

Publisher

THURSDAY, MARCH 8, 2012

WEEKLY

Advertising Conference kicks off tonight

The Arkansas Press Association (APA) 2012 Advertising Conference begins this evening and will continue tomorrow, culminating in the annual presentation of the Better Newspaper Advertising Awards. This year's conference will be held in the Holiday Inn Presidential Conference Center in Little Rock. As of Wednesday afternoon, 75 were registered to participate in the event.

The Advertising Conference will feature a session led by **Tony Casale**, CEO of American Opinion Research, titled "Strength by Numbers."

Kent Dean, with 20 years of experience in advertising and marketing, will present "True Colors" during the luncheon on March 9. Also included on this year's agenda are a reception and dinner in the River Market District, a "HOT Ideas Breakfast" and round table discussions.

This year's conference carries the theme, "Sell Our Story: How to utilize studies and statistics to present the strength of Arkansas newspapers." It promises to provide vital information and resources for all those involved in newspaper advertising.

Talent acts sought for APA showcase

"All you talented APA members and associates are invited to get your act together and put it on display at the APA talent show," said **Tom Larimer**, executive director of the Arkansas Press Association, encouraging participation among members and associate members. The Talent Show will be held during the association's SuperConvention Thursday evening, June 28, at the DoubleTree Hotel in downtown Little Rock.

The event will be a fundraiser for the Arkansas Newspaper Foundation (ANF). In addition to the

talent acts, a few items will be sold in a live auction to benefit the foundation. The traditional silent auction will be taking place simultaneously.

"If you can sing, dance, juggle, yodel, do acrobatics, play a musical instrument or just about anything else, get your act together and make plans to participate in this unusual and fun event," urged Larimer.

Only a select number of acts will fit into the evening program, so those wanting to join in are encouraged not to hesitate in registering their intent to perform in the talent show.

NIE Week Teacher's Guide Offers 'Keys'

National Newspaper in Education (NIE) Week continues this week through tomorrow with the objective of calling attention to the NIE program, promoting literacy and highlighting how the local newspaper can be integrated into the curriculum of any school.

NIE Week is observed annually during the first full school week of March. Marking the event this year, the Newspaper Association of America (NAA) Foundation is re-releasing the teacher's guide, "Give Them the Keys." The curriculum, first introduced in 2002, has been updated with standardized lesson plans, which include common core standards, technology standards, leveled

activities and assessments. Everything can be downloaded free at www.naafoundation.org.

Teachers can adapt the lessons contained in this guide to fit class schedules and/or needs. Each lesson can stand-alone or be used within the applicable unit. Even though the use of the guide is encouraged during NIE Week, it is certainly applicable during the entire school year.

The curriculum is organized by units so teachers can pick and choose what works in conjunction with their curriculum and students. Download the complete guide: www.naafoundation.org/Curriculum/NIE/NIE-Week.aspx.

Entries being accepted for Editorial Contest

New materials for the 2012 Better Newspaper News-Editorial Contest have been sent to Arkansas Press Association (APA) members. They are also available online at the APA's website in the "APA News" section on the main page.

The entry period for this year's competition, now in its fourth week, is well under way. Newspapers have until 5 p.m. Friday, March 30 to submit their entries. Members of the Kentucky Press Association will judge the 2012 contest.

Held annually by the APA, the competition regularly attracts thousands of submissions from newspapers across the state. Winners will be announced June 30 at the conclusion of this year's SuperConvention at the DoubleTree Hotel in Little Rock during the Awards Banquet on Saturday.

Newspapers will be notified in late May if they have entries that have placed in one or more of the categories, but specific award announcements will not be made until the official presentation.



important dates

March 5-9

National Newspaper in Education Week

March 8-9

2012 APA Advertising Conference, Little Rock

March 11-17

National Sunshine Week

March 14

Judging of Kentucky Press Association Editorial Contest begins

March 30

Deadline for APA "Special Awards" nominations

April 6

APA Day at the Races, Oaklawn Park, Hot Springs



Tom's

Potpourri

APA EXECUTIVE DIRECTOR TOM LARIMER

The time has arrived for the annual APA Advertising Conference, which gets under way this evening with an informal dinner out in the River Market District. The conference gets under way first thing Friday morning at the Holiday Inn Presidential.

The day-long sessions will conclude with the presentation of awards in the annual APA Better Newspaper Advertising Contest. This is always a very exciting time and a great showcase of creativity from the advertising departments at APA member newspapers.

We were supposed to kick off the ad conference with a political advertising workshop, which we were going to hold at the APA building this afternoon. Unfortunately not enough signed up to attend to make it happen.

