



LocalMediaToday

MAY 2013



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INNOVATE | EDUCATE | INSPIRE

MEMBER BENEFIT **ALERT!**

Free Ad Sales Training For LMA Members

Virtual Advertising Conference set for July

Specific and focused training on local media sales, sales management and social & email marketing will take center stage respectively on three consecutive days beginning July 16th at the 2013 Virtual Advertising Conference presented by Local Media Association. This is a member benefit and there is no fee to 'attend.' Member companies can reserve a limitless number of seats at these symposiums.

In its second year, this webinar based training program will deliver an intelligent agenda specifically tailored for local media companies and is offered by LMA in response to the resounding success of the 2012 program coupled with the imperative to provide meaningful training support to the revenue generating divisions of its members. With top notch speakers and

North America's Top Sales Trainers to Participate in the LMA Virtual Advertising Conference – Offered FREE to LMA Members.

Membership in LMA comes with many benefits including free access to at least 24 free training webinars each year and unlimited seats in the annual virtual advertising conference. This is a priceless opportunity to expose your staff to top sales and management trainers from all over North America without spending a penny.



MIKE BLINDER



JOE DEBIAK



LESLIE LAREDO



GARY MOORE



KELLY WIRGES

easy, no-cost access, every LMA member is urged to mark calendars and prepare key staff members to attend.

Record Journal (CT) associate publisher Liz White described the inaugural virtual conference as ex-

tremely worthwhile and her entire sales staff participated. Of the 2012 program, White said "Thank you for organizing and bringing such a wonderful training opportunity to all of us, it was greatly appreciated and very valuable."

LMA members can expect an even sharper and more valuable program this year. The 2013 conference is expanding to three consecutive ½ day programs, each convening at 1PM Eastern, beginning Tuesday, July 16. All three programs will be moderated by super sales guru Mike Blinder, CEO, The Blinder Group.

Again, this is a FREE member benefit. The only cost to attend is the investment of time.

PROGRAM HIGHLIGHTS:

SALES SYMPOSIUM

TUESDAY, JULY 16, 1PM EASTERN
Three sessions specifically designed for Account Executives:

► ► ► CONTINUED ON PAGE 4

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LocalMedia association
innovate.educate.inspire

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LocalMedia

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 Eric Bright



Eric Bright

Eric Bright

Q&A with Eric Bright

VP of Ecommerce

Deseret Digital Media

ebright@deseretdigital.com

E-Commerce vs. Online Advertising – BIG difference

Q I want to explore what you're doing in the e-commerce arena but before we get into this, can you give us a thumbnail description of your media company, your market and the competitive landscape in which you operate?

A Our specific media company Deseret Digital Media is an aggregate of digital properties previously operated separately by the respective legacy businesses specifically: 1) KSL.com was operated by KSL – the local television broadcast affiliate for NBC which also owns the number one news radio station in the market; 2) Deseretnews.com which was operated by the legacy newspaper. Our market is the 33rd DMA in the country and includes four network television competitors (including KSL), two public television competitors, and two large newspaper competitors (including Deseret News). While our broadcast and news content partners compete primarily with these local competitors, our marketplace business competes on a larger scale with the big 3rd party pure plays.

Our focus really is on keeping and grabbing market share from the likes of Careerbuilder.com, Monster.com, Indeed, LinkedIn, Craigslist, eBay, Groupon, Living Social, AutoTrader, Cars.com, Trulia, Apartments.com, ForRent.com, Zaarly, Yardseller, YP.com, CitySearch, Google Places, Yelp, etc.

Q Also, tell us a bit about your background/ career path to date.

A My background (and most of my team's background) is rooted in consumer marketing and consumer channel management. I started my career in catalog and direct marketing with FranklinCovey and FranklinPlanner. I led many different consumer focused teams during my 15 years there including catalog, direct mail, database marketing, online marketing, and ultimately ecommerce channel management. I held a similar role with eBags in Denver for a brief time.

Q Your company is dominant in the marketplace with a substantially higher online revenue share than your media competitors. How do you stack up in the overall marketplace? How do you determine the overall value of your local marketplace? Realistic goal for your company's share?

