

LocalMediaToday

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Revenue Summit = More \$\$\$ Now

Outstanding Opportunity to Grow Revenue

The annual revenue summit requires just a modest investment and is a surefire strategy for boosting advertising sales pronto. The Local Media Association has partnered with The Blinder Group and the Florida Press Association to present the Local Media Revenue Summit May 9-10 at the Doubletree Westshore in Tampa, Fla. And, this year includes a bonus day on Friday May 11th focusing solely on weekly newspapers. (Options to attend the full program or the weekly sessions only are offered.) All members are urged to participate in this economical and exceedingly effective program.

The program is very specifically geared to growing advertising revenue from local SMB's and is all about tapping existing resources with new programs and initiatives to significantly increase print and digital revenue immediately.

The agenda is super-

charged, just like moderator and super sales guru Mike Blinder, with a laser focus on local media company sales to SMB's. Blinder, President of The Blinder Group, and LMA's Lane and VP/Operations Al Cupo have assembled the best of the best to showcase new and innovative revenue streams. Attendees can expect immediately actionable, big, bold ideas to return home and make more money with existing resources. "I promise you're going to leave this summit being able to make money immediately," says Blinder.

Some of the summit sessions are:

- Top producing ad revenue case studies (print and online)
- Best practices in hiring, training and leading a winning sales organization

SUMMIT, PAGE 4

On the 2011 Revenue Summit....

"Very good. One of the best I attended!" Gary Tyler, Dir. Of Advertising, State Journal-Register

"Great speakers! Great ideas! Great networking! Worth every dollar!!!!" Sam Fisher, Publisher, Bureau County Republican

"I will plan on attending another one. Really strong speakers who are actually performing and getting the job done in the field!" Wally Burchett, Dir. of Revenue Development, GateHouse Media

"Each session has been fantastic!" Toni Nuttall, Ad Dir, East Bay Newspapers

Early Bird Discounted Rates Extended through April 16th. Register Today!

A powerful program awaits senior level advertising managers and executives who focus on advertising sales to SMB's. Next month's Local Media Revenue Summit will expose attendees to new ideas and new ways to engage your customers. "Big is the key word here as all sessions will focus on substantial revenue gains - not pennies on the dollar," says Nancy Lane, Local Media Association President.

Registration for the summit is an affordable \$395 (with Friday for free for those that wish to stay); the weekly-only program is just \$99. The Doubletree Westshore by Hilton in downtown Tampa, situated close to the airport, will serve as the host hotel and with room rates of only \$99 per night, this is a very affordable few days.

Full agenda and online registration at www.localmedia.org. Assistance at LMA HQ, 888-486-2466.



The Summit features a potent agenda and a host of outstanding speakers including:

Rebecca Capparelli, Corporate Director of Sales Training & Development, GateHouse Media. Since joining GateHouse from the cinema industry, Capparelli's been on fire with her super successful 'Block & Prospect' program, which is closing in on the \$2,000,000 mark in new print and digital revenue.



Launched last year, *Block and Prospect* is a new account sales strategy that incorporates sales essentials such as managing with metrics and structured time management but also is fundamentally working toward the larger goals of earning a larger share of advertiser spend in every market and increasing the spend achieved from each account.

Some of the key elements of Block and Prospect that Rebecca will discuss are:

- Building training to accomplish defined goals
- The importance of understanding advertiser objectives and your competition when your goal is to shift media spend
- How simplifying the sales process will increase results
- How Block and Prospect is setting the foundation for multimedia sales and longer, stronger campaigns
- The tactics used to shift media spend and increase new advertiser revenue that are working
- The importance of measurement and reinforcement in the program's success
- Results and success stories

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Local Media Today is published in print and digitally by the Local Media Association, the only non-profit trade association in North America that specifically represents the needs and interests of local newspaper and media companies, their multi-media publishing entities and other community based affiliations.

With a tagline of *Innovate. Educate. Inspire* LMA provides leadership for its members and support for their endeavors including their pursuits of journalistic excellence, sales and marketing expertise, audience development, community-centric initiatives and leadership values through the ongoing development and dissemination of powerful, innovative and valuable resources.

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Q & A with... Liz Thompson

Digital Director

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Q You sat on a panel of Industry Innovators at last month's Key Executives Mega-Conference in San Antonio and I'd like to delve deeper into your topic but before we get into that can you give us a little bit about your background and your path to your current position of Digital Director for The Herald-Mail in Hagerstown, MD?

A I'm a journalist. I was a reporter for more than a dozen years, worked in the marketing and public relations field for a while, and then returned to the newsroom where I was city editor for seven years.

Four years ago, the publisher (who has since retired) decided to create a digital department. We were focusing more effort on the newspaper's website, updating it more regularly and posting breaking news, but knew we needed to do more.

I became digital director and we've been building the department and our digital platforms ever since. Today we maintain several websites and our mobile site, we're active on Facebook and Twitter and looking at other social networking platforms, we're building a video division, and we're growing the email-marketing program.

About a year and a half ago, we helped launch and develop email-marketing programs at the newspapers, television stations and radio groups owned by our parent company, Schurz Communications, Inc. The Herald-Mail is the Center for Excellence for Database/Email Marketing and, as such, serves as a resource for other SCI properties.

Q And a thumbnail please of your market and publications?

A Hagerstown, MD is about 70 miles from Washington, D.C. and Baltimore, MD. We're still a rural community with easy access to the metropolitan areas. Interstate 70 and Interstate 81 intersect here. The Appalachian Trail crosses through our county and a portion of it makes up the route for the oldest endurance race in the country – the JFK 50-mile Ultramarathon. Washington County is home to one of the most pristine battlefields in the country – Antietam National Battlefield. It is there every July that the national park service and the Maryland Symphony Orchestra host the Salute to Independence, a celebration of the July 4 holiday, attended by more than 30,000 people each year.

The Herald-Mail newspaper is deliv-

ered 7-days a week to seven counties in three states. We have a free weekly TMC, a variety of niche products and our digital platforms. We're also working with our sister company, Antietam Cable, to create content for a cable channel.

Q Your topic at the recent Key Executive's Mega-Conference was Revenue Opportunities through E-Mail Marketing. Let's start with just that – where do you start with an e-mail program that is ordained to generate revenue?

A You start by asking your customers what they want to receive.

As part of our registration process, we ask people to tell us what topics interest them. We give them 20 categories and ask them to mark all that apply. The list includes sales and deals, food, fashion, travel, parenting, entertainment, home improvement and pets, just to name a few. Those categories became the foundation for our Special Offers email. We send it out twice a month.

We identify advertisers who offer goods or services related to our Special Offers categories. Any business that offers coupons or discounts would be on that list – restaurants, car maintenance/oil changes, salons, boutiques, bakeries, golf, etc. But we've also included the local symphony orchestra, physicians and car dealers in these emails.

The more advertisers included in each email, the more categories we include when setting the filters for the email.

We also produce a business-to-business email – which we call B2B. Filtering our database to pull email addresses for our advertisers, we send out emails for businesses that cater to other businesses. Consultants, accountants, insurance companies and printers fall into that category.

You can also look at the emails that are primarily designed to drive readership for potential revenue. Breaking news emails or weather alert emails can be very popular with advertisers.

Q Tell us about how you originally built and continue to build your database? Some of the more successful building tactics? And, what are some of the priorities and tasks associated with managing it and keeping it current?

A Building the database is step one. We started with efforts in our newsroom and classified departments. In the newsroom, we began soliciting emails

from our print and online readers for a Breaking News email alert. We launched the Breaking News alert with a few hundred emails in the database. We send breaking news alerts today to more than 5,500 emails.

In the classified department, we set up an automated system to email classified customers when their ads were about to expire with a link that would let them renew the ads.

As we developed our email program, we discovered that we had a fairly large database through other sources. In addition to the emails we had been collecting in the newsroom and in classifieds, we also had emails from our home delivery customers and advertisers. What we didn't have was consistent information. We had some names, some birth dates, some zip codes for example.

