

LocalMediaToday

FEBRUARY 2014 • • • • • WWW.LOCALMEDIA.ORG • • • • • INNOVATE | EDUCATE | INSPIRE

Last Call for Mega-Conference Registrations

February 24-26, Las Vegas, The Mirage

There is still time to register for the premier industry gathering of the year! A record attendance is expected at the upcoming Mega-Conference as this event continues to grow in popularity and reputation. The exhibit hall was nearly sold out when this newsletter went to press on January 27. More than 70 exhibitors and sponsors will be on hand to showcase the latest tools and services to help drive revenue for local media companies, making this conference even more valuable.

The program features 22 different sessions with topics that include a mix of big-picture, practical, large and small markets, legacy, digital, emerging and more. There is truly something for everyone.

Past attendees also praise the interaction with peers from across North America, a benefit that pays dividends for many years to come. According to 2013 attendee Rick O'Connor, President & CEO of Black Press,

the Mega-Conference was the "best opportunity to network with colleagues and suppliers that I have had in awhile. Well worth the investment in time."

"We took a new approach to the Mega-Conference programming this year," said Nancy Lane, President, Local Media Association, "In order to please everyone, we added more breakouts; a lot more in fact. All three associations have members with different needs. Some of our members are looking for 100% digital programming. Some want more print-related sessions. And many want a healthy mix. Throw in market size and differences from dailies and weeklies, and it is impossible to meet everyone's needs with general sessions. The high-level breakouts provide plenty of options for local media executives to choose the program that works for them. We are excited to go with this approach and pleased to see the big increases in attendance as a result."



Charles V. Pittman,
Sr. VP Publishing, Schurz
Communications, Inc.

"I was really pleased with the Mega Conference last year. It has gotten better each year since its inception. The attendance was tremendous and the excitement about our industry is starting to resonate more and more as our member newspapers are beginning to improve their financial performance. I look forward to attending again in 2014."

General Sessions

A Native Advertising Business Model

'Native Advertising Predicted to Dominate Digital in 2014' screamed the headline on MediaPost.com in a nod to The New York Times' recent embrace of the format and J.P. Morgan's prediction that the once-controversial ad format will reign supreme over digital channels this year. "We believe native ads are quickly becoming the de facto ad format on mobile and increasingly moving into desktop," lead analyst Doug Anmuth wrote in J.P. Morgan's annual "Nothing But Net" report, released last month.

It is more than noteworthy that the security firm points out that native ads represent just 5-10% of Facebook impressions but accounted for more than 60% of the company's revenue. "We think native ads also have significantly higher click-through rates than traditional display ads, which leads to higher pricing over time," according to Anmuth.

Given the rising popularity and importance of native advertising, the timeliness and caliber of this session makes it about as compelling as it gets for local publishers. BuzzFeed.com's Aswini Anburajan, director of partnership development at this white-hot site, will dig deeply into the native advertising business model and share the inner workings of BuzzFeed's almost 100% reliance on the format.

With over 80 million monthly unique visitors. BuzzFeed.com has got the formula working and Anburajan is tailoring her presentation specifically for newspaper executives in this don't miss session.

"Excellent conference! The Mega Conference encourages us to think outside the box and provides the tools to act on new ideas."



Liz White
VP, Record-Journal (CT)



Doug Dixon,
Advertising Director, This
Week Community News

"It's always good to gather and hear the trends in the industry. I came back with several ideas from the Weekly/Small Newspapers Roundtable Discussions. I've 'borrowed' many ideas in the past and brought some home to try out again."

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association

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...



Ryan Moffat

Regional Sales Director, AdTaxi Digital Ad Networks

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Digital Services:

Leverage Local Assets

Q I'd like to dig into your experience with digital agencies and springboard from your presentation at the LMA Digital Agency Summit held in November but first, could you please give us a thumbnail of your background and pathway to your position as Regional Sales Director for AdTaxi Digital Ad Networks?

A I've worked in media for about 15 years in a variety of sales and sales management roles. Immediately prior to AdTaxi, I was at the Denver Post running both the Local Territory team as well as the National and Major accounts teams. Running retail teams for the Post was a great experience, and certainly one of, if not the best career choices I've ever made. However I felt that I wasn't challenged enough digitally in the changing media landscape, and when an opportunity to come over to a digital only business incubating inside our traditional media company opened up, I jumped on it.

Q AdTaxi is one of the earliest publisher-owned digital ad networks and now has an offshoot, Ad Taxi Express. Can you tell us a little about each of these and the difference between the two?

A AdTaxi is primarily designed for advertisers spending \$1,500 or more per month. Depending on market size and other factors, AdTaxi has customers spending upwards of six figures per month on full funnel digital solutions. Customer deal size in our larger markets is over \$5,000 on average, and around \$2,000 in smaller markets.

“Most newspapers still generate the lion's share of local content, and own the largest sales staffs with the best relationships. ...don't let someone else come in and either chip away or take outright the ad dollars.”

AdTaxi offers advertisers digital traffic generators across all stages of the marketing funnel including local news media, targeted network desktop, mobile, tablet, and video, as well as email, social, and search.

AdTaxi Express is designed to operate in the under \$1,000 per month SMB space. AdTaxi Express is composed primarily of SEO, SEM, plus one other mid to upper funnel digital traffic drivers. ATE packages are pre bundled, utilize the newspapers site to create SEO value, and come with a fantastic monthly report illustrating results as well as opportunities. ATE is a point and shoot solution that is easy to understand for SMB advertisers, and easy to sell and execute at the operator level.

Q With a focus on smaller companies, AdTaxi Express is more akin to what many LMA members are cultivating (or would like to cultivate) with digital services to local SMB's. You launched AdTaxi Express less than a year ago – how's it going so far? What have you found to be the most common digital solutions sought by SMB's?

A We launched AdTaxi Express in July of 2013, and nearly 1,000 clients have already purchased programs which include some combination of SEM, SEO, Display, Website Development, and Local Directory products. We've found that the both search products, SEO and SEM, are most interesting to SMB's because they represent low funnel/high conversion site traffic.

Q At the Digital Agency Summit, you talked about the audience-centric model you use to build marketing campaigns. Please give us some insight into this approach and perhaps share an example of it in action?

A The audience-centric approach suggests that we use a digital solution to drive results for advertisers at every stage of the consumer purchasing cycle regardless of the site or type of digital media the consumer is using – we focus on the audience not the platform. AdTaxi offers different solutions for different stages. For example, within Digital First Media properties we include newspaper.com inventory as a high funnel solution with very high reach potential, and at the other end of the spectrum we include search as a low funnel, very targeted conversion based solution. Most advertisers are spending money advertising at all stages of the purchasing funnel. Often times they are using a mix of digital and traditional media to do so, and we offer them a one stop solution to bring potential customers into the purchase cycle, and systematically push them through until a purchase is made.

Q Within AdTaxi Express, you've crafted prescribed packages that are available for clients to buy. Can you share details of the various packages and pricing? Minimum commitments? Are you finding that there is a clear cut top choice among these offerings?

A We have created 3 basic ATE packages that can be scaled by market size. In most DFM markets those 3 basic packages include monthly offerings of \$500, \$750, and \$1,000. Each of the packages include SEO, SEM (number of keywords variable upon investment amount), and reporting. We also offer basic website development, as well as social, display, mobile, and tablet as add on options.

Mega-Conference » — FROM COVER

What Will the Digital Natives Do?