A Relative to our local competitors we own about 65% of the market in Utah. Pretty rosy picture to be sure, but the reality as mentioned above is that we compete primarily with large pure plays. If you consider all of the national competition I mentioned above we own only 17% of the market across what have historically been our core verticals. As we move into the Travel space our market share is even smaller given the competition with Expedia, Travelocity, Booking.com, Kayak, Trivago.com, etc. Our goal is to preserve our strong position and to take back much of the cash that has moved out of the local market into national players. To understand our in-market position (as well as opportunity) we rely on Borrell, BIA Kelsey, and Experian Hitwise.

Q E-commerce has become an important part of your overall strategy, as opposed to just online advertising. What are the core differences between the two? Why e-commerce as an important focus for your attention and efforts? And how are you optimizing revenue in both buckets?

A We define the differences between ecomm and advertising by the customer. Advertising's prime focus is on satisfying the advertiser, is based on high-volume page views, CPM, sponsorship, and direct sales. Ecomm is primarily focused on the end user, is based on efficient consumer paths through the site (getting users quickly and efficiently through the conversion funnel), and is directly connected to consumers through promotion, merchandising, and occasionally sales. If you ask our corporate leadership why we have built this Marketplace team in DDM, we'd answer to help us optimize the revenue mix for the entire company (our goal is 50% ecomm/50% advertising by 2015 – we are actually on pace to hit that mix a year early. Up from 17% of total revenue just three years ago – the opportunity is there). If you ask the Marketplace team it's because that's where big opportunity lies.

If you look at the US revenue projections, over the next 3 years ecomm will grow to a \$304B opportunity, whereas advertising is projected to grow to \$57.5B. For my team we see banner blindness and CTR decline dramatically impacting our verticals, compounded by the growth of mobile further exacerbating the advertising outlook. Over the same time period mobile commerce shows forecasted growth to \$19B, with mobile ad growth forecasted to grow to \$4.4B. Having a team dedicated to ecomm gives us an opportunity to focus on a much larger piece of the pie.

Q What are your prime product marketplace offerings and how have you modified them to be attractive and alluring in today's highly competitive digital bazaar of goods and services?

A Our core verticals include 1) Classifieds with KSL Cars and KSL Jobs being the flagship brands within the vertical (the vertical also

Eat Our Own Dog Food

By Kim Wilson

Why do I still believe that “traditional” media companies do important work in the communities they serve? It’s simple. Consumers are still listening.

Whether they follow our media on Twitter, friend our reporters on Facebook, read the ink on our pages, watch our nightly news broadcasts or visit our websites consumers still trust and seek the voice of traditional media to filter desired information for their day-to-day lives.

Today, it remains true that no one does local information better than local traditional media outlets.

But the content model for traditional media continues to be too heavily reliant on “telling” or “pushing” information. This will not sustain the future.

Today’s media environment and consumption is reliant on connection. It is both pushing and pulling information together from multiple crowds more-so than pitching to one mass audience.

Our future as an industry depends on our ability to harness the strengths and differences between our “broadcast” products of daily newspapers and network affiliates, our “narrow-cast” products of community weeklies and cable stations, and our “uni-cast” conversations with our friends and followers in the social universe.

All while paying as much attention to the consumer as they are paying to us.

So why does it seem that so many of us newspaper publisher types are hesitant to participate in the conversation? I am pretty sure that we are all telling our news and advertising teams to get out there and “tweet, post, pin, and instagram”. Yet a quick twitter tour of about 50 newspaper publishers reveals that we don’t quite get the very thing we are asking of our teams. Most of us had fewer than 100 tweets to our @name.

I do believe that it is

time we eat our own dog food.

So the next question, at least in my mind, is – what the heck to say? And the very next question is who the heck to be? As the newspaper publisher, what do people expect from me? What would they want to hear? Should I be a voice for my community? A voice for my industry? A voice for moms? A voice for women? A voice for the music enthusiast?

The answer I keep coming back to is – “yes”. And that feels like a tall order. It is easier to just keep quiet.