We combined all the emails into one database hosted by our vendor, Presslaff Interactive, and created the VIP Insite Club. We sent a series of emails to the database inviting people to update their information and offering them a chance to win gift cards if they did. We send a VIP Insite Club email to the full database once a month, promoting our products, offering club members opportunities to take part in contests and telling them about upcoming events we're hosting.

We continue to solicit emails through contests, events, new subscribers and online visitors, and new advertisers. Today, The Herald-Mail's database has 22,500 emails. Corporate wide, the properties that make up SCI have a combined database of more than 240,000 emails.

Q How are you driving audience to read your e-mails to the point that you can begin marketing them to generate revenue? Can you also comment on the kind of numbers you believe you need to take this type of program to market?

A If you are sending emails that the audience has asked to receive then you have an engaged audience from the very beginning. The basic foundation of any email marketing program is that people have "opted in" to receive what you are sending. They asked to be included and told you what they wanted to receive.

You can have a very successful email campaign with just 100 emails. If those 100 people have value to the advertiser, than you can have a successful campaign. For example, our sister newspaper, The Herald Times in Bloomington, IN, sends an email blast out once a week to less than 150 people. The email was developed for homebuyers who are searching for a new house and contains a list of open houses scheduled for that weekend. Real estate agents are knocking down the door to buy the banner ad at the top of the email. It is a very small audience but it is exactly the audience realtors want to reach. Realtors are already fighting for a piece of a very small, defined audience. The weekly email is a tool that helps them stand out.

Your database results will tell you if you have a successful email campaign. If people are opting out or they aren't looking at what you are sending, try something else. Once you have a program in place, it's easy to experiment and test different emails.

Q Please share some of your e-mail based revenue initiatives? Sales tactics?

A We have started experimenting with contests. We find advertisers interested in supporting themed contests – with advertising dollars and prizes – and then run online advertising pushing people to take short, three sentence surveys for each advertiser. For each survey they take, readers are automatically



2012 West Coast Innovation Mission Next Month

Only two slots remain for this world class study mission

The West Coast Innovation Mission, a small group one week tour, is set to provide a limited number of participants a front row seat and deep immersion into some of the West Coast's most progressive and innovative companies and media houses. The tour begins Sunday May 20 in Seattle, WA and concludes Friday, May 25 in San Jose, CA. If you are considering taking advantage of this extraordinary educational opportunity, LMA encourages you to make your plans now. As of press time, only two slots remain open.

The week-long study mission will expose attendees to some of the best minds and practices in the media and technology worlds. Site visits include Google, Fisher Communications, AT&T Interactive, Black Press and The McClatchy Company. The week-long full itinerary will deliver culture immersion, in-depth looks into business practices, ideology and vision, and first hand interaction with principal executives and fellow participants. In addition to this world class education, a comprehensive report is also included as is a series of follow up webinars and conference calls for attendees only.

Highlights include:

- Full day at Google featuring a customized agenda.
- Half day private session with Gordon Borrell - Driving Revenue Using Compass Reports
- Bonus - all attendees will receive a customized Compass report (included in registration fee)
- Half day with AT&T Interactive focusing on mobile and digital agency success
- Five hour visit to Fisher Communications, winner of Borrell's Innovator of the Year award
- Visits with some of North America's most

progressive media companies including The McClatchy Company and Black Press + bonus visits with the president of the Canadian Newspaper Association and senior executive from WAN-IFRA (World Association of Newspapers and News Publishers)

- Digital immersion - all attendees will tweet, blog and share the learnings throughout the trip (help will be provided)

This is the third Innovation Mission sponsored by the Local Media Foundation and past participants credit the experience as a true game-changer. "This Innovation Mission set the course for the future of our company," said Doug McAvoy of The Elkhart Truth. Bob Brown of Swift Communications said "The entire trip was inspiring and encouraging...and reinforced the importance of dedicated and integrated business efforts."

The registration fee of \$3495 includes travel costs (air and hotel) for all stops on the tour (does not include flight to Seattle or home from San Francisco); all breakfasts and lunches and four dinners. A comprehensive report is also included in the price as is a series of follow up webinars and conference calls for attendees only.

Full agenda and registration are found at www.localmedia.org under the Conferences tab.

Congratulations on the rousing Mega-Conference

JON K. RUST



Chairman
LMA Board of Directors

Congratulations to Inland, SNPA and Local Media Association for a rousing megaconference in San Antonio. While I was a bit anxious about the location, a 30-minute drive from the popular River Walk, the venue turned out to be outstanding for private gatherings in the hallways, restaurants and bars, and the food was some of the best I've ever had at a hotel. The JW Marriott staff was impressive, always smiling and ready to help.

The weather did not quite cooperate, but the sessions were so good the opportunities to get out were limited already. This newsletter is full of articles about the megaconference, so I won't delve into comments about specific presentations, other than to say that the sessions were rich with innovative ideas that have been implemented in newspapers from large to small, and which are already driving success. If you haven't already, you should check out many of the presentations at localmedia.org.

My hat goes off to the three executive directors, Tom Slaughter of Inland, Edward VanHorn of SNPA and Nancy Lane of Local Media Association. Each organization has a bit of a different culture, which means some tug and pull at the margins for how best to organize an event like the megaconference. These three managed the process in brilliant fashion. Kudos to their staffs, too. At a reception on the last night, sponsored by Saxotech, there seemed to be an unending line of people who praised the organizations for working together and asking if we will be doing a megaconference next year, too. We will!

The main challenge is finding a venue that fulfills all the requirements – for an exhibit hall adjacent to the conference meeting room(s), a location easy to fly to, a good price for hotel rooms and enough to be able to accommodate the size of our group, a warm weather destination, and, ideally, good outside restaurants within walking distance of the venue. Having interesting activities nearby for spouses who attend is also a need. The staffs of the three associations have already started looking at locations for next year; if you have suggestions, feel free to contact me or Nancy Lane.

Again, congratulations to all involved in planning the megaconference. I also send my personal thanks to Bill Nutting, chairman of SNPA, and my brother Rex, president of Inland. It was a lot of fun, and the beautiful relationship continues. Thanks!

In other news, let me also quickly commend the Local Media Foundation for what looks to be another scintillating Innovation Mission, which will travel from Seattle to Vancouver to Silicon Valley in late May. There may be one or two spots left at time of this printing, but they won't last for long. If you go, expect to make some great new friends within the industry.

Also, congratulations to Gary Pruitt for being named the next CEO of the Associated Press. Gary is an outstanding individual and visionary leader, who will bring many strengths into this role. I'll write more about Gary and current CEO Tom Curley, who will be retiring this summer, in a future column. Congratulations, too, to incoming AP board chair Mary Junck for leading the search committee in typical, consummately professional style.

Jon K. Rust is co-president of Rust Communications and chairman of the Local Media Association. His email: jrust@semissourian.com.

► ► SUMMIT cont'd from pg 1

- How to focus on small business to generate huge local ad revenues
- The Digital Agency, 360 Selling – tremendous opportunity for every local market!
- Making money with Promotions, Deals, Mobile, Social Networking and more

“The SNA/Blinder Group Revenue Summit was a smashing success last year”, says Lane. “This year we are going to push limits even further with the goal of exposing attendees to the most innovative and promising new revenue streams and

success stories out there – regardless of platform. We will focus heavily on opportunities to better serve and thus monetize local businesses.”



Other outstanding speakers include:

Steve Waterhouse, President, Waterhouse Group and Predictive Results, is a former newspaper owner and well respected as a mentor to numerous Fortune 500 companies. He'll be involved in two sessions at the Summit – one about **maximizing sales performance with each of your team members**, and the second a panel on **Running The Best Sales Machine**.