First, Amazon founder Jeff Bezos bought The Washington Post for \$250 million of his own money. Then, eBay founder Pierre Omidyar pledged an identical sum to build a bottoms-up digital news organization. How will these digital natives change the practice of journalism and the delivery of the news? What new revenue streams and business models will they introduce? Start thinking about what they are thinking about with a panel of digital savants. Moderated by Alan D. Mutter, industry consultant and author of "Reflections of a Newsosaur", the panelists include:



Eric Bright

Head of eCommerce for Deseret News and lifelong eMerchandise



Robertson Barrett

VP of Yahoo News/Finance and former digital chief of L.A. Times



John Temple

Founding editor of Omidyar's Civil Beat and former managing editor of WaPo

The 2014 Advertising Outlook in YOUR Market

As marketers continue to adjust media spending, local advertising is gaining in popularity. In 2014, for the first time, local advertising will surpass \$100 billion, or 37 percent of all U.S. advertising expenditures. But what's happening in your market? Gordon Borrell, CEO of Borrell Associates, will give insights into the biggest national trends and, more importantly, into how much local businesses will spend on newspapers, radio, online, TV, direct mail, etc. He will address one of the biggest unanswered questions for most newspaper managers – what's their "achievable share" of digital advertising? "In the Golden Age of chasing after shiny new things, I don't know how anyone can operate without this type of information," says Borrell.



Gordon Borrell

“2014, for the first time, local advertising will surpass \$100 billion, or 37 percent of all U.S. advertising expenditures.”

Native Advertising: Leveraging Our Core Competencies

Newspapers are coming to native advertising with one big advantage over other media – content creation is what they do. But they may also encounter obstacles to successful native advertising in their own newsrooms. This session explores what native advertising is (and isn't), what works (and what does not). Learn about the new media that are opening opportunities for creativity and revenue in native advertising.

BONUS PRE-CONFERENCE SESSION! TOP NOTCH PANELISTS!

Simplifying Digital Services Selling

Can media companies, with limited resources, sell services beyond print and banner ads to small business owners? A panel of all star media executives – from markets of all sizes – will discuss how they make sizable profits by expanding product offerings to digital services, social networking assistance and native advertising sales. Arrive early and join this discussion on Monday morning, Feb. 24, from 10 a.m. to Noon to learn some easy-to-implement ways to use your existing sales resources to capture new revenue.

PANELISTS:

- **JERRY HEALY**, president, Colorado Community Media
- **MATT LOHRMANN**, online sales manager, Walla Walla Union-Bulletin
- **TIM PRINCE**, vice president, Boone Newspapers Inc.
- **TERRY WARD**, chief operating officer, KPC Media Group
- **KATIE WILSON**, digital advertising director, The Quad-City Times
- **Moderated by MIKE BLINDER**, CEO, The Blinder Group

CONTINUED ON PAGE 9 »

2014... A Training Year in Review



Guest Columnist

Amie Stein

Training & Development Director, Local Media Association

Over 300 participated in the training programs brought to you by LMA's new training division.

WOW! What an exciting first year I've had since joining Local Media Association. At the top of the list was the chance to be part of a new training division launch last spring and then nurturing an amazing level of participation from LMA members and non-member media executives across the country.

At the program's onset, we identified strong demand for niche digital training and released a Google AdWords Certification program. The training was available in three formats, a seven-part web training, two-day live trainings in partnerships with our press association partners and custom on-sites for media companies. I hit the road and trained executives in California, Chicago, Minnesota, and Wisconsin in partnerships with our association partners. Digital teams were trained at Power 106 in Los Angeles, The Las Vegas Review Journal, The Pittsburgh Post-Gazette, The Observer Group, The Elkhart Truth and Berkshire Hathaway Media Group.

All in all...combined with almost 10 web-based classrooms, over 240 participants went through the program. We're having great success at getting media sales reps and leaders in position to have a strong advantage in a fiercely competitive environment. We will continue this program in 2014 and there is already a strong demand for Q1 and Q2 training dates.

I also conducted various niche trainings in the areas of social media selling and general sales. We're very excited to have launched a turn-key sales training program last month which provides sales managers with 13-weeks of training to conduct with their staff. Each training is approximately one hour and the program comes with presentation materials, a facilitator's guide, activities and worksheets. Busy managers can

administer this training with just a few minutes prep time. We will continue to conduct train-the-trainer webinars throughout the year and the cost is a nominal \$159 for members. (More on this training program on page 4.)

I've also had the opportunity to work with companies on customized training to meet a variety of needs including strategic planning, staffing, product evaluation etc. As a 19-year veteran of the media industry, it's exciting to have the opportunity to work with organizations to define and refine their strategic plans, staffing evaluations, product assessments and launches. I look forward to continuing this work with other organizations as we enter 2014.

As we get the New Year rolling we're very excited to already announce the expansion of the sales training division of LMA. We will be hiring a second trainer and developing new and affordable training programs with the intent of producing measurable results for your sales organizations and advertisers.

If you know of someone who might be a good fit for that role, I'd love to talk with them!

As you can see...it's been an exciting year for training. We know our members have lots of training needs and we look forward to serving you in the coming year. I'm always looking for feedback to make sure we are offering the training topics that are needed in your organization. Please feel free to contact me with any specific requests or training needs you might have. I'm sure there are some great ideas out there. Contact me direct or let's schedule some time at the Mega-Conference later this month!

Thanks to all of the members who have supported the launch of this division of LMA with your participation and feedback. ■

THE DETAILS

2014 Key Executives Mega-Conference
Feb. 24 - 26, 2014
The Mirage, Las Vegas, Nevada

Basic registration (\$795) includes all sessions, Tuesday & Wednesday Continental Breakfast, Monday Welcome Reception, Tuesday's Luncheon, and Tuesday Evening Special Event.

The Mirage room rates are \$185 a night, plus tax. Registrations are already strong and room sell out is expected so reserve ASAP. Full agenda, online registration and hotel link at www.mega-conference.com

Ad Managers Get Training Assist

Late last year, LMA launched a new 'train the trainer' program to provide Sales Managers the tools and knowledge to conduct a 13-week turn-key training program at the local level and the reception to this latest member benefit has been outstanding. Based on such positive feedback, the program is being carried over to 2014 to enable more LMA sales manager to obtain this worthwhile training program.

The intent of the course is to provide managers pre-built training materials which can easily be delivered to their staff without having to take time out of their busy schedules to plan and design. The 13-week training program is reviewed in-depth via a single webinar which fully prepares the sales manager to conduct the program with their staff.

The webinar, conducted by LMA Training & Development Manager Amie Stein, takes attendees through each topic and describes the goals and objectives of the module with presentation slides, group discussion facilitation and management follow-up and coaching

ideas. The webinar participants receive the presentation deck as well as a full facilitator's guide which includes worksheets and activities to include in each training session. The inaugural 'train the trainer' program currently offered is designed to cover the fundamentals of the sales process; including needs analysis, prospecting, scripting, role plays, questioning techniques, presentation building, closing and time management. Future 'train the trainer' webinars are being scheduled throughout 2014 including the addition of new topics for focused training attention.

The cost for the webinar is \$159 for LMA members and the fee includes all course materials and the facilitator's guide.

To learn more about the 'train the trainer' program or to suggest ideas for future training topics, contact Amie Stein, LMAs Director of Training & Development at amie.stein@localmedia.org.



What People Are Saying!

Over 40 leaders attended the roll-out of the program. Here's what some of them had to say:

- Nice to have a "turnkey" program. We'll definitely use this.
- Overall, good content and well done. Will be a good resource for us in 2014. Thanks for putting this together.
- The training materials are going to be great for my staff. I really appreciate this information and the materials that go along with it. It's just what we need for 2014.
- Great webinar! Can't wait for the materials. Great job, Amie.
- This was great information and a useful webinar. I know we will be using the information/tools provided. Thank you so much!
- Amie was very good at speaking and her presentation was very, very informative. We will be kicking off her training program at the Jan 6th staff meeting. Thanks again for the information & slides.

MORE IS PAWSIBLE

Help your advertisers get their paws on digital solutions that will extend their audience reach. Look beyond the backyard to the big world of e-commerce opportunity. Together we can sniff out the possibilities, helping you and your clients increase revenue opportunities.

For details and registration on upcoming February and April webinars, be sure to keep an eye out for LMA's e-mail newsletter.