Some of the information that was to be imparted at the Thursday afternoon session will be included in the ad conference programming, although it will certainly be an abbreviated segment. That's because we have a first-rate presenter in the form of **Tony Casale** of American Opinion Research of Princeton, N.J. Some of you may recall seeing Tony at the APA SuperConvention last summer in Hot Springs. Tony's company conducted a survey for APA last spring, and he shared the results at the convention. And they were compelling results for APA newspapers.

If you haven't had a chance to hear the review of the actual outcome of the polling, you should plan to be there in the morning to hear Tony go over it and to explain why research is important for Arkansas newspapers.

Then at lunch we'll hear **Kent Dean** whose "True Colors" presentation will focus on speaking the right language internally and externally to be more effective in sales. Kent has presented at the Arkansas Advertising Federation in the past much to the delight of those attending and is brought here because his story and his message are highly relevant for APA advertising professionals.

You can find more on Tony and Kent on the APA website. Between the two of them you won't want to miss this annual conference.

As of Wednesday, there were 75 signed up to attend. This may be up a bit over the past couple of years, and, of course, there will likely be others added at the last minute.

The APA Advertising Conference returns to Little Rock after three years in Hot Springs.

There was bittersweet news of sorts this week. I learned Monday that **Clark Smith**, former group publisher for Gatehouse Media in Arkansas and a member of the APA Board of Directors, has accepted a position in Bartlesville, Okla., and will be leaving APA and his spot on the board.

The *Bartlesville Examiner-Enterprise* is owned by Stephens Media LLC. Clark says his role will be in circulation and marketing.

Clark has been a good friend to Arkansas newspapers and has been very dependable when asked to serve on APA committees and later, of course, on the board of directors.

I'm going to miss Clark. He was always good for some insights from the trenches of newspaper publishing. We'll also miss him at the annual APA golf outing where he has been a regular for several years.

Of course, he can still come back and play in that. It's not like Bartlesville is on the other side of the moon.

There was sadness this week, too, at hearing that **Betty Magie** of Cabot, APA past president (1988), has entered Hospice Care. She remains at home where daughter **Shelly Moran** and, I'm sure, her other children are attending to her.

Betty is one of those people I recall from my early days of attending APA conventions with my parents. Betty and her husband, the late **Cone Magie**, APA past president (1967), were fixtures at the APA gatherings for many years and their presence and leadership definitely left their marks on the organization and on the newspaper industry in Arkansas.

Betty has continued to attend APA summer conventions, including the SuperConvention in Hot Springs this past summer.

Are you a "Ray of Sunshine?" Well I am, and you can be too, but more on that later.

"Sunshine Week" begins Sunday and lasts through Saturday. This is the week set aside each year to reinforce the importance of open meetings and open government.

For Arkansas that means the Freedom of Information Act (FOIA), which continues to be one of the best in the country in terms of assuring the Arkansas public that their business and their public records remain open and accessible. Having lived in other states, I can assure you not all states are the same in this regard.

Some may pay lip service to the importance of open government, but in Arkansas it's the law. The Arkansas FOIA continues to do what the legislators intended when they set about creating this law in 1967. Of course, that has not always been easy. Good government doesn't happen by accident. Sometimes you have to legislate it and then protect that legislation from undermining amendments.

Sunshine Week is a great time to remind your readers how lucky we are to have the FOIA, and also remind them of just what the FOIA means to them. There is information on Sunshine Week online at www.sunshine-week.org.

And now, back to being a "Ray of Sunshine." If you'll go to that website, you'll see a "button" that leads you to a short quiz to determine if you are a "Ray of Sunshine." I'd like it on the record here that I aced the four-question quiz. Okay, I'll admit I guessed on one of them, but guessing is allowed.

Take the quiz. Encourage others to do so. The quiz helps put into perspective just how long man has endeavored to keep the operation of government in the open. This isn't a new struggle, nor did it start with the passage of the Arkansas Freedom of Information Act in 1967. It started well before that, and not just here in this country.

Have some fun with Sunshine Week in your local coverage of the annual event, while at the same time reminding readers just how important it is to them.

Now that's a real win-win situation.

Have a great week!

Tom

Daylight Saving Time starts 2 a.m. Sunday

The Arkansas Press Association (APA) is reminding all of its newspapers and other members of the time change coming at 2 a.m. Sunday morning (though most people will just adjust their clocks and watches before bed Saturday night).



In 2007 the United States Congress extended Daylight Saving Time (DST) to begin on the second Sunday in March (the 11th this year) and end on the first Sunday of November (Nov. 4 this fall).

The mnemonic device, “spring forward, fall back,” is always helpful. At the beginning of Daylight Saving Time, time pieces are set one hour later or “forward.”