Chris Edwards, VP Sales/Customer Care, SourceMedia (formerly known as Gazette Communications). Edwards is part of a new management team changing the complexion of a traditional media organization into an integrated multi-media entity. He wowed last year's Revenue Summit crowd with his new **hunter farmer sales model** in which he recruited and hired a team of new business development pros to just call on new business. It's going great and this year he'll give an update and share current insights.



Jim Doyle, President of Jim Doyle and Associates, is a nationally recognized 'sales genius' says Blinder. Doyle's marketing workshops constantly earn top grades and Summit attendees will hear from him about **8 Initiatives to Create the Best Sales Team in your Market**.



Mark Lane, VP of Sales, Morris Publishing Group will tackle **So-Lo-Mo**. He'll draw on his super success with Morris and really hammer on leveraging social media, local marketing and mobile to make money. They've done it!



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Editorial contest results announced

As we take this issue to press, LMA headquarters is tabulating the much awaited final results of the 2011 Editorial Contest so by the time you're reading this, you can tap LMA's website to see who the judges from the Medill School of Journalism, Northwestern University, selected for top honors.

Already announced are the winners in the Editor of the Year and Journalist of the Year categories. Hearty congratulations to the following who were selected amongst an extremely competitive field.

Editors of the Year

Daily - Carol Stark, Joplin Globe, CNHI
Weekly - Kate Pastor, The Riverdale Press, Richner Communications

Journalists of the Year

Daily - Keith Eddings, The Eagle Tribune, CNHI

Weekly - Brian McMillan, Palm Coast Observer, The Observer Group

Look for a full feature profile of these winners in next month's newsletter!

"Journalism the world over is in the midst of profound, transformative change, and it is not clear what forms will eventually emerge and become dominant. What will not change is the importance of the function of journalism in the lives of everyone. Ordinary citizens and their leaders; the politically and economically oppressed; tycoons and Main Street merchants; the faithful and doubters — wherever we fit in the large and small construct of humanity, we need truth-tellers."

-- Tom Brokaw

Sales training – key differentiator for the most innovative media houses

NANCY LANE



President
LMA

Local media companies need strong and sophisticated sales forces – now more than ever. The suite of products being offered by most media companies is growing and becoming more complex every day. Training has never been more important.

During last year's Innovation Mission attendees noticed that the most successful local media companies were obsessed with training. In fact, it was the top takeaway from the entire trip. These companies made training a top priority and didn't let other things get in the way.

The top companies used a mix of training tools that often included strong in-house resources combined with outside help.

Last fall we launched a sales certification program in conjunction with Borrell Associates and Motivate America. The program is designed to complement other training programs already in place. The certification that results from a test score of 90 or higher serves as a valuable management tool. Publishers and advertising managers will know that a certified sales executive stands for something important.

The test is not easy and the pass rate is not high on the first attempt. This is intentional. The program requires a commitment of time on behalf of the company and the sales executive (nine one hour modules). The end result should be worth this investment (and priced at \$295 per employee, the ROI should be immediate.)

So far only the basic certification courses have been launched (online, print, and print/online combo). More

than 125 sales executives have or are in the process of taking the courses and preparing for the test. In the coming months we will be launching advanced digital certification and management certification.

So far the lessons learned have been valuable. The companies that have participated have ranged in size from a metro daily to a single title weekly. Sales executives across the board have praised the program. New sales representatives obviously see great value and have reported very positive feedback. Seasoned sales executives have repeatedly told us that this served as a great refresher course for them.

For those that are considering sales certification for your company, this is what we have learned/observed in the first six months:

- Management oversight is required for this to be successful. It is not good enough to simply make the courses/ tests available to the staff. The process must be managed and this means setting aside time in the office to take the courses and establishing an end date on when the test must be taken.
- The basic certification is perfect for all new hires, especially those with little or no sales experience. For those companies with limited in-house training resources, this can serve as a valuable tool.
- The online sales certification is particularly helpful to use with staffs that are having a hard time making the digital transition. A passing grade can be used as a tool to manage out those that simply can't or won't adapt to changing times.
- It is important to use the certification as a badge of honor. Certificates are mailed and should be hung on advertising department walls. Business cards should note the certified status.

We hope that many of you will consider adding sales certification to your arsenal of training weapons. The Local Media Association board spent the last two years developing this program that many believe was lacking in our industry. We are particularly excited about the next phase of courses that will be launching soon. For more information, including testimonials about the program, contact Al Cupo at (215) 256-6801 or al.cupo@localmedia.org.

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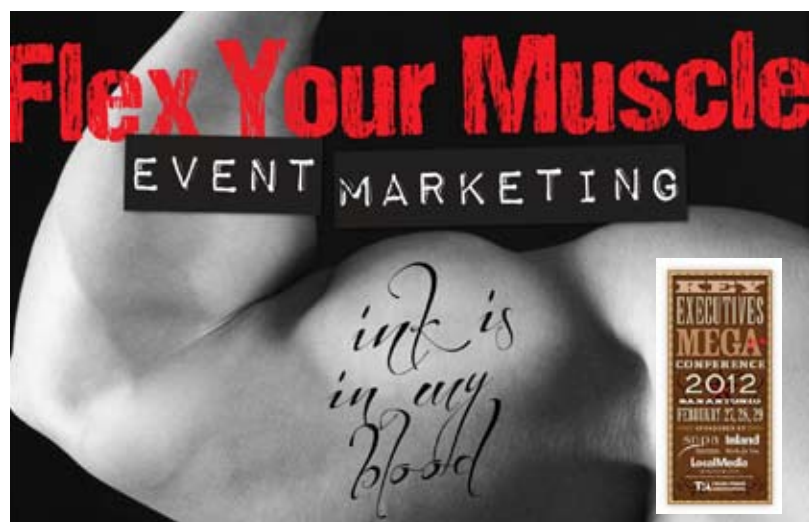


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★ THE 2012 KEY EXECUTIVES ★ MEGA★CONFERENCE

Event Marketing – seize the opportunity



BY NANCY LANE

At the Chattanooga Times Free Press revenue from events went from \$0 to \$2.5 million in just 3 years. In one of the most dynamic and inspiring presentations at the Mega Conference, president and publisher Jason Taylor wowed attendees with his event marketing plan which now includes 10 major events and more than a dozen smaller ones.

Revenue comes from sponsorships, ticket sales, booths, VIP packages, premium seating and merchandise.

WHY EVENTS?

Taylor laid out 12 compelling reasons:

1. They allow us to capitalize on our STRENGTHS
2. Because other companies swoop in and take the money out of our markets
3. Many SMB's struggle with foot traffic; events bring customers to them
4. They allow you to grow your customer base (60% of the booths that Taylor sells are to non-newspaper advertisers)
5. They present an opportunity to engage with your readers
6. You get to know your advertising clients better
7. They enable you to strengthen underperforming audiences
8. You can showcase high performing audiences

9. You can sell subscriptions at these events (they just sold 1,600 at a recent event)
10. You can capture money from different buckets (especially from major accounts – they have separate budgets for events)
11. Marketing these events also markets your brand
12. 30% of expenses for most events are allocated to marketing – you don't have to spend it since you are the marketing arm in the community

For 2012, the Times Free Press is concentrating on 10 major events including 3 new ones. They also produce a number of smaller events such as movie premiers and spelling bees. Most of the events are held at the Chattanooga Convention Center; many sell out.

Best of the Best

Best of the Best has turned into a major success for them. Held in September, this is the official "people's choice awards" for the Chattanooga area. They now have more than 100 categories and winners are featured in a special section. Most newspapers conduct a similar contest but the Times Free Press stepped it up another notch by creating an awesome event. Honorees are treated to complimentary champagne and a sit-down dinner at the awards ceremony. Everyone else pays to attend. Corporate tables are sold for \$500 and this year Miss Tennessee will serve as the mistress of ceremonies (tip: Taylor says that state pageant winners are

affordable and usually available; people like to get their pictures taken with them as well.)