Use the QR Code below to register now:



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LMA Board — A Hard Working Group



The hard working group at last month's LMA Board of Director's annual strategic planning meeting. From left, Amie Stein, LMA, Terry Kukul, Metroland Media Group, Peter Newton, GateHouse Ventures, Chris Lee, Deseret Digital Media, Ben Shaw, Shaw Suburban Media, John Humenik, Wisconsin State Journal, Cliff Richner, Richner Communications, Matt Coen, Second Street, Gene Carr, former board member and meeting facilitator, Gloria Fletcher, Sound Publishing and Board Chairwoman, Nancy Lane, LMA, Suzanne Schlicht, The World Company, Mark Poss, Red Wing Publishing, Brandon Erlacher, The Elkhart Truth, Roy Biondi, This Week Community Newspapers, Al Cupo, LMA, Robert Brown, Swift Communications, Henry Bird, The Herald Bulletin, Janice Norman, LMA. Not pictured, Gordon Borrell, Borrell Associates, Kevin Kampman, World Media Enterprises, Kim Wilson, South Bend Tribune.

LOCAL MEDIA ROCKS

LMA President Nancy Lane

@localmediarocks • Nancy.lane@localmedia.org



Courage, Risk-Taking & Even Failing...A Recipe for LMA's Success

Anthing can happen when the LMA board convenes each year for the annual strategic planning meeting. So many great initiatives have been developed at these meetings such as our name change, the sales certification program and even some that didn't make it.

Anything can happen because this board comes to play. They come open-minded with big and bold ideas. They think like entrepreneurs and disruptive innovators. They discuss how we should serve the industry going forward...and sometimes that pushes all of us beyond our comfort zone. And that is an exciting place to be.

We conducted the 2014 strategic planning session last month. It was particularly inspiring. In the next three-six months we will be rolling out several new initiatives that will set up our organization for a very bright future. We spent a lot of time looking two-three years out and imagining what LMA might look like. In all of our conversations, we focused on how we could best help our members grow their business and stay ahead of the curve.

As previously communicated, we tackled the issue of membership criteria. We poured through the member survey reading every word that you shared with us. In the next month or two, we will be recommending a bylaws change that will allow a new class of membership. It's premature to share the details as they are still being worked out; but this is an exciting step for our organization. And we believe that this change will help our newspaper members grow their business on the digital side while helping LMA diversify our revenue streams.

Because of this meeting, we expect to expand our sales training division. This new business unit was launched last April with the hiring of Amie Stein, a former Scripps executive. And since that time she has trained nearly 300 local media executives from 70+ companies. The need for niche training, especially on the digital side, is huge. Our goal was to make it affordable. We budgeted this new business as a break-even venture. And now we will be hiring a second trainer and tackling even more topics and projects. More details to come soon!

Conferences were a huge area of growth for us in 2013 mainly due to the addition of niche events (Social + Mobile and Digital Agency Summit). We are in the process of putting a comprehensive conference strategy together that will offer new and interesting options (in addition to our tried and true events). We also plan to blow up the traditional trade show model and modernize the experience for both our R&D partners and local media executives. Think flat screens on walls, stand up booths, R&D-driven sessions featuring case studies and user group information and much more.

Speaking of the R&D community, our commitment has never been stronger. The board spent considerable time discussing ways to help this important segment of our membership grow their business. Stay tuned for more on this topic.

It was a fabulous two days. I'm proud to be affiliated with the LMA board. I'm grateful that they care so much about this meeting and the future of LMA. I think our members would be so impressed with the forward-thinking and innovative discussions that take place. I love to talk to the new board members that attend each year as they always have the same reaction. They are blown away by the high-level of discussion that takes place and the passion of the group.

We will outline all of these plans in more detail in the next two-three months. These are exciting times for LMA. Like our newspaper members, we must continue to reimagine our business, and this means taking some risk, failing sometimes and exhibiting some courage. Status quo is just not an option for LMA.

Special thanks to the LMA board for paying their own travel costs and volunteering their precious time to attend the annual strategic planning meeting.

Thanks for 25 outstanding years.



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StopChamberAbuse.com

Help Stop Local Chambers & CVBs Nationwide from Unfairly Competing with Your Media Company by using Profits from Ad Sales.

We're Being Cheated! All across America thousands of local chambers of commerce are cheating legitimate, hard-working, often struggling local media companies by unlawfully profiting from ad sales and usurping millions of dollars from local advertising pools.

Unfair Advantage! Despite having a mission statement of "Standing Up for American Enterprise," these chambers are unrightfully taking advantage of you by hiding behind 501-c6, non-profit, tax-exempt status. They avoid taxes while you are forced to compete with them while paying taxes.

IRS Suit Filed! I have filed an IRS Whistle Blower Suit against more than 50 local chambers and CVBs to seek a ruling on this unlawful practice. It is not a level playing field when chambers are operating as tax-exempt entities, often using public funds, while competing unfairly with for-profit advertising /media companies.

Inform Them. It's possible your chamber is involved in such unfair practices unknowingly because no one has pointed it out. It is vital we face up to this nationwide problem.

Please join this fight to protect our businesses against Chamber Abuse! The IRS should be enforcing their 501-c6 code when it comes to chamber ad sales. Can we assume if chambers can earn revenue on ads without being taxed we can as well? I will challenge the IRS code. How about you?

Visit my website at StopChamberAbuse.com for more details. Feel free to personally contact me at Skip@StopChamberAbuse.com to find out how you can help.



Respectfully,

Skip Hargrave

Local Media Revenue Summit Announced

Unique Program Features Live Advertiser Workshop & Much More

Register by February 28th for \$150 discount!

LOCAL MEDIA

REVENUE
SUMMIT

Looking for new ways to grow revenue in the next six-twelve months? The Local Media Revenue Summit is your answer!

For the fifth straight year, The Blinder Group and Local Media Association are banding together to present the Local Media Revenue Summit. This year the event received a facelift complete with a revised name and new logo. Case studies will be showcased regardless of media platform. This revenue-centric program will take place in Chicago on May 21-22 at the Holiday Inn, Chicago Mart Plaza.

LMA President Nancy Lane says the program will include a broad mix of media companies with varying platforms and sizes. "Mike Blinder and I set out to find the hottest new revenue streams to showcase at this conference," says Lane, "We didn't care if these came from TV, radio, pure plays, directory publishers or newspapers. If a local media company is having success in a new area, we want to highlight it at the Revenue Summit."

Some Highlights

Proven revenue guru Mike Blinder, Blinder Group President, emphasizes that the Revenue Summit is all about imparting strategies for immediate implementation to generate more revenue quickly. "As much as I love the research & predictions that tell us where our industry is going, I like to focus this conference EXCLUSIVELY on HOW TO MAKE MONEY TODAY!," says Blinder. "We know there are changes on the media horizon, with new challenges to come in audience, products and competitors. But, media managers still need to 'hit their numbers' each and every day. And, every session of The Summit will help you do just that! **You have my word you will leave with actionable ideas and takeaways that will drive 'top line' growth to increase your 'bottom line' profits!**"

The program will focus on helping local media company sales managers and their primary clients – local SMB's – reach audience and generate sales by tapping the most up to date approaches across digital and legacy channels.

Live Advertiser Workshop

One of the highlights of the entire two-day event is the opportunity to attend and observe a live local advertiser workshop with Chicago-area business owners. In this workshop, hosted by the Chicago Sun-Times, Mike Blinder will be speaking to the room of advertising prospects on Social Media, Local Advertising (print & digital), Native Sponsored Content and Mobile Marketing. It is a price-less opportunity; LMA and The Blinder Group would like to thank the Sun-Times for arranging this workshop in conjunction with the Revenue Summit.

The rest of the program features so many unique and interesting sessions including some breakouts. Confirmed sessions include:

● Developing a Native Advertising Business Plan

In this session, attendees will receive a toolkit that can be used to develop a native advertising business plan for any local media company. Presenter Amie Stein, LMA's Training & Development Director, will walk through the necessary steps of the plan and arm attendees with the tools to succeed upon returning home. This package, valued at \$399, is offered free to Revenue Summit attendees.