But the reality is, in today’s endless river of information I believe the members of the communities we serve, be they geographic communities, industry communities, personal interest communities or other virtual communities, expect us to be among the conversation starters. They expect us to be accessible, honest, and human

– all at the same time. And when we keep quiet, we miss opportunities to connect.

When we fail to connect, we all lose.

In order to continue to thrive in today’s world, traditional media companies must not lose site of the value of our trusted relationship with the consumers we serve.

It is not a relationship that was built overnight, nor is it a relationship that anyone else can gain quickly.

Is our industry dying? Not from where I sit. If anything, we have the opportunity to lead our communities in an even deeper way than we have ever had the ability to before. And that is important work.

As a PS - I am going to challenge myself to average one tweet per day over the next three months. You can follow me on Twitter @kd_wilson if you want to see how that goes. Or better yet, join the challenge, and let’s trend together!

Editor’s note: We will feature a guest column written by one of our directors for the next four months.



Digital Media Contest Underway

Hurry! Deadlines May 17

Does your local web site have that special something going on? Does a member of your team eke innovation at every turn? Are your digital efforts driving eyeballs and advertisers across multiple platforms? Get the recognition you deserve, and bragging rights, by competing in the Local Media Association’s annual Best in Digital Media Contest.

The contest got underway last month and now is the time to pull your entries together. Your staff works hard to push your digital efforts and this contest provides the stage to strut their accomplishments and compete

with other local media companies.

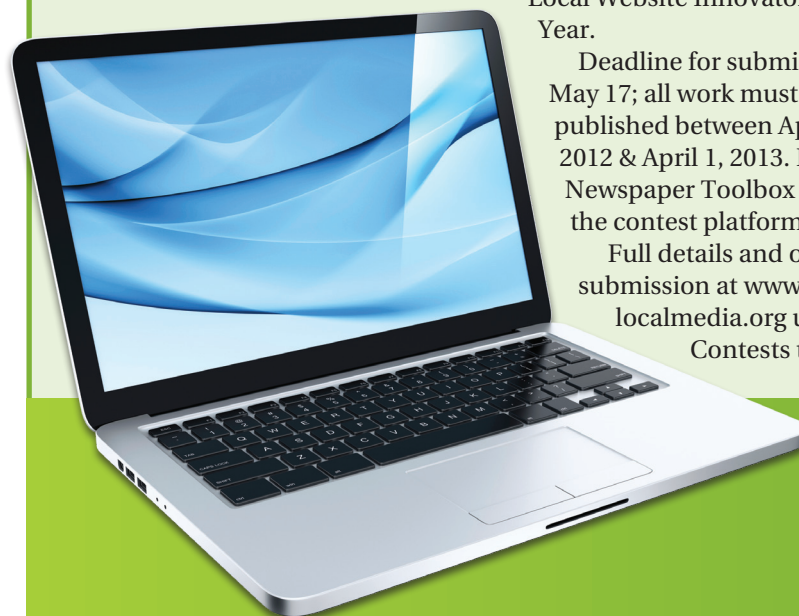
This contest recognizes excellence in numerous categories including:

- Best Local Community Initiative
- Best New Apps
- Best Use of Social Media
- Best Advertising Initiative
- Best Website/Mobile Marketing Campaign
- Best Use of Mobile/Tablets
- Best Site Vertical
- Many more!

This is also the contest that will honor the overall best Local Community Website and, on an individual basis, will award the Local Website Innovator of the Year.

Deadline for submission is May 17; all work must have been published between April 1, 2012 & April 1, 2013. Kudos to Newspaper Toolbox for hosting the contest platform.

Full details and online submission at www.localmedia.org under the Contests tab.



Join the discussion on LinkedIn

Local Media Trends is a new forum on LinkedIn that was created specifically for local media executives to share, interact and provide information to each other. Launched last month, the forum is growing quickly with close to 700 members already. Lively debate, info sharing, and staying connected are part and parcel.

A sampling of recent posts includes a terrific piece on ‘how Gen N can put profits back into newspapers’, ‘what to look for when hiring a social media strategist’ and ‘native advertising and digital agency discussions’.

Operated by LMA, the dialogue is all about exchanging intelligence on new business models, emerging trends, new revenue streams, content strategies and ways to grow core business.