The Best of the Best event has worked so well for them that they added a second one – North Georgia Best of the Best. This is part of their coverage area but these businesses wouldn't have a chance to win in the main competition. This event is held in January and this year Miss Georgia served as the mistress of ceremonies.

Other Top Producers

Events aimed at women represent a huge opportunity. "She – An Expo for Women" is a two-day event held in July. The event features hundreds of vendor booths that offer products, food, fashion, ideas and more. The show also includes a fashion show, free health screenings and seminars. Over 10,000 attendees participate each year. At this event, they also sell VIP seating and meet and greets with celebrities. Past speakers have included Paula Deen, Jillian Michaels, Bethenny Frankel and Martha Stewart.

One of the hottest opportunities is with local athletes. The Best of Preps honors the best in high school sports. 400 of the region's best athletes and coaches are recognized from the 66 schools that comprise the coverage area. (Taylor notes that this works well in smaller markets as well.) The winners receive complimentary tickets and family/friends pay to attend. Sponsors heavily support this event as well.

Seniors and Bridal events are big winners in Chattanooga as well. The Life Expo targets seniors and is held in October (important timing as medicare/insurance options are due at this time). The event includes free health screenings and past speakers have included Betty White and Vicki Lawrence. The Formal Affair event targets bridal with over 100 vendors. In 2012, they are adding a boutique style evening event (a twist on the traditional bridal fair).

Other events include: Jefferson Awards (honoring volunteers), Kidz Expo (new), Excellence in Public Education Awards (new) and some

smaller events.

Tips

Taylor also researched what others across the country were doing in the area of events and suggested the following:

- Hot Seat – live blogging events featuring high school football coaches, school board members, politicians, etc. These are sponsored by a local company.
- Career and college fairs – he suggests combining the two
- Political debates / forums / town halls
- Spelling bees and literacy events
- Home shows (title sponsors pay big money) – note that major accounts need a lot of advance notice
- Live medical events (hospitals will sponsor live surgeries and people will watch them in big numbers)
- Auto shows – works in small markets too (Motor Trend will work with you if you are in a top 50 market)
- City wide garage sales
- Movie premieres – have a red carpet and photo opportunities
- Couponing workshops (they conduct these in Chattanooga and often

reach out to church groups)

- After Hours and CEO Roundtables
- Young family events (such as Healthy Kids Expo)

Taylor also shared the marketing brochure created especially for events. It is a beautifully produced glossy piece that includes photos from prior year's events and the dates/details for this year. In general, hospitals are huge sponsors of all of the events.

Taylor's message was clear: events represent an opportunity to drive significant revenue today. All local media companies should be putting resources towards this major opportunity area especially while the digital transition is underway. Events represent bigger dollars and higher profits than most digital offerings and pay off in so many other ways. The Local Media Innovation Alliance will be following up on this exciting opportunity and will dedicate an upcoming research report to this topic. The report will cover staffing, pricing, packaging, marketing, sponsorship details and more – a real how-to guide. Stay tuned.

Jason Taylor's presentation from the Mega-Conference is accessible at <http://www.mega-conference.com/pp/Jason%20Taylor.pdf>



Jason Taylor wowed attendees with his Event Marketing presentation at the Mega-Conference.

★ THE 2012 KEY EXECUTIVES ★ MEGA★ CONFERENCE

Local Media Today's Deb Shaw caught up with several attendees just after the conference and asked them what was their favorite session and why. Here's a sampling of the responses:



Liz White
Associate Publisher for New Media
Record-Journal Publishing Co.

My favorite session was Jason Taylor's on Event Marketing. Jason's presence and engaging speaking style are captivating. His creative ideas and energy truly inspire newspapers to think outside the traditional box and get creative and be innovative by taking advantage of the strengths and resources we have as trusted community newspapers to help us grow and thrive in the future.

(Editor's note: See Nancy Lane's article on opposite page for more on this presentation.)



Jennifer Shone
Advertising Sales Manager
Holden Landmark Corporation

The last day of the conference was by far the most beneficial for me. I would have to say that I took the most away from the Event Marketing session and the Managing Online Session.

Both speakers were impressive and struck a chord with me since I am in the middle of planning our companies "Best of Worcester" party as well as taking on a new role as manager of our online. The Managing Online gave me a new perspective which is much needed in our market. So far it has helped me to lead with value rather than price...very helpful since this is the first year we are charging for our online component. We have gone back and forth on whether or not to create an online rate card....sitting in on that session helped me make the decision not to.

The Event Planning and Marketing Session had great energy and helped me to see different ways to plan and get advertisers involved....all the while actually turning a profit.



John Rung
Senior Vice President of Media Operations
Shaw Media

The mega-conference was a terrific event. The quality and quantity of speakers and attendees made for the best industry conference in years! I was particularly impressed by Matt Lindsay's presentation. It was great to see some analytics concerning paywalls and the direct impact on audience and ad revenue.



John Derr
Vice President, Sales and Marketing
Lancaster Newspapers, Inc.

First of all, I would say that in general, I really appreciate the Mega-Conference - both last year and this year - because the agenda is always timely, positive and forward-thinking. There's no hand-wringing, just rolling up the sleeves and getting down to work and the overall message from the presenters is "here's what we're doing to move our organizations forward and by gosh you can do it too!"

But my favorite session was "Industry Innovators: Four Newspapers that are Moving Forward in a Modern Media World," specifically Brandon Erlacher's presentation on the new digital department he is creating at the Elkhart Truth in Elkhart, Indiana because he has taken lessons learned on the Innovation Mission, created a vision and a plan for his company and is making the investment of time, resources and personnel to make it happen. I don't know if there is a more important message that can be sent in these times than the message that vision and courage of conviction is a powerful combination to move forward with. Also on that session's panel was Liz Thompson from the Herald-Mail in Hagerstown, MD who presented on the topic of Revenue Opportunities through Email Marketing. Liz gave some very practical and helpful examples of how her company collects and monetizes e-mail addresses. Newspaper companies have a unique opportunity to gather e-mail addresses and append them with street addresses and other socio-graphic and demographic information that will help us reach our consumers with news and advertising information that is tailored to their lifestyles, and will help our advertisers to efficiently reach the people most likely to be interested in their goods or services.

(Editor's Note: See the page 2 Q&A with Liz for more on e-mail marketing.)

It really was a great conference. I have a tablet full of notes, now if I can only find the time to type them up and match them up to the presentations!



Steven Pope
Chief Operating Officer
Huckle Media

The payroll session was outstanding. The speakers presented a wide array of examples and options to consider. The experiences they shared made me much more comfortable considering this path for our operation.

(Editor's Note: See article by Al Cupo on page 9 for more on this presentation.)



Stephen McHaney
Co-Publisher
Victoria Advocate

My favorite sessions were the various discussions on paid content. Matt Lindsay was really interesting in showing how to set the number of page views for the paid content meter. He did a very good job covering the logical way to approach the issue.

Andy Waters video from xtranormal was very memorable. It did a great job of showing how many of the proponents of free content are not considering the business realities.

(Editor's note: View this video at <http://www.youtube.com/watch?v=erOgGi7gDXU> - it's definitely worth three minutes of your time.)



Rick O'Connor
Chief Operating Officer
Black Press

I enjoyed the first session with the CEO's the best. It was refreshing to hear the balanced approach to the print/digital investment dilemma we face espoused by Donna Barrett of CNHI, and of course our own David Black is well known as a champion for the print side of our industry. What I didn't expect was to meet so many executives who agree that the print side of our industry, which is still the dominant revenue stream, needs continued investment and that digital opportunities will not replace print so we need to have both platforms working well for the overall health of our companies. There seems to be a school of thought promulgated by some that we should be "transitioning our business from print to digital" and that idea, taken to its conclusion, would mean the end of our industry, in my opinion. The session generated terrific debate in the hallways and it was encouraging to see so many executives in attendance and talk of the US economy showing signs of life.