● **Best Revenue Ideas from TV, Radio & Directory Publishers Confirmed speakers include:** Patty Golden, Senior Vice President Sales, NBC--5 Chicago Jeff Hill, Director of Sales, WGN Radio, Tribune Broadcasting and Abe Andrzejewski, CEO Homepages Directories

● **Turnkey 14-Week Sales Training Program (Breakout)** – Speaker: Amie Stein, Director of Training & Development, Local Media Association

In today's dynamic environment, leading a sales team is very demanding. This program is designed to deliver a 14-week turnkey sales training program than can be easily executed with your staff or your manager's teams. All presentation materials, activities and a facilitator's guide are included with the course. It is platform-agnostic and focused solely on sales.

● **Native advertising** – Making Money with Sponsored Content. Confirmed speakers include: Tim Landon, CEO/President, Aggrego/Wrappports/ Chicago Sun Times Media and Jason Kalin, SVP Business Development, Nativio

● **Cause Marketing** – A Must for all Local Media Companies (Radio case study; this new division now brings in 5% of the company's total revenue)

● **New Revenue Opportunity:** In-bound Marketing. Speaker: Chris Edwards, Vice President of Sales & Customer Care, Fusion Farm

● **Selling with Social:** Prospecting and Positioning Your Own Brand. Speaker Amie Stein, Director of Training & Development, Local Media Association

● **Monetizing Social Media** – Speakers to be announced

● **Making the Most from Digital Display & Extended Audience Selling.** Confirmed speakers include: Carl Rau, President CWR Digital Atlanta, GA and Jeff Kalish, VP of Media, The Shepherd Agency, Jacksonville, FL

● **Top 10 Ideas to Grow Revenue from THE Research Guru.** Speaker: Gordon Borrell, CEO, Borrell Associates

● **Packaging & Pricing of Legacy & Digital in New Ways (Breakout)** – Speaker to be announced

● **Building Your Digital Community & Revenue (Breakout).** Speaker: Michelle Novak, Manager, Client Sales & Service, Presslaff Interactive Revenue

● **Lessons Learned from A Digital Guru Who Now Runs the Big Show (Breakout).** Speaker to be announced

● **Re-Focusing on Print & Your TMC Offering (Breakout).** Speaker: Jim Hart, Partner Integrated Advertising Solutions/ Direct Marketing Consultant

Bonus Pre-Con Opportunity

– Google AdWords Certification Training Proven Google AdWords expert Amie Stein will conduct an intensive two-day training program beginning Monday, May 19. This is an excellent add-on opportunity for those already planning to attend the Revenue Summit and who desire to achieve the notable credential of being Google AdWords certified.

Stein takes a complicated subject and makes it easy to understand. Participants are trained to take the Google-administered exams for final certification. A special rate of \$299 is being offered to Summit attendees. *Make your travel plans now and watch next month's issue and LMA website for more details of this revenue-centric gathering.*

Who can you call for accurate information?

When Forbes Magazine needed a media appraiser to judge the sale of The Boston Globe to entrepreneur John Henry, who did it call?

Kevin Kamen of Kamen & Co. Group Services

"Still, the Globe didn't lose all of its value at once. In 2010, when entrepreneur Aaron Kushner came calling only to be turned away by Times Co. management, a sale would likely have fetched \$120 million in the view of media appraiser Kevin Kamen. By February of this year, he'd adjusted his estimate down to \$63 million, just \$7 million off the actual price Henry paid. (Kamen was similarly on target in guessing how much Tribune Co. would sell Newsday for; Cablevision CVC +5.2% paid \$650 million for it in 2008.)"

— Jeff Bercovici, Forbes Magazine, Aug. 3, 2013

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What attendees said about previous Revenue Summits:

"Both content and presenters were excellent. Would recommend to any revenue manager..." Judy Beckwith, Sales Manager.

"Very insightful, packed full of good speakers, studies, and ideas to hit the ground running with..." Teri Manning, Digital Media Sales Manager

"Each session has been fantastic!" Toni Nuttall, Ad Director

"Enjoyed it. Finding good value in real practices." Candy Hodson, SVP Sales & Marketing

"The presentations were timely and relevant... I also appreciate the willingness of the participants to share real-life experiences which will help me avoid some of the hurdles they experienced in the development and implementation of new ideas." Les Borgmeyer, Vice President of Sales



Non-Dailies with circulation between 10,000 and 22,500

An elite group of just 22 newspapers took honors in the coveted 2013 Newspaper of The Year contest. This is the second in a series of six spotlights on the winners who garnered the judges' attention in various circulation categories in the daily and non-daily classes.

This month we are featuring Class B, representing non-daily newspapers with circulation between 10,000 and 22,500. **Special thanks** to the Donald W. Reynolds Journalism Institute, Missouri School of Journalism, Columbia, MO for judging this contest and to Newspaper Toolbox for hosting the online contest entry platform.

SECOND

Howard County Times

Baltimore, MD
Baltimore Sun Media Group

Judges Comments:
Editorial: Publication has consistently strong content throughout that engages community at all levels - from civic life to health, education and grassroots news.

Typography: Well-organized, easy to navigate and restrained. "Up!" section has personality; not afraid to be bold.

Advertising: Containing ads on many non-editorial pages, there is balance. Ads are crisp, appealing and have effective messages.

Other Comments: Times is information-rich; it is clearly an asset to the community.

Editor Comment:

"As journalists, we don't do what we do to win awards. We do what we do because we want to make a difference in the communities we cover, to inform readers about what they need to know and what they ought to know. Having said this, it is always an honor to be recognized by your peers. And this award from LMA is something we're very proud to have received."

- Paul Milton, Assistant Managing Editor, Baltimore Sun Media Group; Jack Gibbons, Senior Editor; Stan Rappaport, Pete Pichaske, News Editors



THIRD

Livonia Observer

Detroit, MI
Gannett

Judges Comments:

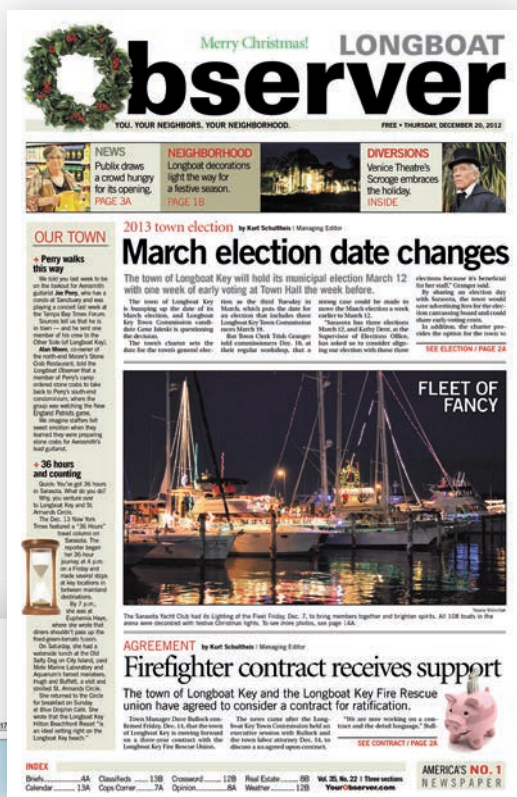
Editorial: Good example of a publication that finds subjects with powerful connections to the community.

Typography: Design is accessible; fonts are readable and provide contrast and interest.

The format works well.

Advertising: Inviting with strong text and bold placement; serves needs of advertisers well.

Other Comments: Works hard to be an essential and enjoyable resource for the community.



Editor Comment:

The Longboat Observer strives every day to be the paper of record for an island of residents that depends on us for the most up-to-date news about its community, both in print and online. From Town Hall politics to social barbecue events, our goal is to leave no stone left unturned. Being recognized for that work by being named the Local Media Association's Newspaper of the Year for the second year in a row is an honor and a great reminder of our overall goal to be the best newspaper in the world each and every week.

- Kurt Schultheis, Managing Editor

Editor Comment:

At the Livonia Observer, we constantly ask ourselves: What does this mean to our readers? That simple question guides our news coverage in print and online. We strive to be The Source for local news for Livonia residents 24/7.