Open to all local media executives from around the world, find Local Media Trends under Groups on LinkedIn.

LocalMedia TRENDS **LinkedIn**

NEWSPAPER

TOOLBOX

THE REVENUE GENERATOR


MAY-JUNE 2013

VOLUME 14, NO. 3

68 PAGES

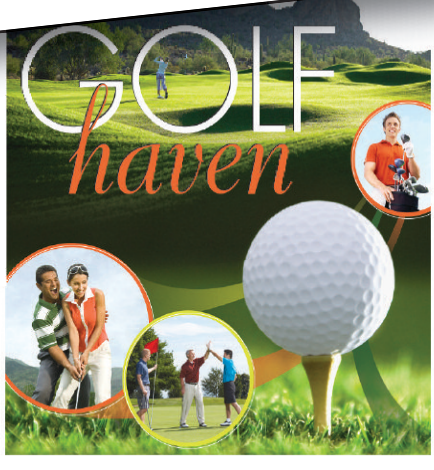
A monthly service of ready-to-sell advertising concepts, reader contests, and non-commercial editorial content for newspapers.

You'll find everything you need to create A LUCRATIVE LANDSCAPING SECTION in this




This book holds ideas that will substantially INCREASE YOUR SALES. Interested?

GOLF haven



Pages 21 to 25



Looking to create a lucrative Mother's Day section?

Mom, today the hugs are for you!

You will find everything you need on pages 9 to 13!

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You know you're really a mom when...12

May is National Physical Fitness and Sports Month14

Spinal Health Week15

Day camp - A place to play, learn, and make friends16

www.newspapertoolbox.com
1-877-444-4034

- **'Winging It' doesn't Produce Sale Persuasive Communication Does**
Noted trainer Kelly Wirges, ProMax Training & Consulting, Inc., will teach three proven techniques to create interest and generate sales, as well as the art of delivering advertising recommendations that clients will appreciate and accept.
- **Getting Response from your Print and Digital Ads**
Joe DeBiak, Center for Advertising Effectiveness, will share specifics on creating ads that motivate response.
- **The New Prospecting**
Pete Conti, Sales and Marketing Director, LMA; Amie Stein, Training and Development Director, LMA will teach prospecting methods that bring qualified leads and produce results.

JOE DEBIAK

SALES MANAGEMENT SYMPOSIUM

WEDNESDAY, JULY 17, 1PM EASTERN
Three sessions specifically designed for Sales Managers:

- **Becoming a More Inspirational Leader Starting Today!**
Kelly Wirges, ProMax Training & Consulting, Inc., will teach effective leadership skills designed to create a dynamic, engaging and high-performance work culture, including useful coaching tips proven to boost sales performance.
- **Powerful Leadership Secrets and Answers for These Interesting Times**
Gary Moore, President, Insight Edge, Inc., will confront the demanding management of multimedia sales and teach concrete foundational strate-

KELLY WIRGES

GARY MOORE

LESLIE LAREDO

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Google AdWords Certification Training – Now Available from Local Media Association

This program is part of a new business unit launched by LMA to offer affordable and cutting-edge sales and management training.

Amie Stein graduated from the University of Missouri in 1995 with a Bachelor of Journalism Degree with a major in Advertising and a minor in Marketing. She was a star student and the Suburban Journals of Greater St Louis immediately hired her as a retail account executive. In fact, she started the day after graduation.

I met Amie in March of 1996 when I moved to St Louis to run the day-to-day operations of the Journals. I knew immediately that she was an all-star. During her eleven and a half years with

the company, she quickly rose from sales rep to ad manager and eventually to senior associate publisher. She consistently beat budget and developed



NANCY LANE

President, LMA
Twitter: @localmediarocks

great sales talent.

In late 2006, the E.W. Scripps Company recruited her. For six years she held various senior level advertising management positions and was promoted four times. Her duties included extensive sales training, channel manager for Monster.com, implementation of CRM, restructures with separate and integrated print and digital teams, Google AdWords Authorized Reseller and trainer, administration of employee assessment and development tools, strategy for multimedia sales team to sell across platforms including Yahoo, Facebook, Google, national ad networks, email, niche publications, direct mail, commercial printing and more.