★ THE 2012 KEY EXECUTIVES ★ MEGA★ CONFERENCE

Highlights from the Deals Boot Camp

BY TANYA HENDERSON

A number of Mega Conference attendees showed up eager to learn about the deals space during a 2 ½ hour bonus session on Sunday during the Mega Conference in San Antonio.

Matt Coen, President, Second Street and colleague Matt Chaney, Director of Affiliate Success, walked through what's ahead. "What's the state of deals?" asked Matt Coen. "They are competitive and complicated." But Coen reinforced that newspapers are well positioned to take on this space. Although email lists are incredibly important, Coen pointed out that they are not our only way of getting the word out. Media companies have a number of promotional vehicles that can help in driving the success of the deals. Coen mentioned that strong email lists do correlate to larger revenue gains.

This is a new transactional revenue stream for our newspapers advised Coen who added that "We are the savings destination in our community and deals programs attract new advertisers."

A few highlights:

- 80% of all deals get redeemed (national average)
- 80% of deals happen through email
- Restaurant is the top category followed by travel, health and beauty, recreation, retail and event
- Deals Teams are incredibly important to the success of your deals strategy
- Side Deals are becoming popular – they may not be as "hot" of a deal but they can run longer in a group or mall setting
- Side Deals can be categorized by theme, season, geography or holiday (i.e. 12 days of Christmas Deals Store)



Local Media Association has published a 20-page Deals Report as part of the Local Media Innovation Alliance initiative. For more information on purchasing this report, contact Local Media Association headquarters at 888.486.2466 or by emailing info@localmedia.org

Focus. Urgency. Passion.

Kirk Davis, President & COO, of GateHouse Media wowed conference attendees with an inspirational keynote on Tuesday at the Mega-Conference. His three favorite words - focus, urgency and passion - were evident throughout the presentation.

There are five areas of concentration that Davis covered:

- Drive permanent structural cost realignment to fund growth and innovation

- Accelerate digital growth in revenue and audience
- Grow consumer revenue (including circulation) in both print and digital
- Preserve the power of print by stabilizing ad revenue and improving the product
- Develop and execute new businesses by leveraging our core strengths and expanding beyond our existing geographical footprint



Kirk Davis

Davis shared many of the company's plans to accomplish these goals.

Digital Agencies - Hot Opportunity

Lessons Learned from Keith Wilson, Publisher, Kingsport Times-News

- Don't quote fixed rates - go hourly
- Don't host web sites on your own servers
- 3 minute videos take 4 hours to edit; price accordingly
- You are selling ideas - not production
- When estimating a job, double the time your designer tells you
- Every web site that you design must include a marketing campaign. The best leads will come from your print staff
- The only thing you have to sell is the creative talent of your staff - hire talent

From Gareth Charter, Publisher, Holden Landmark Corporation, on launching Kelley Square Communications after visiting Keith Wilson:

- Tagline: It's chaos out there - we can help
- They outsource video production, website development (through Own Local) and merchant services
- They handle in-house: design/creative services, PR (freelance and staff) and event planning.

From Kirk Davis (COO, GateHouse Media) on launching Propel Marketing:

- Propel is a start up company inside GateHouse. They are focusing on web design, mobile, SEO, SEM, reputation management, social creation, business listing accuracy, business profile and management and more.
- Davis urged attendees to "pick some of these services to offer your clients but fail to pick none at your peril."
- Propel is hiring 28 people this year. Recent hires have come from Living Social, Reach Local and other digital companies.

★ THE 2012 KEY EXECUTIVES ★ MEGA★CONFERENCE

Paid and metered subscription models evolve

BY AL CUPO

The next time you visit your local newspaper's web site don't be surprised if you are prompted to pay a fee in order to read one or more articles of your choice. While not every publication is shifting to a paid content model there seems to be a strong movement by some local publishers towards requiring payment for their content. A recently released study by the Missouri School of Journalism reports that more than 40% of the weekly and daily papers they surveyed are now charging for online access to at least some of their content.

The issue of paid content was addressed during a session at the 2012 Key Executives Mega Conference by a panel of editors and publishers from various size publications and moderated by Mike Jenner, Houston Harte Chair, Missouri School of Journalism, University of Missouri, Columbia. Although each presenter had their own unique approach to paid content they all agreed the time was right for initiating an online subscription model.

Two Tier Model

Andy Waters, president and general manager at the Columbia Daily Tribune launched their paid content program in 2010. Several reasons prompted this move including the realization that only 5% of their revenue was generated through their online products. The move to a metered subscription model provides new revenue to this area of their business.

Their metered model is divided into two areas: Premium/paid - all local content (photos, video, news, sports, blogs, obits, etc.) and Free - everything else (section fronts, wire, weather, contests, classifieds, etc.).

Waters provided the following details pertaining to their paid content program:

- Metered model allows for ten free articles per month before charging a fee
- Online-only subscriptions are available for \$8.00/month
- Print subscribers can add-on an online subscription for \$1.00 per month
- Only subscribers can comment on posted articles

And shared that initial results are positive:

- 3,000,000 page views per month –

although slightly lower than before initiating their paid content program, their web site is still the most popular site in their market

- Total unique visitors have increased and their local online audience is 7% larger
- There are now more than 9,500 paying online subscribers with a 60% conversion from print only to a bundled print and online subscription
- Local advertising has been unaffected
- Subscription revenue is now three times greater than any lost ad network revenue that may have resulted from the slight decrease in monthly page views
- There have been very few objections from readers and advertisers who seem to understand that quality journalism is at stake

**No To
'Paywall'....
Yes to 'fill in
the blank'**

The term 'paywall' to describe paid online subscriptions is about as customer offensive as could be. Got a good replacement term? Share it on LMA's facebook page!

Press Pass Club

Next up, Jeanny Sharp, editor and publisher at The Ottawa Herald, discussed how they initiated a program called 'Press Pass Club' in July 2010. The Press Pass Club is open to all print subscribers at no cost. Readers not interested in receiving the print product can also sign-up for online access at the same price as a full print and online subscriber.

The Ottawa Herald has two versions of their popular website. Both the paid subscriber version and the free version start at the same home page but only



From left, Jenny Sharp, Jason Collington, Andy Waters, Mike Jenner.

the paid subscribers have access to all news articles, photographs, award winning feature stories, letters to the editor, full obituaries, late breaking news, sports, community connections and their favorite columnists. In contrast, the free web-site offers readers condensed versions of death notices, limited breaking news, local videos, an editorial cartoon page, community databases and other Herald information.

As explained by Sharp, the Press Pass Club presents both advantages and disadvantages:

Advantages include the ability for them to follow the Newspaper Next model of "Good Enough" on a limited budget; it doesn't require a staff of IT gurus to make it happen and it stops the erosion of print subscriptions. On the negative side, it does not add new subscribers as quickly as one might hope; it isn't fancy with all the bells and whistles the big guys have and their site is a source of irritation to some who believe everything on the web demands to be FREE.

Tulsa World Evolves

Rounding-out the panel was Jason Collington, web editor at the Tulsa World. Collington explained how the Tulsa World's metered model was part of a process that started as far back as 2006 with a renewed commitment to local news coverage in both print and online. Along with a strong focus on all things local they also restructured their newsroom, redesigned their website

and improved their customer service.

Move ahead five years and the Tulsa World metered model was officially launched in April 2011. Customers wishing to view more than ten page views each month are now prompted to subscribe to their digital edition at one of the following rates:

- \$14.99 per month per for a one year subscription
- \$15.99 per month per for a 6 month subscription
- \$16.99 per month a la carte

All mobile access and TulsaWorld apps require an online subscription.

According to Collington, initial results are good. More than 70% of Tulsa area adults now read the Tulsa World each week. In addition, the Tulsa World is one of only three major American newspapers to increase market penetration in its metro region (including print and online) in the last year. Their unique monthly visitors are up with more visitors than any other media web site in Northeastern Oklahoma; their online advertising revenue and circulation revenue are up, as well as, their social media references.