- Karen Smith, News Editor

Newspaper of the Year

Longboat Observer

Longboat Key, FL
Observer Media Group

Judges Comments:

Editorial: Publication delivers a solid combination of relevant content, smart writing and thoughtful packaging.

Typography: Compact, efficient design; color is used wisely; visuals are well-chosen.

Advertising: Ads are clean, appealing and effective. Format and placement serve both audience & overall design.

Other Comments: Lively opinion section; graphics are helpful; text is witty and insightful.



Breakout Sessions » — FROM PAGE 3

In a move to provide more choices and more reasons to bring top-level advertising and digital managers to this conference, planners have devoted a large part of the program to breakout sessions. Five different sets, with a choice of three concurrent sessions in each, enable a customized approach to the agenda and the chance for multiple representatives from a single company to 'divide and conquer' for maximum learning opportunities.

BREAKOUT #1

- Re-Inventing the Local Media Consortium
- Monetizing Mobile – An \$8 Million Case Study
- The Importance of a Carefully Drafted Social Media Policy

BREAKOUT #2

- Programmatic Buying – Pros and Cons of Automated Sales
- Take Back Your Classified Marketplace Now!
- Keeping Print Alive by Listening to Your Customers

BREAKOUT #3

- Digital Agencies 2.0
- Making Print YOUR Competitive Advantage for Online Promotions
- Paywalls, Memberships Models and Google Customer Surveys: What Paid Content Option Is Right For You?

BREAKOUT #4

- Enablement from the Back End – Zero Capital Budgets?
- Ten Audience Development Metrics You Must Track for Growth and Revenue
- Smile, You're On Digital Video: A Promising New Tool for Newspapers

BREAKOUT #5

- Subscriptions, Sports, Services: Gannett's new revenue strategies
- Town Hall/Idea Exchange for Small Dailies and Weeklies
- Town Hall/Idea Exchange for Larger Dailies

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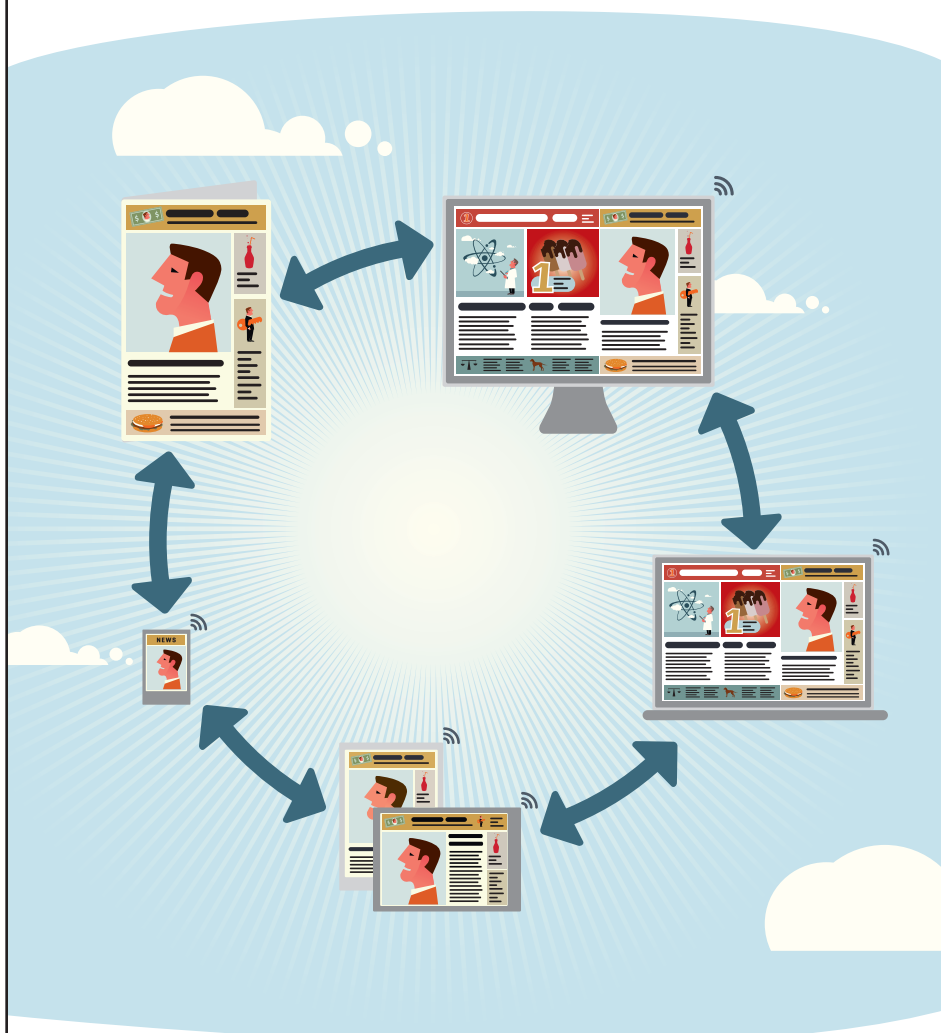
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BRIEFS

Shaw Acquires The Herald-News

Shaw Media has purchased The Herald-News in Joliet, Ill. from Sun-Times Media. The Herald-News has been serving Joliet, Will County and Grundy County communities for more than 150 years and will continue as part of Shaw Media's newspaper group.

"We are excited to bring The Herald-News into our established, and growing, family-owned media portfolio," Shaw Media President John Rung said. "We expect to maintain the storied tradition of serving the Joliet region with a high-quality, community-oriented newspaper."

Shaw Media, based in Dixon, is the third-oldest continuously owned and operated family media company in the nation. The purchase of The Herald-News follows the 2012 purchase of Suburban Life Media, which added 22 weekly publications.

The Change Agent is Coming to LOAC2014

Local online media executives will gather next month at Borrell's Local Online Advertising Conference, March 3-4, in NYC. Among many notable speakers, is Jeffrey Hayzlett, Bloomberg TV Host. His keynote, "Hire a Change Agent, or Go Home," will challenge attendees to face the radically changing media ecosystem head on. LMA President Nancy Lane will also lead a session that recaps the top takeaways from the LMA Innovation Mission. She will be joined by IM attendees Ben Shaw and Brandon Erlacher. More details at www.borrellassociates.com.

10 Local Digital Media Trends For 2014

As reported by NetNewsCheck, if 2013 was the year that native advertising commanded much of the dialogue around digital media, 2014's mantra looks like it will be mobile. By mid-2013, most local broadcasters had already reported that more than 50% of their overall digital traffic was coming through mobile, and newspapers aren't tracking too far behind. With that in mind, here are 10 trends for local digital media NetNewsCheck sees developing around technology, disruption and revenue for 2014.

1. Mobile ad units will improve and better engage users.
2. There will be more content differentiation by device.
3. Content management systems will be under increasing pressure to improve their back-end tools for differentiation.
4. Video and content sharing networks will proliferate among and within local media companies.
5. Newspapers will start producing more polished online video (and more of it).
6. Everyone will be a publisher in 2014.
7. Google Now will show us the early power of big data.
8. Twitter News is coming.
9. The journalist as brand phenomenon will increase and localize.
10. Digital marketing services have hit critical mass, and the space will now start to contract.

More at www.netnewscheck.com/article/31122/10-local-digital-media-trends-for-2014.

SHOUTOUT

To This Week Community Newspapers

For the last 15 months, This Week Community News, Lewis Center, Ohio, has donated time, energy and resources to design and produce this newsletter on behalf of Local Media

Association. The talented Rebecca Zimmer and her team have infused their designs and fresh approaches to bring our content to life every month and LMA is exceedingly grateful to Roy Biondi, Vice President & Group Publisher Consumer News Services at This Week and member of the LMA Board of Directors, for his generosity in enabling this partnership.

