget and said, "Do whatever you did last time, that really worked."

By mid-March he notified me to not order any more after those ads ran out, that their coffers were full. But that wasn't the end!! Within 45 days he was calling back, needing to run again!

I thought I would give you a little update on that. We all know that advertisers come and go, and you constantly have to seek out new life, new civilizations, new advertising to boldly go where no ad rep has gone before!! And then, in the process, some advertisers become a source of reasonably consistent revenue, and perhaps even a friend. In this case, here are some fairly staggering figures for an advertiser I almost gave up on after being told "This will never work for us – and don't call me – I will call you."

Since 2009, this advertiser has placed a total of 87 network ads (DAN and SCAN) in Arkansas, totaling \$36,912.50, 12 network ads in North Carolina, (just in the last four months) totaling, \$9,712.50, 12 network ads in Tennessee \$3,835.00, and four network ads in Mississippi totaling \$3,835, for a

grand total of \$52,260.

So, the next time one of your advertisers tells you that print ads don't work, that no one reads the paper anymore, show them this story!! And be sure and put the pedal to the metal with a DAN ad, a line ad, or a series of them — the very best area ad buys available to your customers, and good revenue for your papers, and bonus money for YOU!



## Congratulations, **Curtis Sanders** of *The Modern News* in Harrisburg - 2x2 Regional DAN ad sale in June

*Testimonial from the trenches...*

### **BEST FEST YET!**



*"I recently sold the Harrisburg Festival on the Ridge Committee a regional 2 x 2 DAN for the Festival. They were happy to have more exposure across the region at a very affordable price and one contact got them into more than 25 newspapers. Festival coordinators told me after the festival that this was their most successful festival ever, and I believe we can say that some of that success can be attributed to more exposure. I intend to tell other businesses in our area about the great advertising opportunities available with the ARDAN program."*

# 2011 APA Convention Registration Form July 20-23, Hot Springs Convention Ctr.

## READ THIS BEFORE YOU BEGIN

- Each person (except for children under 18 years of age) attending the convention must pay a registration fee in addition to meals or special events. Registration pays speaker & program expenses, continental breakfasts, breaks, etc. See specific meal prices due, in addition to the registration fee.
- Circle the appropriate registration fee for each attendee, as well as the chosen reservations for each function each will attend.  
**NOTE:** (a) One may choose to register for ONE DAY only, pro-rating the registration fee, paying \$25, plus any meal fees for that day. For example, Saturday award winners pay \$25 registration fee PLUS \$15 for the lunch. (b) A \$10 (dollar) early bird discount can be taken per newspaper/company if we receive your registration form before **July 8th** and at least one full registration is listed. (c) Eleven year-olds and younger children may choose a child's plate for Friday dinner and Saturday lunch.

- Copy this form for additional attendees if needed; registration fee (\$70) remains constant after third person. **List children and one-day-only people after those paying full registration.**
- Golfers and Press Camp Kids must fill out that activity's registration form (separate page) but may pay with one check on this form if you like. **Add the page totals from those forms after the convention fees on this form.**
- You may also wish to donate to the AR Newspaper Foundation if you are unable to attend Thursday night's fundraiser. Add the amount in the square before Grand Total below.
- Dress will be summer casual for most activities. Business casual will be appropriate for the Friday night banquet.
- DEADLINE to register is July 15th.** All convention cancellations must be made 48 hours in advance of event or we expect your payment. **No refunds** will be made after July 20th.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Registration authorized by \_\_\_\_\_

| Individual Name<br>(Print or type FIRST & LAST NAME<br>as it will appear on nametag.) | Registration Fee (Circle one) |        |                    | KIDS<br>PRESS<br>CAMP<br>FEE | Wednesday               |                                   | Thursday                |  | Friday                         |                                | Saturday                     |                   | TOTALS<br>Add<br>Registration<br>Fee AND<br>meal(s) |
|---|-------------------------------|--------|--------------------|------------------------------|-------------------------|-----------------------------------|-------------------------|--|--------------------------------|--------------------------------|------------------------------|-------------------|---|
|   | Member<br>or<br>Associate     | Spouse | ONE<br>DAY<br>ONLY |                              | Children<br>Under<br>18 | Earlybird<br>Dinner<br>at Oaklawn | Round<br>Table<br>Lunch | Newspaper<br>Foundation<br>Dinner<br>Party | Gavel<br>passing<br>Lunch      | APA Honors<br>Banquet          | Editorial<br>Awards<br>LUNCH | Child<br>Under 11 |   |
| 1.  | \$ 80                         | \$ 60  | \$ 25              | Free                         | \$ 20                   | \$ 15                             | \$ 25                   | \$ 20                                      | Adult \$40<br>Child Under \$25 | Adult \$15<br>Child Under \$10 | \$ 15                        | \$ 10             |   |
| 2.  | \$ 80                         | \$ 60  | \$ 25              | Free                         | \$ 20                   | \$ 15                             | \$ 25                   | \$ 20                                      | \$ 40                          | \$ 15                          | \$ 15                        | \$ 10             |   |
| 3.  | \$ 80                         | \$ 60  | \$ 25              | Free                         | \$ 20                   | \$ 15                             | \$ 25                   | \$ 20                                      | \$ 40                          | \$ 15                          | \$ 15                        | \$ 10             |   |
| 4.  | \$ 70                         | \$ 60  | \$ 25              | Free                         | \$ 20                   | \$ 15                             | \$ 25                   | \$ 20                                      | \$ 40                          | \$ 15                          | \$ 15                        | \$ 10             |   |
| 5.  | \$ 70                         | \$ 60  | \$ 25              | Free                         | \$ 20                   | \$ 15                             | \$ 25                   | \$ 20                                      | \$ 40                          | \$ 15                          | \$ 15                        | \$ 10             |   |
| <b>Column Totals</b>  |                               |        |                    |                              |                         |                                   |                         |  |                                |                                |                              |                   |   |

Send convention registration to:  
**ARKANSAS PRESS ASSOCIATION**  
 411 South Victory - Little Rock, AR 72201  
 OR Fax to APA at 501.374.7509  
**FINAL DEADLINE TO REGISTER  
IS JULY 8th!**

**IF ONE FULL REGISTRATION IS PAID,** registrations received at  
 APA office by **July 8th** may take a **\$10(dollar) discount per company** ( )

( ) Amount enclosed: \$ \_\_\_\_\_ Check # \_\_\_\_\_ ( ) Bill us  
 Add Golf Page Total  
 Foundation Donation  
**GRAND TOTAL**

( ) Credit card: Visa, MC, AE Acct # \_\_\_\_\_ Expire \_\_\_\_\_