For more information contact:

Mike Jenner, jennerm@missouri.edu
Andy Waters, awaters@columbiatribune.com

Jeanny Sharp, jsharp@ottawaherald.com

Jason Collington, Jason.collington@tulsa-world.com

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★ THE 2012 KEY EXECUTIVES ★ MEGA★CONFERENCE

Wealth of Expertise Shared

The Key Executives Mega-Conference in San Antonio was a collaboration of three pre-eminent industry associations and received high marks for its on point agenda, top notch speakers and outstanding exhibit hall featuring the best and brightest of our industry's vendor partners. Attendee John Rung, Senior Vice President of Media Operations for Shaw Media, commented that "The quality and quantity of speakers and attendees made for the best industry conference in years!"

Co-presented by the Local Media Association, Inland Press Association and Southern Newspapers Publishers Association, the program presented in-depth looks at many timely topics and extensive coverage has been generated. LMA members are encouraged to tap the expertise shared in numerous articles, in addition to what is contained on pages 6 – 9 of this issue, found on LMA's website under the News tab. Access to many of the PowerPoint presentations is also available under the Conferences tab.



From left, Doug Franklin, President, Cox Media Group, David Black, President/CEO, Black Press, Donna Barrett, President/CEO, CNHI and Rich Boehne, President/CEO, E.W. Scripps Co.



Rob Small, left, President, Small Newspaper Group with Mark Monroe, President, Internet Division, SNG Internet Innovations, LLC.



Steve McPhaul, Executive Vice President, Corporate Operations, CNHI and Local Media Association President Nancy Lane catch up at the reception.



Anders Christiansen, left, CEO, SAXOTECH, Inc., shares a moment with Kirk Davis, President/COO, GateHouse Media.



From left, Michael Heene, President/CEO, Adpay, Inc., colleague Deborah Dreyfuss-Tuchman, and Cindy Hefley, Director of Advertising, Wick Communications.



From left, Arundi Venkayya Cox, Dayton Daily News, Adriana Acosta, Matagorda Advocate, Sandra Baltazar Martinez, The Santa Fe New Mexican and Victor Patton, Merced Sun-Star.



Padding the Deals Pipeline

TANYA HENDERSON



*Advertising & Membership
Relations Director*

As many of you are springing into deals action, you may want to take note of a new strategy by GateHouse's The Repository (Canton, OH) as they recently held a Demystifying Deals workshop with nearly 50 local businesses participating.

Mike Blinder of The Blinder Group stepped out of his more traditional selling role and educated business decision makers on how to get into the deals space with the local newspaper. Canton's goal: 50 deals in two weeks. The idea is to fill the pipeline so you are always ahead of the curve by having a deal scheduled. According to Blinder the "deals process needs extra hand holding." Chris White, General Manager of The Repository agreed. "We're not selling anything. We're asking for a cut on the back end" which is new for sales reps. Canton has recruited a deals specialist to work with the sales reps at closing the sales. "There's a natural close if we can engage the prospect with a concept," says White. Both the specialist and the sales rep are commissioned at the close of the deal.

Blinder prepped the sales force with a webinar two weeks prior to the face-to-face meetings. The Repository assigned and

qualified leads for the reps and the idea was to have some rapport with these prospects prior to the workshop. At the workshop the reps sat at round tables with their clients so they would be answering questions from their potential clients. According to Blinder "they are buying expertise from the speaker but they are buying local advertising from the sales reps."

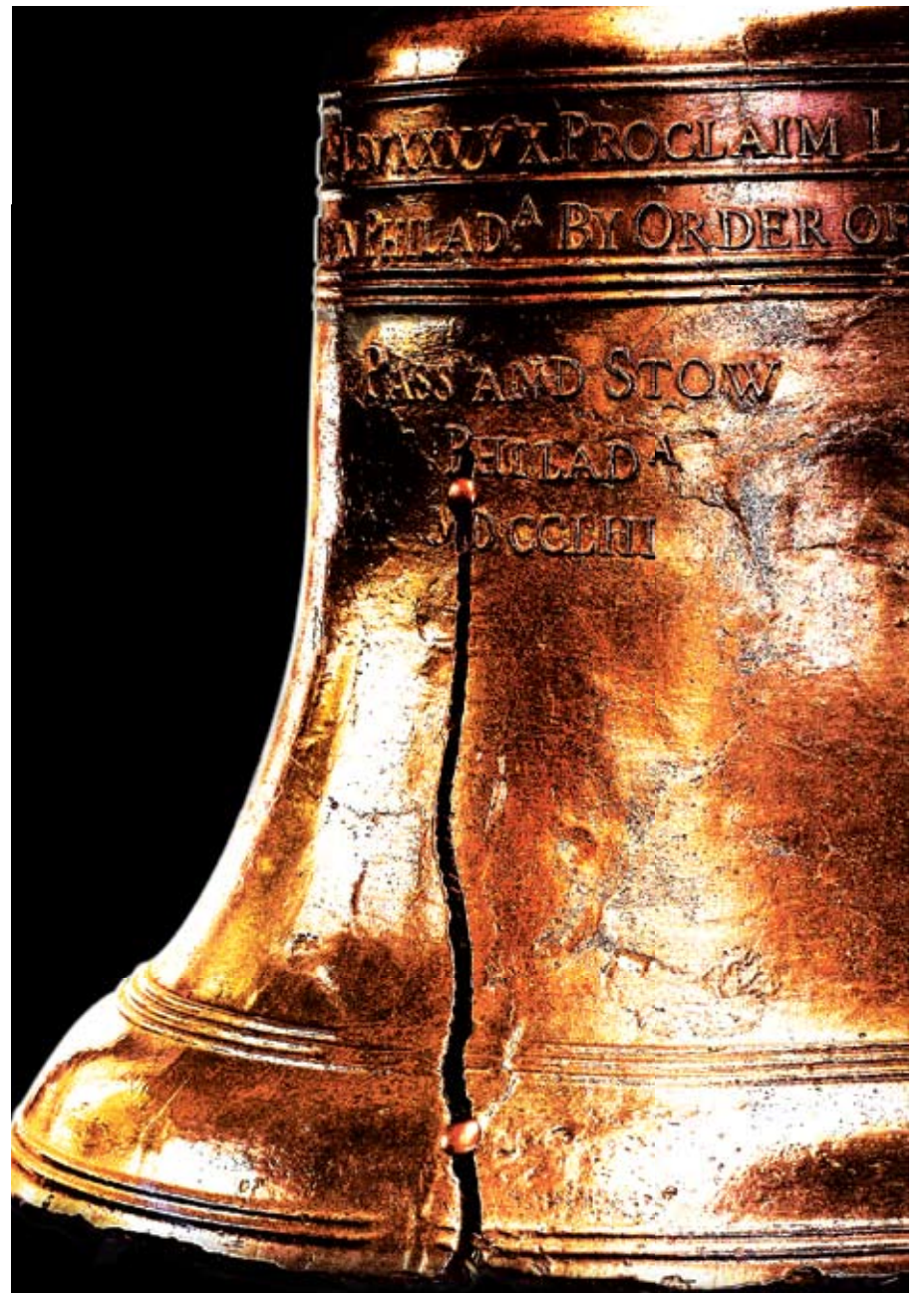
The pitch to the advertisers is the \$5,000 in advertising and promotion that these businesses receive at no cost. Canton also has a strong email database of 28,000 which is critically important. "It's the circulation of our deal product," said White.

The goal wasn't to sell them on the spot as deals are a bit more complex and require more time with the client. Their measure of success was to set appointments with hot leads. Of the 48 attended they confirmed 22 appointments with 19 closed to date, many of which were multi-deal closes. And yes – they've exceeded their 50 deals goal.