Effective with this issue, the generous folks at Sound Publishing in Everett, WA, led by President Gloria Fletcher, have taken over the design and production of the newsletter. Fletcher is also Chairwoman of the LMA Board of Directors. A big thank you to Gloria, her team and Creative Services Manager Lynn Jefferson who is taking the lead in the design work.



Rebecca Zimmer

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Kevin Todd

Keven Todd named publisher of Delaware group

Keven Todd succeeded Clarissa Williams as publisher of GateHouse

Media Delaware, the parent company of six weekly newspapers in the state. In a tandem move, Williams was named publisher of The State Journal-Register in Springfield and the Lincoln Courier, both GateHouse-owned daily publications in Illinois.

Todd comes to Delaware after serving as publisher at the Los Alamos Monitor in New Mexico since 2009. His newspaper career spans more than three decades.



Doug Olsson

Olsson joins Lake Media as publisher

Doug Olsson has joined Lake Media as senior group publisher and now heads up operations at

Lake of the Ozarks, along with Waynesville, Rolla and St. James. Most recently Olsson held the position of Vice-President of Sales for Sandusky Media, where he was responsible for the revenue creation among several newspaper and radio units.

GateHouse Media is the parent company of the Lake Media family of publications.

Previous to Sandusky Media, Olsson was the Sr. Vice-President for HarvestIN-FO, a digital solutions provider to over 300 media companies. Olsson also guided The Cincinnati Enquirer, The Pittsburgh Post-Gazette and the Dallas Morning News as Vice-President of Advertising.



Leonard Woolsey

New Publisher in Galveston

Leonard Woolsey was named publisher of The Galveston County Daily News. He joined The Daily News from

the Times-Georgian in Carrollton, Ga., where he served as president and group publisher for a group of newspapers and magazines around the Atlanta market. He has worked for the Paxton Media Group of Paducah, Ky., since 1995



Ben Shaw

Shaw Names Three to V.P. Posts

Shaw Media's Board of Directors has elected three executives to serve as vice presidents and officers

of the company. Don T. Bricker has been named vice president of suburban publishing, J. Tom Shaw became vice president of digital media, and Ben Shaw, an LMA Board member, is now vice president of technology.

"This is an exciting time for our company," said John Rung, President of Shaw

Media. "We are fortunate to have many talented people in our company. We are particularly pleased that our Board of Directors has recognized Don, J. Tom and Ben with increased responsibility. I look forward to working with them as we chart the course for a successful future."



Kieth Hansen

Hansen named publisher of the Daily Press

Keith Hansen has been named publisher of the Tahlequah Daily Press.

Hansen is a 30-year veteran of the newspaper industry who most recently was the director of audience development for the Brainerd (Minn.) Dispatch. He has owned several newspapers in Minnesota, Wisconsin, Colorado and California.

"Keith's energy, enthusiasm and experience, combined with a solid market, should spell success for many years to come," said Steve McPhaul, executive vice president and chief operating officer of Community Newspaper Holdings, Inc.

"I'm committed to making the Tahlequah Daily Press the best newspaper in Oklahoma and one of the best in the country," said Hansen. "A good director knows how to bring out the best from every musician and every instrument, and it takes every piece to make the orchestra whole."



Dee Dee Mathis

Mathis to Head Digital Sales

Dee Dee Mathis has been named vice president of digital sales for Community Newspaper Holdings, Inc. She brings 20+ years of multi-media

sales and marketing experience and most recently was vice president of digital solutions for Advance Digital.

"Local and regional digital sales innovation is one of our most important strategic growth drivers and we are very pleased to have Dee Dee lead our efforts across our organization," said Jack Robb, senior vice president for revenue of Community Newspaper Holdings, Inc. "Her extensive knowledge of digital sales and marketing in a multi-platform media environment adds a valuable breadth and depth of experience to our leadership team."



Steven B. Rossi

Rossi Named COO at Digital First Media

Digital First Media has named Steven B. Rossi as Chief Operating Officer. "Steve brings a deep

knowledge of newspapers and the industry to this new position. He has been on the frontlines of the changes affecting our industry and has proven adept at finding solutions for success," said John Paton, Chief Executive Officer of Digital

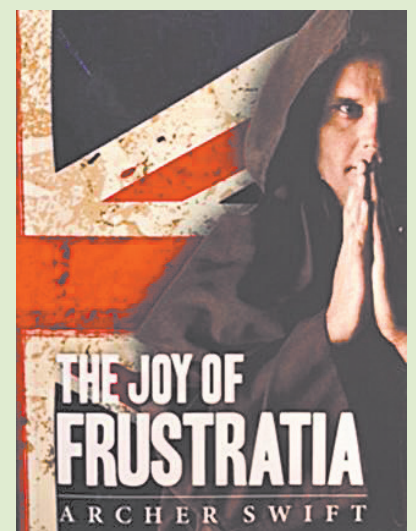
First Media.

Rossi, who has been an Executive Vice-President of Digital First Media for the last two years, has a long and distinguished career in newspapers. His previous positions include: Executive Vice President and Chief Operating Officer of MediaNews Group; Chief Financial Officer of Knight Ridder; President of Knight Ridder Newspaper Divisions; Senior Vice-President of Knight Ridder Newspapers and Executive Vice-President and General Manager of the Philadelphia Inquirer and Daily News.

In his role as Chief Operating Officer Mr. Rossi will be responsible for the Company's day-to-day operations including sales.

"The size and scale of Digital First Media provides opportunity for growth in revenue and growth in audience. We operate in key media markets across the nation and we have assembled tremendously talented teams. I am excited to take on this key leadership position and work with our leadership team to continue to move the Company forward," said Mr. Rossi.

Send news about your company to LMToday editor Deb Shaw at debshawlma@gmail.com.



Clifton Publishes Again

Under the pen name Archer Swift, Review Publishing CEO Anthony Clifton has authored his second novel, The Joy of Frustratia. Released late last year, the book tells the story of two former high school mates who reunite late in life after having achieved significant positions of influence. They decide to use their positions and power to 'neutralize' their alma mater, if only for the sake of future generations of unsuspecting youngsters.

The book has already garnered two 5-star reviews on Amazon.com.

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Q&A Ryan Moffat

CONTINUED FROM PAGE 2 »

Q Let's turn to staffing and training – your traditional print/multi-media reps are selling AdTaxi Express services. Tell us about the learning curve, training and wisdom driving the decision to incorporate these additional sales responsibilities into existing media rep's duties. And, can you share details of compensation or any special incentives you may be using to drive sales?

A Yes, our traditional media sales teams are selling both AdTaxi and AdTaxi Express services. In most markets we do have digital specialists who come in as experts in certain higher opportunity situations to help facilitate sales and execute campaigns. This primarily occurs on AdTaxi buys, and not as often with ATE. ATE is designed to be straight forward and easy to understand for both the traditional media sales team, as well as advertisers.

Regarding training, we utilize the 4-legged sales calls to build digital acumen in real world settings. Additionally, every DFM seller is Google AdWords certified, and we have a companywide digital training initiative whereby reps earn badges for completion of strategic digital training modules. Those modules will soon utilize an on demand web and mobile based training which allows reps to login on their time to watch training videos, access a wiki, and earn certification.

In the SMB space in particular, having a working knowledge of Google AdWords, and associated certifications, is paramount to success selling search. In my opinion, search is critical in today's media landscape as it is foundational for almost all digital advertising campaigns, and in fact our company is one of only twenty Google AdWords Premier SMB Partner (PSP) certified by Google. Organizationally, I think that one of our biggest advantages is the quantity and quality of relationships owned by our local sales teams. This is a huge advantage we have over other ad sellers in the marketplace. Making sure all of our sales teams are digitally fluent makes those relationships even more valuable in the transformational environment.



LMA now offers Google AdWords certification training, conducted by expert Amie Stein. To date, Stein has brought this training to over 70 media companies. "I found the Local Media Association Google AdWords Certification training to be very thorough and easy to comprehend. Amie Stein did an excellent job with the balance of visual and tactical learning components to ensure a higher level of retention," said Vanessa Koper, Director of Sales Training and Development, Sandusky Newspaper and Radio Group. "I would recommend this program to all sales executives that are involved in selling digital."