Volunteers sought to judge Kentucky contest

Through a reciprocal arrangement with the Kentucky Press Association (KPA), their members judged this year’s Arkansas Press Association Advertising Contest and will judge the News-Editorial Contest as well. Now it is time for APA members to return the favor by judging the KPA’s Editorial Contest. The APA needs 20 volunteers to judge the contest online starting March 14. Judges will have two weeks to log on and complete their scoring. Those wanting to help out in this effort should contact **Terri Cobb** at the APA (501.374.1500; terri@arkansaspress.org).

APA Mailing Service

SEND your news release to 139 newspapers statewide with just one call to APA: **501.374.1500**

Electronic News Release to all APA-member newspapers
E-mail: tres@arkansaspress.org **\$150**

Adobe PDF or Microsoft Word documents accepted. \$50 conversion charge for incompatible format.

www.arkansaspress.org
Arkansas Press Association | 411 South Victory | Little Rock AR 72201

ARKANSAS
Publisher
WEEKLY

is a member bulletin published each Thursday by
Arkansas Press Association
411 South Victory, Little Rock AR 72201
501.374.1500 voice | 501.374.7509 fax

View this newsletter and related materials online at:
www.arkansaspress.org

Nominations open for APA ‘Special Awards’

Nominations remain open this month for the annual Arkansas Press Association (APA) “Special Awards” to be presented Friday, June 29 at the SuperConvention at the DoubleTree Hotel in downtown Little Rock.

Nomination forms were conveyed earlier with the *Arkansas Publisher Weekly* and are also available on the APA website at www.arkansaspress.org in the “APA News” Section.

The awards include:

- The Golden 50 Service Award;

- The Headliner of the Year Award;
- The Distinguished Service Award;
- The Journalism Education of the Year Award; and
- The Freedom of Information Award.

The nomination form also includes the list of past winners of each of their awards since the award’s inception. The deadline for nominations is March 30. Nominees for the respective awards will be considered and award recipients selected by the APA Board of Directors at their April 5-6 retreat in Hot Springs.

Fund established to help Kentucky papers

The Kentucky Journalism Foundation, a subsidiary of the Kentucky Press Association, is establishing a fund to assist Courier Publishing in West Liberty, Ky., and any of the other newspapers in Eastern Kentucky that suffered damage as tornadoes ravaged the area on Friday, March 2, according to **David Thompson**, executive director of the Kentucky Press Association. The *Licking Valley Courier* is a 3414-circulation weekly.

Tornadoes spread destruction over several states, but Eastern Kentucky was particularly hard hit.

Courier Publishing, home of the *Licking Valley Courier*, is owned by **Earl Kinner** and his son, **Greg Kinner**. Their building was demolished, and their homes across the street were leveled. Earl was in the basement and survived the storm, and was pulled from the basement by Greg. While they’re only now being allowed into the area, a photo in the *Louisville Courier-Journal* showed only an Apple monitor made it through the storm.

The town of West Liberty was almost totally flattened by the storm. Most all buildings in the downtown area were destroyed including a new Justice Center under construction and the county’s courthouse. Both were termed a total loss by state court officials who visited the area this week. The storm was reportedly on the ground for nearly 95 miles from south Central Kentucky and into West Virginia. When it hit the West Liberty area, it was reported to be one mile wide.

Donations to the new fund will be given to the *Licking Valley Courier* and shared with any other newspapers in the area that received damage as the storms hit. While most other newspapers in the storm-tossed area have reported no damage, the Kentucky Press Association reports there is still one newspaper they’ve been unable to reach.

Contributions to the fund should be made payable to the Kentucky Journalism Foundation and may be mailed to 101 Consumer Lane, Frankfort, KY 40601.

Today is deadline for Columbia journalism awards

The Columbia University Graduate School of Journalism is seeking submissions for two major reporting prizes that will recognize professional achievement during its “Journalism Day” graduation ceremony on Tuesday, May 15, but the submission deadline for both prizes is today.

The annual Meyer “Mike” Berger Award honors in-depth and enterprising human-interest reporting and exceptional writing about individuals in the tradition of the late **Mike Berger**. He was a legendary *New York Times* columnist who won a Pulitzer Prize in 1950 for local deadline reporting. Berger’s “About New York” column raised the standard for human-interest reporting in journalism.

The award includes a \$1,500 honorarium and an expense-paid trip to New York for the

ceremony. For more details on how to enter go to <http://bit.ly/z72MXy>.

The 2012 Paul Tobenkin Memorial Award recognizes outstanding achievement in reporting on racial or religious hatred, intolerance or discrimination in the United States. The prize honors the *New York Herald Tribune*’s prolific reporter who passionately covered these issues.