Looking back what could be done better? White says investing more time in the front end by prescreening and qualifying prospects as much as possible.

The Local Media Innovation Alliance has released a comprehensive report on Deals. For more information on the LMIA membership and how you can receive a report like Deals each month, contact Tanya Henderson, Advertising & Membership Relations Director at 804.262.3341 or email Tanya.Henderson@localmedia.org

You can also see recent presentations on Deal from the Mega Conference in San Antonio by visiting this link: <http://www.localmedia.org/Conferences/Presentations/2012Presentations.aspx>.



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BETTER THAN
WELL SAID”**

—BEN FRANKLIN

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To register, visit www.localmedia.org or call (888) 486-2466

**Early bird pricing extended to April 16 - Register today!*

What attendees said about last year's Revenue Summit:

"Each session has been fantastic!"

Toni Nuttall, Ad Director, East Bay Newspapers

"Great ideas, synergy, refreshing & engaging!"

Ron Hanson, Online Sales Manager, Rochester Post-Bulletin

**"Both Content and presenters were excellent.
Would recommend to any revenue manager..."**

Judy Beckwith, Retail Sales Manager, Metro Group Inc.

**"Very insightful, packed full of good speakers, studies,
and ideas to hit the ground running with..."**

Teri Manning, Digital Media Sales Manager, Lakeway Publishers

Friday Bonus Session

Focus: Weekly Newspapers
All Revenue Summit attendees are invited to
attend the Friday sessions free of charge



CALL FOR ENTRIES:

20 Scholarships for community journalists to be awarded for specialized reporting institute on the recession and mental health

All costs covered to attend this specialized two-day symposium in Chicago

The LMA Foundation and the Associated Press Media Editors have been awarded a McCormick Foundation grant to conduct a special two-day symposium to educate community journalists on how to uncover local stories on the impacts of the current economic crisis on the mental health of North American families and their communities.

The symposium will take a deep dive into this subject and will feature top speakers from the academic and mental health worlds, as well as journalists who cover highly-specialized aspects of this topic. The ultimate goal is to provide scholarship recipients with a host of tools and information to better cover the topic at a local level in their communities. Follow-up webinars with symposium attendees will also be part of this comprehensive learning experience.

What You Will Learn

Participants will receive practical instruction and examples on how to investigate and report on mental health issues exacerbated by the economic crisis, even with limited resources. You'll learn how to turn data into meaningful local stories using multimedia reporting and presentation tools. And you will learn how to execute specific local mental health and economic impact reporting projects in your community.

The training will be arranged to allow for both instructional and interactive sessions with significant time spent exploring and developing specific storytelling projects you can pursue in your community.

Application Details

Scholarship applications are due by April 13; go to www.localmedia.org to access the application form and information. The symposium takes place July 16 - 17 in Chicago (air, hotel and meals are included). Special thanks to the Sun-Times Media Group for hosting this event.

Editors and reporters are eligible to apply. Special consideration will be given

to those who are in a position to drive the coverage of this topic at their newspaper. Depending on the size of the paper, this may be the editor, an assignment editor or a reporter. These scholarships are only being awarded to community journalists who work at daily newspapers with a circulation of 100,000 or less or for weekly newspapers. A number of slots have been reserved for weekly newspaper editors and for smaller dailies under 10,000 circulation. The goal is to have a diverse audience.

The symposium presents a one-of-a-kind learning experience at a very in-depth level. The cost to develop and implement this program is \$40,000 (the amount of the McCormick grant). Attendees will be treated to an extremely special experience that will pay off for years to come.

"We are very grateful to the McCormick Foundation," said Nancy Lane, President of LMA and the LMA Foundation. "This provides a wonderful opportunity to educate community journalists on a very important topic during a time when training dollars are tight at most companies. We are also grateful to APME for co-sponsoring this grant with us and providing invaluable assistance with the program."

"We are thrilled the McCormick Foundation saw merit in this program and we are greatly appreciative of their funding," said APME President Brad Dennison. "It's also an honor to have an opportunity to partner with a great organization like LMA with a common mission of helping newspapers break new reporting ground on a topic that affects far too many."

The grant is made possible by the McCormick Foundation's Specialized Reporting Institute. Each year, McCormick funds various seminars to educate and inform journalists on how to cover these narrow but critically important topics. Past topics have included: how to cover the BP oil spill, immigration and covering the Olympics.

LMA and APME will also host free educational webinars after the symposium to share with the entire industry best practices and some of the lessons learned.



A 2011 specialized reporting symposium brought twenty local journalists together to learn how to uncover local stories on the impacts of the economic crisis on the American family. One of the 2011 scholarship winners, Jen Judson of the Norwood Transcript and Bulletin, credits the experience as helping her reignite her journalistic drive by teaching her how to produce long-term projects despite an already jammed 40 hour work week.

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▶▶ THOMPSON cont'd from pg 2

entered for a random drawing to win the prizes. It promotes our advertisers, lets them ask questions of potential customers, and helps us build our database.

We just did a Valentine's Day "Show the Love," contest with four advertisers who paid to take part and also supplied the prizes. Each advertiser got a 300x250 online ad (20,000 impressions per week for two weeks). Each ad had a Share the Love logo at the top, encouraging people to enter the contest. When you clicked on the ad, it took you to that advertiser's survey. We turned over the survey results to our advertisers. We added more than 150 people to our database and gave away a prize package that included a day-trip for two, dinner for two, a fruit arrangement and a piece of jewelry. We've started doing contests like this each month. They are fun, fairly easy to sell and drive revenue and readership.

We have endless readership and revenue possibilities with email marketing because almost everyone uses email on a daily basis. It is not mysterious,

overly technical or hard to explain – to sales reps or advertisers. Email is a very accepted form of business communications today and much more affordable and targeted than most direct mail campaigns.

Q Within the bounds of your program, is there a hands-down winner in the type of e-mail that gets opened? Is most successful for generating revenue?

A Breaking news and weather alerts from our newspapers and television stations are extremely popular and tend to have strong open rates of 25 percent or higher.

One of the best performing emails is produced by The Herald Times in Bloomington. As I said earlier, all our properties use the same registration questions. One of the things we require in the registration process is a person's birth date. Our email platform automatically sends a "Happy Birthday" greeting on a person's birthday. The Herald Times birthday greeting is filled with coupons

and giveaways from advertisers and has a 57 percent open rate.

Q As a consumer, I've built quite a collection of brands/companies that send me commercial e-mail but most are of little interest the majority of the time. How do you avoid e-mail apathy among your audience?

A That's the tough part. You have to work hard to be creative and to make sure each email blast has value to your database. We are mostly successful but it is without a doubt the hard part of email marketing. Giveaways and coupons go a long way to bringing that value to customers.

Again, don't be afraid to get rid of something that isn't working for you in terms of readership or revenue. Just because you created it, doesn't mean you have to keep sending it.

I'm a firm believer in seeing what everyone else is doing and borrowing what looks interesting and successful. Sign up for emails every chance you get. You

can always opt-out later. See what others are doing and take the ideas that work for you.

Q What do you know now that you wish you knew when you began your e-mail marketing program? Any tips for others who are just starting their own program or need to reinvigorate an existing one?

A I think we really limited ourselves in the beginning and what I have learned is that email marketing has no limit. Get a group of people together to brainstorm ideas. Ask them "What drives readership?" Take those answers and think about them in terms of an email campaign. Ask the question "What would advertisers love to have?" and what do those answers look like in an email campaign.

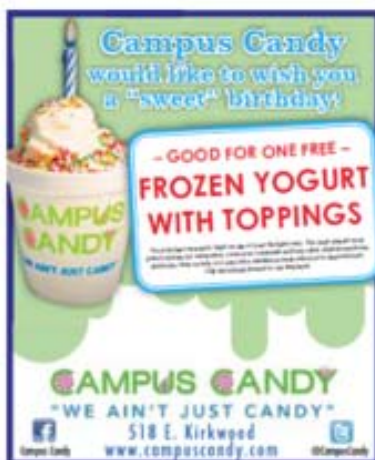
Remember, you are addressing an audience that – out of habit or necessity – is checking email every day. And, it is an audience that has invited you to send them emails.