Contact Amie at amie.stein@localmedia.org for more information on this important training opportunity.

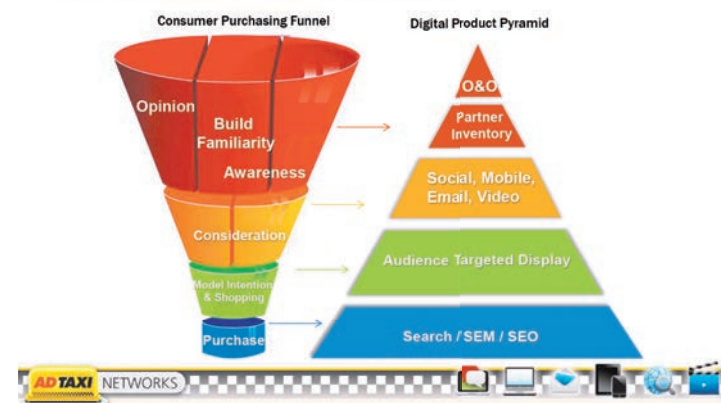
Q Tell us about the back end of staffing. A client is sold, now who does the tech-side of this work?

A Once the client is sold, the order is submitted through an online insertion order tool that relays the buy specifics to our operations team. The web based tool is customizable by media property as a point of communication between sales, ops, and finance. Currently our quickly growing operations team is handling DFM as well as Alliance partner's campaigns which number in excess of 3,500 AdTaxi campaigns per month. Once the campaign is live AdTaxi customers and internal team members have access to a regularly updated dashboard that gives

AdTaxi: Digital Solution

The AdTaxi audience-centric model can be applied to a client's digital marketing needs to create a custom digital marketing campaign.

AdTaxi: 75 DFM Markets, 45 Alliance Partner Markets: US, Ireland, Canada, Mexico, Australia, Israel



them rich and timely data relative to a broad based spectrum of campaign performance metrics.

AdTaxi Express customers receive a monthly report outlining performance across SEO, SEM, and other buy statistics relative to the specific account. Own Local is our strategic partner handling execution of the SMB platform.

Q Analytics and statistics are rich and deep with digital marketing campaigns but are often overwhelming to local business owners. What data do you most commonly share with clients and how do you help small businesses mine this trove of information?

A There is a huge amount of data associated with digital marketing, and I consider it our job to sift through that data and present the most relevant data based on what the customer is looking to accomplish. For some advertisers that is – 'did the campaign fulfill the number of impressions' for others it drills down to 'ROI on their ecommerce site?' For AdTaxi customers, we spend a lot of time reviewing custom reports and dashboards in order to optimize campaigns based on the customer's interests. For ATE customers we have a template report that helps the sales rep and customer parse out the most relevant items for them such as, – 'what is the Cost Per Click on my SEM campaign,' or 'did my organic ranking improve?' The automatically generated AdTaxi Express report does a great job helping to lead the conversation between sales rep and advertiser. The report even offers analysis of ROI based on industry standards, and shows the rep and advertiser ways to increase ROI and build market share.

Q Finally, many smaller market media companies are considering getting into the digital agency business or are newcomers to the space. Can you share some basic strategies/imperatives that should be front and center? Resources to tap? Pitfalls to avoid?

A Getting into the digital agency space is a great way to have control over the digital conversation in your marketplace. Most newspapers still generate the lion's share of local content, and own the largest sales staffs with the best relationships....don't let someone else come in and either chip away or take outright the ad dollars. Like it or not, consumers are moving in droves towards search as their primary directory solution. Search doesn't have great margins like preprints or ROP do, but if you control the search budget, you control the digital budget, and monetizing newspaper.com or the investment you've made in mobile becomes much easier if you have an advertising platform as well. Once the decision is made to buy it or build it, things to consider are, cost, speed to market, scale, and experience. I suggest that it is much quicker and less expensive to bolt on a digital agency business than it is to build one from the ground up. Look for variable cost models which allow a financially low barrier to entry. ■

Borrell Associates' 'The Future of Legacy Media'

In a report just released by Borrell Associates, "The Future of Legacy Media," it proposes that five years from now there will only be three types of local media companies—legacy-centric, multi-media and pure-play digital. Moreover, based on forecasts for media advertising, the evolution for traditional or legacy media is well underway.

As expected, there will continue to be declines in what is termed here as "analog" media (newspapers, magazines, directories, broadcast TV, cable, radio, direct mail and out-of-home) the exception being cable TV and out-of-home. All digital media (online and mobile video games, desktop and mobile) is expected to show healthy growth. More about these revenue numbers later.

The report also tackles the notion of time spent with media. Every analog medium, except cable and out-of-home shows a decline in time spent with it. In addition, it is forecast to continue this way over the next five years. For printed media, it is tempting to take this at face value but perhaps part of this could be related to the decline in printed pages in your average newspaper; fewer pages means less time spent.

Borrell addresses this disparity with a more meaningful metric—media Intent. In order to measure ad value they look at audience value, not the length of time someone spends with various media. Borrell applies time spent to the ad dollars spent in each medium to arrive at ad value. There are more dimensions to this equation. Specifically, when it comes to targeting by business type in a medium, i.e., a restaurant will find more value being in a local dining guide instead of being in People magazine.

The forecast for newspaper ad spending is expected to stabilize for the near future—in fact, it will remain at approximately \$29 billion through 2018. Numbers that are reassuring, but upon further investigation by ad categories within newspapers we see some extreme shifts in ad spending (See graph at right). ROP is expected to increase while preprint plummets. Only classifieds remain stable.

The silver lining in these numbers is that Borrell explains a rosier outlook for suburban and community newspapers. Gordon Borrell, CEO of Borrell Associates, explained,



Peter Conti

Sales & Marketing Director, LMA

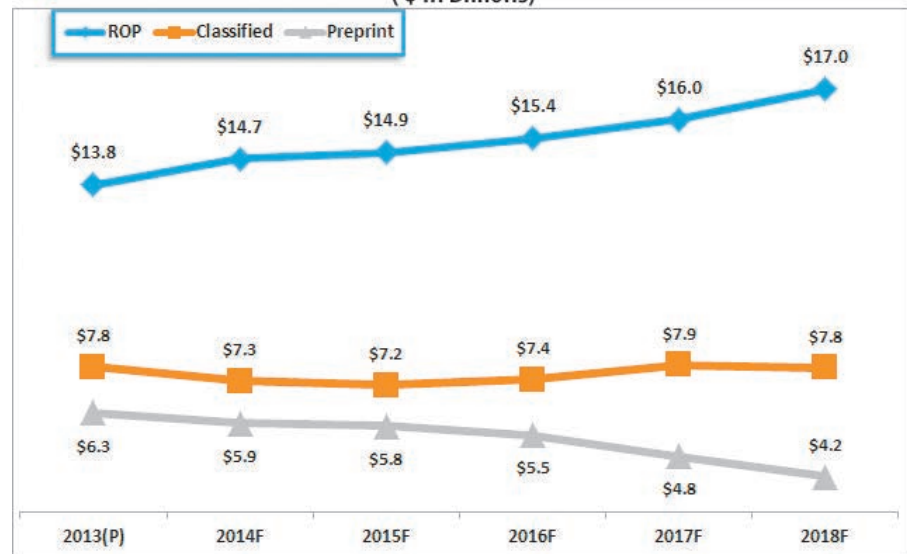
"Community newspapers continue to be a bright spot in the entire newspaper industry. They are most connected with their readership and absolutely most connected with their advertisers. When I look at community papers I see what the newspaper industry used to be, and what it really should be: sometimes imperfect, sometimes hokey, sometimes brilliant, sometimes political, always informative. It's like a Thanksgiving dinner-table conversation."