So when Local Media Association decided to launch a new business unit to create a sales training arm of the company, who better to lead this effort than an accomplished executive like Amie?

Already Amie has trained ten reps and managers in Indiana, has sold out the first webinar series with 20 participants and has booked in-person training meetings in CA, IL, OH and FL.



Amie Stein

The program is tough and intense: two days of in-person training or seven one-hour live webinars. But the result is a competitive advantage for your sales team to add the Google AdWords Certification logo to their business cards.

The materials include a pre-test, six tests after each portion of the training, games and six study guides.

This is a serious training program. But it is also affordable. We are offering introductory rates of only \$249 per rep for in-person training (admittedly the best way to go) and only \$149-\$199 per rep for the webinar training based on the volume.

Soon we will roll out other sales training options for reps, managers and more. Amie is also available for customized training. Given her diverse background, she is qualified to train in many different areas.

At LMA, we believe the need for affordable, high-quality sales training has never been greater. The hiring of Amie Stein reinforces our commitment to help the industry during this time of great transition. In no way does she replace the many qualified and awesome sales trainers that are already out there. She is just one more option for LMA members to call on. And we expect to develop many more new and narrow sales training modules as the sales process continues to become more sophisticated and complicated.

Amie is reached at amie.stein@localmedia.org or 901-286-4291.

Google AdWords Training Details

Be it on-site, via webinar, or in a 'train the trainer' program, LMA's Amie Stein is now available to train your sales professionals to be experts in Google AdWords. Once certified (be warned – this is a rigorous training program), your team will be ready to maximize search campaigns for clients. LMA members can choose between three options for this training. Stein's calendar is filling quickly so book today!

Option 1:

Live Online-Training Module

Through a series of seven one-hour training sessions over the course of three weeks on Mondays & Wednesdays, certified trainer Amie Stein will 'live' train your reps via webinar.

May sessions – SOLD OUT

June sessions begin June 3. Limited seats available. Contact Amie to book.

Amie.stein@localmedia.org

LMA Member Price: \$149 to \$199 per person, depending on # of participants from same company

Option 2:

On-Site Training

Amie Stein will come to your market and work directly with your sales team to give them personal hands-

on training for two days. Interactive exercises and mock exams are given to ensure retention. Trainer will conduct a management session to discuss product fulfillment, pricing and compensation ideas.

LMA Member Price: begins at \$249 per person/\$2995 for up to 25 participants. Travel expenses additional.

Option 3:

Train The Trainer

Amie Stein will consult with your certified professional to bring them to trainer status so that they can train your own sales professionals. Includes seven sessions, post session reviews and study guides plus a two-hour consultation to guide the facilitator through the process.

LMA Member Price: \$1595

On The Road

Stein is also taking her training program on the road in partnership with other state associations.

In-person training is coming to California (Los Angeles & San Francisco). Dates and details to be announced soon.

CONTACT AMIE AT
AMIE.STEIN@OCALMEDIA.ORG
or at 901-361-3642.

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Five Needs Analysis Tips

By Pete Conti

Last month I talked about account executives doing a proper needs-analysis when calling on prospects and clients. I said that asking the right questions is one of the most powerful skills a sales person could master. When they do so, they can collect all the necessary information to analyze a client's needs and come up with a tailored marketing solution.

Beyond asking the right types of questions, I thought I'd share some tips for a good needs analysis. Here are a few of my favorites:



PETER CONTI

Sales & Marketing Director, LMA

ness owner. Put yourself in their shoes and be sure you have fully researched their business before you start asking questions.

4 FOLLOW THE ORDER OF YOUR QUESTIONS

Sometimes we get so rushed that we just leap ahead with our good questions, bypassing the whole diagnose process. We don't give the conversation time to unfold. Wait and let the dialogue take its natural course. There is a logical course and a proper order of questions. You should begin with information gathering questions such as "How does your advertising work now?" before jumping into the qualifying questions such as "What budget has been established for this?". Type them all out and move them around on the page until the order follows this progression.