The honoree will receive a \$1,500 honorarium and an expense-paid trip to New York for the Journalism Day celebration. For entry information go to <http://bit.ly/xffToY>.

For questions, please contact **Lisa Redd**, associate director of prizes or **Laura Tejada**, administrative assistant, Columbia Graduate School of Journalism at lt2026@columbia.edu or 212.854.7696.

Newspaper groups will not seek NCAA credentials

In the context of the upcoming college basketball tournaments, the *Arkansas Democrat-Gazette* will not seek credentials from the National Collegiate Athletic Association (NCAA), and Stephens Media, owner of 18 Arkansas newspapers, has withdrawn its application for credentials. The decision was made in both cases over concerns that new policies adopted by the NCAA placed unprecedented restrictions on content created by the media. Some provisions also place media organizations at a legal disadvantage and appear to create photographic and video monopolies through exclusive agreements.

There is concern across the country regarding the NCAA's policies, and a national coalition has emerged to attempt to negotiate with the athletic association and influence its policies. National organizations such as the Society of Professional Journalists, the Newspaper Association of America and the Associated Press Managing Editors among others have banded together to convince the NCAA that its restrictions go too far.

Weekly WORD alembic

\ uh-LEM-bik \ , noun;

1. Anything that transforms, purifies, or refines.
2. A vessel with a beaked cap or head, formerly used in distilling.

Source: www.dictionary.com

“But the relationship of morality and power is a very subtle one. Because ultimately power without morality is no longer power.”

—James Baldwin



What do customers want?

BY JOHN FOUST, RALEIGH, N.C.

We all know that sales people should sell benefits. We know that advertising should emphasize benefits. And we know that people buy benefits.

What kinds of benefits do customers want? According to Don, who has been in the advertising business for many years, “It all comes down to: more, better, faster or cheaper. You can talk about other things, but if you don’t show them how your product or service offers at least one of these four, they’re not going to buy.”

Let’s take a look:

1. More: When you’re preparing for a sales presentation, ask yourself if your publication has more coverage than in previous years. Can you offer advertisers more ads for the same dollars? Do you offer extra marketing or analytical services that may appeal to certain businesses?

“When you’re thinking of ad ideas in this category,” Don said, “the most obvious example is a two-for-the-price-of-one offer – or buy-one-get one free. This tactic has been around for a long time, because it works so well.”

There are plenty of other choices. As you’re gathering information, look beyond pricing. Find out if your advertiser has additional services. Or new locations. Or expanded business hours.

2. Better: Every business claims to be better than the competition. The challenge is to be specific. Two questions: (1) Exactly what is it that makes your widget better? (2) Can you communicate that without using the word “quality”?

In my opinion, “quality” is the most over-used word in advertising. Usually, it doesn’t mean anything.

Do you know what distinguishes “quality construction” from other types? Do you know the characteristics of “top quality service?” Do you have a good understanding of what “better

quality” means? Neither do I. And neither do your customers.

Now, this is not to say that “quality” should never be used in selling or advertising. Just don’t use it in general terms.

3. Faster: We live in a get-it-done-now age. E-mail, texting, speed dating, overnight delivery, drive-in windows – it’s all a reflection of our demand to get things in a hurry.

While writing this paragraph, I did a Google search on “consumer demand for speed.” The search generated more than 4 million results in .14 seconds. That’s point-one-four seconds. What took so long?

Healthcare has its own version of speed dating. A medical organization in Texas has a program to help people choose primary care physicians in five-minute interviews.

When it’s time for an oil change, I usually go to a place that offers fast service. Why should I wait an hour somewhere else, when it can be done in 20 minutes? Same oil, faster service.

On the highway, “speed kills.” But in the marketplace, “speed sells.”

4. Cheaper: “Price can be a huge motivator,” Don said. “Even with luxury items – or premium advertising space – people like to get bargains.”

The key is to provide specifics. How much can your customers save? How deep is the discount? How long will the sale last?

(c) Copyright 2012 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: jfoust@mindspring.com.

April 1 is deadline for ANF internship program

The Arkansas Newspaper Foundation (ANF) kicked off its annual paid internship program three weeks ago, and the application deadline, April 1, is fast approaching.

More information for both newspapers and students, along with applications and program details are available at the APA’s website (www.arkansaspress.org). In the “Arkansas

Newspaper Foundation” Section, in the menu at left, is an item titled “Internships.” Clicking it will take visitors to the dedicated page for the internship program with links to download related materials.

Further questions may be directed to **Karen Brown**, executive director of the Foundation, at karenb@commpub.com.