HI FIRST-NAME,

Happy birthday from HTO VIP!

Please enjoy these birthday gifts...



Enjoy your special day!

The HTO VIP Team

[Click here to email us](#)

[Click here for today's FREE drawings!](#)

The popular Happy Birthday Greeting email has a 57% open rate.



Like us on
Facebook

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Most local media companies are utilizing the dialogue channels that social media has opened up and, of course, so too is the Local Media Association. Twitter and Facebook are excellent vehicles to stay connected and all members are encouraged to tap these communication tools.

Since re-naming our association to Local Media Association at the start of the year, we've updated our Facebook page and have made a concerted effort to make this an increasingly helpful tool for members. A constant stream of useful information along with all the normal benefits of this network are yours for the clicking. Find us under Local Media Association. And, while you're there, feel free to 'like us'!

Follow LMA President Nancy Lane on Twitter @localmediarocks.

Member News:

BETTY CARR RETIRING

A former Suburban Newspaper Association (now Local Media Association) board chair, long-time Toronto publisher Betty Carr, is retiring May 31.

Betty first taste of newspapering was as a sales rep in 1972. She became publisher of Metroland's Scarborough Mirror in 1989. Betty retires as Vice-President and Regional Publisher (Toronto Division) of Metroland Media Group Ltd., overseeing the operation of multiple newspapers, specialty publications and web verticals.

Suburban Newspapers of America elected Betty chair of the board for 2010.

"Media is a wonderful career because you can actually have an effect in your community, helping that community move forward. That part excites me," said Betty, who has chaired numerous boards and committees in the Toronto region.

Betty has always found energy through facing the challenges of the industry.

"It's been a career of life-long learning surrounded by people with the same passion for the business. I have worked with wonderful colleagues and friends who constantly challenge me, constantly surprise me and constantly inspire me."

A native of England and a proud Canadian, she and husband Gerald have two sons and two grandchildren. Family has always been dear to Betty and in retirement she looks forward to much travel and more family time.

KRUG NAMED PUBLISHER

Chris Krug has taken over the role of vice president and publisher of Pioneer Press' 32 weekly publications and websites. Pioneer Press is part of Sun-Times Media.

"Pioneer has an outstanding reputation in the market for being community focused and for providing top quality news and advertising content," Krug said Monday on his first official day. "I'm excited to be part of it."

Most recently, Krug oversaw Shaw

Media's operations in Lake County. He was responsible for publishing the Lake County Journal, Great Lakes Bulletin and Lake County magazine. The last seven years also included stints as executive editor of the Northwest Herald and vice president of Shaw's suburban operations.

The hire comes two months after a local investment group acquired Pioneer Press' parent company, Sun-Times Media. The buyers include new chairman Michael Ferro Jr., of Merrick Ventures LLC. Timothy Knight was tabbed to run the company as chief executive.

GATEHOUSE JOB SITE LAUNCHED

GateHouse Media has announced it will call its central production centers Design Houses and has launched a site where journalists can apply to work on the desks.

The company had previously announced that it would build two design centers. One would be based in Rockford, Ill., that would be responsible for newspapers over 5,000 circulation. The second would be located in Framingham, Mass., and would be responsible for newspapers 5,000 circulation below and all non dailies.

At this website — <http://www.gatehouse-media.com/careers/design-team> — individuals will be able to do a few things:

- Submit their cover letter and resume
- Read the job descriptions for the copy editor/page designer and manager positions
- Watch videos about the communities of Framingham and Rockford and learn about the Design House project
- Read a blog with updated news about each Design House

GateHouse Media Design House Facebook, Twitter and Pinterest pages have launched as well.

Design Houses will start launching their first papers in June and will continue through the end of the year.



Political Ad Bonanza Ahead

A just released research report from Borrell Associates estimates political advertising across each U.S. locality, broken out by presidential, congressional, local races and PACs and the indication is there's a bonanza ahead for local media companies. Online spending will increase eightfold since the last presidential election.

This report may help you get your share of what will be the most expensive campaign year ever (estimated at a whopping \$9.8 billion, 40% higher than the last presidential campaign year). The 20-page Borrell report shows "hotspot" markets across the U.S. and estimates market-by-market advertising levels for 210 localities and for each state

Take a look at it at www.borrellassociates.com

Here's what people say about us

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... A few days to my retirement and my thoughts are turned towards Newspaper Toolbox. I want to thank you for sending us money-making ideas on a monthly basis for the past 12 years. This tool is amazing and it has allowed my staff to sell signature pages and ideas that has generated great sales revenue. I thank you all for your support.

Johanne Berthiaume
Publisher
SUN MEDIA CORPORATION



Newspaper Toolbox will be well worth the minimal investment required



I am very pleased with the results we've seen since we started using the Newspaper Toolbox. As resources get tight, the monthly book and the website have become the place that we turn to when planning out our months in advance, as well as during the month when we need a quick revenue hit. Newspaper Toolbox is a part of our plans for next year, and will be well worth the minimal investment required.

Pete Van Baalen
VP of Sales & Marketing
CNHI, CAPITAL & CENTRAL DIVISIONS, IN

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The following LMIA research reports are now available:

- Local Digital Ad Agency
- Daily Deals
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reports or to become a monthly subscriber, contact Tanya Henderson at tanya.henderson@localmedia.org or Deanna Lewis at deanna.lewis@localmedia.org.

Upcoming reports include:

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- Event Marketing (May)
- 360 Advertising Sales Strategies - Best Practices from Europe (June)
- Outsourcing (July)
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classifiedavenue update:

Announcing classified avenue.net

It is just about time to roll out ClassifiedAvenue.net! We have launched a beta site and hope to roll it out to the public within the next few weeks.



Director of Sales
LMA Staff

The purpose of this new exciting endeavor is to have a one-stop aggregated classifieds site that encompasses local newspapers and offers local, regional & national reach to your readers.

Key Features & Benefits:

- syndication for increased advertiser value
 - improve traffic and lead generation for all participating publications
 - multifaceted search: keyword, location, category search engine optimization (Google, Bing, etc)
 - hosted by AdPerfect and allows ads to be uploaded from any classified system
 - ClassifiedAvenue.net shows consumers "teaser" portions of the ad.
 - consumers click the ad for full details, which drives them to the originating ad on the newspaper's classified site.
- Many of the Classified Avenue clients have expressed interest in running ads already. Here are just a few of their comments:

"The site looks great! Very pleasing to look at, I cannot wait to share with my customers"

Annie Waite- Tower Publications/Buyers Guide
"I am looking forward this site, this will be a great add on for my print ads"

Chris Congdon- Advanced Marketing
"Very nice, looking forward to it going live"
Pam Slaven-Tower Publications/Buyers Guide
"Sunset (Ranches) will definitely be ready for the web and the upsells with the photos."

Pam Dierks- Advertising Connection referring to long time client Sunset Ranches

Please contact me on how to become involved with Classifiedavenue.net!

HELP WANTED Sports Desk

The Antelope Valley Press is seeking a top-notch sports desk person for its award-winning section. We're located in a hot-bed of sports in Southern California and we offer our readers an excellent mix of national, college, high school and community sports. We have a robust section and want a person who loves to make pages jump out at our readers. We are looking for a person with excellent Indesign skills who likes nothing better than to produce a quality headline or a quick information breakout. Photoshop skills required along with excellent copy editing ability. This is not a reporting position, although the successful candidate will take and write results as needed. We are located in a highly affordable area of Los Angeles County with access to Southern California attractions and offer a good benefits package. Job requires night work and will fill promptly with right candidate. Apply with cover letter, resume, and work samples to personnel@avpress.com.



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