1 HAVE THE PROPER SELLING ENVIRONMENT

This can be anything from having enough time set aside to making sure you are not being pressured by prospects who "know exactly what they want" and don't need you to go through the questions. There is no way to control this kind of meeting in a respectful way unless you nicely insist that they allow you to do your job. There's an analogy I like to use—would you go to the doctor's office and tell them to put away their stethoscope, that you know it's your kidney giving you trouble and you just want a quote on surgery? Don't let your due diligence be rushed, be sure that you have allotted enough time to uncover the needs.

2 ASK RESPECTFUL, DIRECT QUESTIONS

You should cut to the chase and ask a question at the start of the needs analysis that goes like this "Granted I called you, but what prompted you to take this meeting today?" Nine out of ten times the response they deliver will give you immediate direction and it saves everyone the annoyance of questions that have nothing to do with the process.

3 ASK INTELLIGENT, RESEARCHED QUESTIONS

This includes everything from questions that you could have answered yourself by taking the time to do the research (such as, "How many locations do you have?" etc.) to weak questions that don't serve you or the prospect. So how does one ask a better question? Think from the perspective of the busi-



5 DON'T ANSWER YOUR OWN QUESTIONS

This happens more than you realize. You are nervous and start putting words into the client's mouth. Or, you are not listening to what you are saying and race ahead. Asking a client how they feel about Pay-Per-Action advertising and then proceeding to tell them the benefits without getting their response is the same as asking them how they feel today and saying that they don't look so good. Leave your question open-ended and wait for the full response.

These few pointers demonstrate how important it is to think about the way you go about preparing for a good needs analysis. You really want to take the time and plot out your approach in a methodical way. I have put together about two-dozen more needs analysis tips like this for the LMA Sales Certification Module. The series of nine video sessions will be available shortly. If you'd like more information on it you can contact me at peter.conti@localmedia.org

LocalMedia

association

Stay Connected!

Stay connected with Local Media Association all the time! We are committed to making sure our members and non-members are up-to-date with the latest industry news and with LMA events. Our social media connections provide industry insiders a way to connect, share ideas and to gather feedback from others.



/Localmediaassociation



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Local Media Trends Group

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gies for leading print and digital ad sales teams.

• **Interactive Sales Management Training**

Leslie Laredo, The Laredo Group, will focus on managing sellers involved with online advertising, search engine marketing, and site optimization.

SOCIAL MEDIA & EMAIL MARKETING SYMPOSIUM

THURSDAY, JULY 18, 1PM EASTERN

Three sessions specifically designed for those responsible for these specific disciplines:

• **Effective Social Speak - how to engage and win with social chatter**

Beverly Cran-
don, Direc-
tor, Media
Partnerships,
Dream Local
Digital, will
demystify ef-
fective com-
munications
within the
social media
sphere and
teach point-
ers to better
understand
audience
targeting, so-
cial platform
selection
and methods
for boosting
engagement,
followers and
branding.



BEV CRANDON



RUTH PRESSLAFF

• **The Building Blocks of Email Marketing**

Noted email marketing guru Ruth Presslaff, Presslaff Interactive Market-
ing, will share meaningful strategies for turning your database, prob-
ably your market's best, into dollars through email marketing.

• **How to Maximize & Monetize Social Platforms**

Dream Local Digital's Beverly Cran-
don will take the stage again to review
the more prominent social platforms,
and their user profiles, and provide
insight into what platform will work
the best depending on circumstance.
She'll also address key metrics to
measure success and the all impor-
tant monetization of social platforms.

REGISTRATION

Free to LMA members, register for the 2013 Virtual Advertising Conference at localmedia.org under the Conferences tab. Non-members are invited to at-
tend, registration fee \$359 for three
days; \$259 for any single day; \$99 for
any single session.

Last Call for Innovation Mission

Just a few spots remain for June trip

As this issue went to press, only five spots remain for the small group week-long Innovation Mission set to begin June 2 in San Francisco and conclude in Denver on June 7. The study tour, sponsored by the Local Media Association Foundation, offers an intentionally limited number of partic-
ipants the chance to visit and learn at select technology and media companies over the course of a packed 6-day itinerary. Think immersion, first hand learning, superior networking, and a solid education from some of the best and brightest.