The end of the report examines digital media - the relationship of analog media and their digital properties in particular. While digital is poised to continue its spectacular ad spending growth from \$24 billion in 2013 to \$81.5 billion by 2018 it contains an unsettling forecast for legacy media companies owning digital properties vs. pure play digital companies. The total share of the increases by the two is disproportionate. Legacy media's share of the digital ad revenue pie goes from 52.1% in 2013 to a low of 23.4% in 2018. The dollars for legacy will increase but they will not be keeping up unless they are growing their revenues by 42% a year, leaving the pure plays to gobble up the difference.

A further look into newspaper's ad revenue from their digital offerings is outlined near the end of the report. Newspapers digital ad spend in 2013 was \$5.8 billion and will grow to \$6.3 billion by 2018 but again these gains are not enough of the total share distribution as described above.

The conclusion of the report drives this fact home - Just knowing that the shift is occurring is more important. At this

Figure 1.3: Total Newspaper Spending Forecast by Ad Category (2013-2018)
(\$ in Billions)



SOURCE: Borrell Associates, Copyright 2013, 2014

ROP expected to increase 23% in the next five years

point, time and energy should be spent on determining the reasons for the shift. Will it be a long-term or permanent change, a short-term disruption that may dissipate, or the transitional effect of some greater future transformation? The answer is of paramount importance.

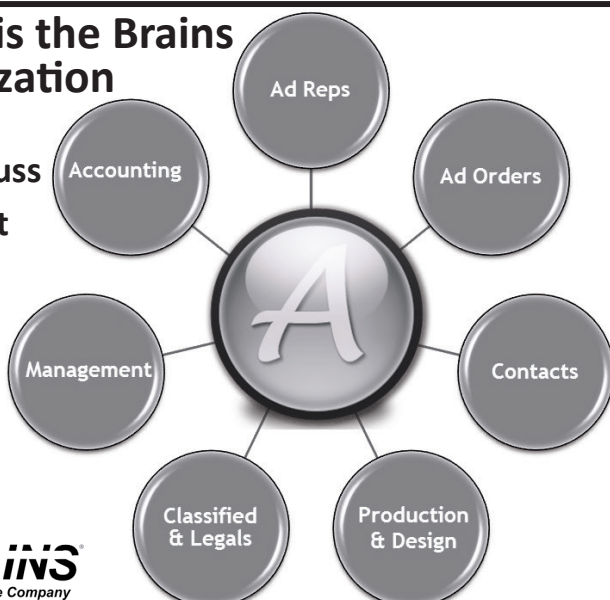
Change cannot usually be stopped - but with enough warning it can be mediated. The first step is to recognize the overwhelming importance of share. This will take some training and readjustment by management. The results will be worth the trouble. ■

Contact Peter Conti at peter.conti@localmedia.org

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America East conference offers something for everyone

With a powerful speaker lineup and a streamlined program focused on critical business and technology issues, the 2014 America East conference is poised to offer something for everyone working in the news media industry. The largest newspaper conference and trade show of its kind, America East will take place March 31 – April 2 at the Hershey Lodge & Convention Center in Hershey, Pa.

This year's dynamic offerings reflect the diverse needs and interests of today's news media companies. Over the course of three days, America East attendees have access to more than 25 sessions and workshops, with topics ranging from building compelling mobile platforms to multi-channel sales to insourcing and outsourcing strategies. Keynote speaker Larry Kramer, publisher and president of USA Today, will kick off this year's event on Monday, March 31 and share his thoughts on how traditional media can build a successful business around quality news and information.

To learn more and to register, visit the America East website, www.america-east.com.



Monetizing Social Workshop

As part of the program at America East, LMA's Training & Development Director Amie Stein will be conducting a workshop on the topic of Monetizing Social. Today's businesses face many challenges and at the top of the list is the onslaught of marketing sales calls and a digital landscape that's overwhelming and fraught with choices and unclear ROI. Regardless of your organization's offerings, Amie's training session at America East will help media executives understand the advertising opportunities across various social platforms, how to translate them to advertisers and identify meaningful strategies to use them to improve their business. The workshop will also cover important ways to use these same social platforms.

classified avenue update:

Join Local Media Associations 2x2 Network!

2013 was a great year for our 2x2 network. A robust start in the first half of last year really helped us get this network going but things slowed down a bit at the end of the year.

I'm hopeful that my renewed marketing efforts combined with the improving economy will help spark growth this year and I urge all LMA members to consider joining this network. We typically see ads in the Real Estate, Travel, Satellite & Education categories. You can choose to run in ROP or Classified.



Deanna Lewis

Director of Sales,
LMA Staff

deanna.lewis@localmedia.com

Every quarter, we send out a tearsheet request & affidavit and 50% of our revenue gets sent out to the participating newspapers (prorated based on circulation).

Meanwhile, be on the lookout for the latest in the classified scam world. Circulating around at the moment are some of the same scams as last year, but the people placing the ads are actually calling instead of just placing via email. They are pushy, very eager, and don't care about the pricing. They are more than likely using a stolen credit card. The "pet/dog" scam ads are coming back around as well as the admin assistant type of ad.

If you receive any ads you are unsure of, please feel free to contact me and I can help you research it.

Member Benefit: Quick Bite Webinars

Most webinars are free and just 30 minutes long! According to the recently released 2013 Annual Report, the webinars offered by LMA last year were wildly popular, attracting close to 2,200 registrants, and this learning tool and member benefit drew wide praise from participants. The webinars dealing with digital and sales topics proved to be the most popular. A total of 45 free webinars were produced last year and even more are expected in 2014.

One very useful aspect of LMA webinars is that they are archived and can be digitally accessed to replay via LMA's website, localmedia.org, under the Webinars tab. The top webinars of 2013 were:

1. Transformation A&B; The Dual Transformation of Print & Digital
2. Pinterest & Instagram | Social Media Workshop #3
3. Leveraging LinkedIn for Professional and Advertiser Use | Social Media Workshop #2
4. Compensation Plans That Boost Local Sales
5. Innovative R&D Bites: What's the Buzz?
6. The New Digital Account Executive
7. Facebook and Twitter | Social Media Workshop #1
8. Sell Smarts: LMA's New Sales Certification Program
9. The Evolution of Digital Agencies: New Case Studies
10. The New Sports Journalism: What's All the Tweet About



UPCOMING WEBINARS

Eight webinars are currently on the calendar for the next two months. Most begin at 3PM Eastern. Watch your inbox for webinar announcements or go to www.localmedia.org for more details about these upcoming webinars and to register.

FEBRUARY 4 – How to Create A (Good) Business Video

FEBRUARY 5 – How to Create a New Revenue Stream with Deal Cards

FEBRUARY 11 – Why the Whole Digital Experience Matters for Your Organization

FEBRUARY 18 – Chasing SMB's? Secrets Revealed (No, really!)

FEBRUARY 19 – Expanding Your Digital Product Portfolio

MARCH 4 – Are You Getting Your Share of the Search Pie?

MARCH 11 – Native Advertising: Three Case Studies

MARCH 25 – Advanced Digital Sales: Prospecting for Leads

We sold \$2 million in under 50 days with the One Page Adseller

"My first presentation was to a client that had not advertised for years. He bought and I booked his advertising for the entire year at once!"
Karen D. - Suburban Newspaper

"Aside from making it simple to show client the amount of business they can potentially reach, the way Pulse is set up makes it a great prospecting tool."
Dean W. - Suburban Newspaper

"I like Pulse because its a talking point. It opens doors and gives me info I didn't have before about the clients' industry."
Marianne L. - Suburban Newspaper

"I have had great success with Pulse and will use it on every sales call."
Sonia W. - Suburban Newspaper

"Pulse has given us the opportunity to interact with clients like never before. As a manager it gives me the opportunity to see a snapshot of how my sales department is doing - who they're prospecting, selling and who is passing. It is this kind of a program that separates us from our competition."
Lisa P. - Suburban Newspaper

To find out how we did it, visit:
www.pulseresearch.com/one

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CONTACT **JOHN MARLING** (503) 784-5772 marling@paper.net

SUGGESTIONS

For Future Webinar Topics?

Share them with LMA's Peter Conti at peter.conti@localmedia.org.



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