The first hand and up close nature of this study mis-
sion will enable participants to engage deeply with the cul-
ture, ideology and practices at the host companies. This
extremely beneficial opportunity is ideal for senior-level
media executives including CEO's, owners, publishers, top
digital and advertising executives and corporate executives.

What To Expect

Visits this year include Facebook, The Plug and Play Tech
Center, Twitter (pending confirmation), San Francisco
Chronicle, KPIX/KBCW-TV (a CBS affiliate in San Francis-
co), and AdTaxi/Denver Post. Special meetings with rep-
resentatives from Google, McClatchy and Emmis Austin
Radio are also part of the agenda.

At Facebook, I.M. participants will meet with members
of the Facebook local team and learn more about media
partnerships and workplace culture, and witness firsthand
how this game changer gets things done in the fast paced
social media universe.

In the Silicon Valley, the group will spend a day at The
Plug and Play Tech Center, one of leading start-up business
accelerators. Executives will showcase three companies
that are transforming the publishing world and will discuss
specific opportunities for the newspaper industry.

At Ad Taxi, expect to learn how this thriving digital
agency launched by the Denver Post is progressing with
a spotlight on the successes they're having in all areas of
the agency including social, mobile, search, and email
marketing. Part two of this stop will provide attendees the
chance to learn directly from senior level executives from
the newsroom, circulation and advertising departments
at the Denver Post who will share their digital-first strate-
gies and openly discuss business strategies for today and
beyond.

The full itinerary with detailed descriptions of the study
tour stops is found at www.localmedia.org under the Foun-
dation tab.



Emily Walsh, center, during last year's InnoMission alongside
Dave Schmall, Swift Communications, and Ioana Straeter,
WAN-IFRA.

“This trip is always the highlight
of my year. I've been on every
Innovation Mission trip and am
counting down the days to this year's
trip. To be progressive with your
business and in our industry, you
need to stay on top of all the latest
trends, technologies and innovations.
There isn't a better way to immerse
myself in all these aspects while
getting first-hand experience at
innovative companies, all the while
networking with other industry
leaders.”

-Emily Walsh, Multimedia Publisher,
The Observer Group

The Details

The total cost for the 2013 Innovation Mission is \$3795. The fee includes air from San Francisco to Denver; hotel accommodations for five nights (San Francisco and Den-
ver); four dinners; four lunches; five breakfasts; transporta-
tion to site visits (bus and cabs); all programming; speaker
travel costs; room rentals/AV; four follow up webinars to
foster the sharing of lessons learned and a comprehensive
report that outlines the key takeaways from the trip. Ex-
clusions: Air from home destination to San Francisco and
back from Denver; airport transfers associated with these
flights and one dinner.

Hurry! Only a few spots remain and registration is limit-
ed. Full agenda and registration forms are at [www.localme-
dia.org](http://www.localme-
dia.org) under the Foundation tab. Contact LMA President
Nancy Lane at 843-390-1531 or nancy.lane@localmedia.org
with any questions.



CELEBRATING LOCAL JOURNALISM

LMA Unveils 2012 Editorial Contest Results

Newsrooms across North America received the much awaited results of the Local Media Association 2012 Editorial Contest last month. Judges from the Medill School of Journalism, Northwestern University, pored over the voluminous stacks of entry in this competitive contest and recognized creativity and accomplishment in close to 40 categories. Additionally, honors were bestowed to a select group of seven individuals in the Editors of the Year and Journalists of the Year categories.

Metroland Media Group led all companies with an impressive 129 awards and Metroland President Ian Oliver says this affirms his company's commitment to providing first class journalism to the communities served by their papers. "We have excellent journalists throughout the chain and this is reflected by the fact that we win awards



IAN OLIVER

across all categories," said Oliver. "Whether it is weekly or daily, paid or unpaid, online or in print our content and editorial teams all perform exceptionally well. Even though our business faces continual disruption we have not backed down on our efforts to excel in the quality of editorial coverage we provide to our readers."

Black Press followed with 55 awards, Journal Communications with 26 awards, Journal Register Company/Digital First Media with 27 awards and The Observer Group with 23 awards.

Among daily newspapers, the *Antelope Valley Press* and *Sioux City Journal* (Lee Enterprises, Inc.) tied with 16 awards each. They were followed closely by the *Lawrence Journal-World* (The World Company) with 15; the *StarNews* (Halifax Media) with 14; *The Oakland Press* (Journal Register Company/Digital First Media) with 11 awards; *The Galveston County Daily News* (Galveston Newspapers Inc.) with 9 awards; *Southeast Missourian* (Rust Communications, Inc.) with 8 awards; and *The Daily Journal* (Small Newspaper Group) and *The Saratogian* (Journal Register Company/

Digital First Media) with 7 awards each.

In the weekly newspaper arena, *The Surrey-North Delta Leader* (Black Press), *St. Albert Gazette* (Great West Newspapers) and *Living Lake Country Reporter* (Journal Communications) took 14 awards each. *The Riverdale Press* (Richner Communications, Inc.) took 11 awards; *Burlington Post* (Metroland Media Group, Ltd.) received 10 awards; *The Mississauga News* (Metroland Media Group, Ltd) and *Philadelphia Gay News* (MASCO Communications) each received 9 awards; and *Maple Ridge-Pitt Meadows News* (Black Press), *Outlook North Vancouver* (Black Press) and *Flamborough Review* (Metroland Media Group, Ltd.) each won 8 awards.

Many thanks to the faculty at the Medill School of Journalism, Northwestern University for judging this contest and to Newspaper Toolbox for hosting the online contest platform.

The actual awards will be mailed to the winning newspaper's publisher. Full results can be found on LMA's website, www.localmedia.org, under the Contests tab.

Editor of The Year: Scarlett Syse

Take a bow Scarlett Syse! The hard working newsroom veteran has taken top individual honors as the Editor of the Year in the just announced and intensely competitive LMA 2012 Editorial Contest.

Syse was recognized for her work at the 13,000 circulation *Daily Journal* in Franklin, Indiana where she rolls up her sleeves to work directly with her talented staff to create compelling multi-platform content. According to the contest judges from Medill School of Journalism at Northwestern University "Scarlett Syse functions quite well while wearing the full complement of editor hats. She is a leader, an innovator, an important voice in the community, a prudent manager of resources, and a top-notch journalist whose newspaper, while on the small side, competes very ably against the largest in Indiana."

Under her leadership, the *Daily Journal* staff has won numerous writing, design and journalism excellence awards, including honors for investigative reporting and community service.

"I am honored and humbled to be recognized," Syse said. "It takes a village to put out a great newspaper, and I have worked with many talented and committed journalists who don't take shortcuts and do journalism the right way. They deserve the credit."

Syse served as the *Daily Journal* online editor for a year before being named editor in September 2000 and among other accomplishments, developed the newspaper's first website. She has also guided a series of new initiatives in the paper including the Where They Stand candidate pages; Brave Hearts, a section chronicling the journey of breast cancer survivors; and numerous design changes.

In his nomination letter, Publisher Chuck Wells saluted Syse's involvement with both staff and community. "Scarlett's commitment to her staff is unmatched," said Wells. "All good leaders work hard to surround themselves with talent and they spend a great deal of time and energy developing that talent. We promoted Scarlett earlier this year to Group Editor. We were afforded the opportunity to promote her replacement from within the existing staff at the Journal. Michele Holtkamp and Annie Goeller have been promoted as Editor and Managing Editor and are doing amazing work. They would be the first to tell you that Scarlett had a great deal to do with their success in those positions."

Wells also commended Syse's hands on leadership through 'drastic' operational changes including her

masterful handling of the consolidation of design work for three papers to a single production desk and a simultaneous change in editorial operating systems. "Scarlett worked countless hours with the staff on everything from template creation to font selection to content production," said Wells. "She truly led by example and her staff responded. We now produce four newspapers at one location, all of which is being done with a new operating system."

Community Minded

Like all good editors, Syse knows the importance of not just reporting on the community but being a part of it and her work goes well beyond the walls of the newsroom. She is actively engaged in service and among many outreach efforts, she leads the community spelling bee each year as well as the Johnson County Athlete of the Year Program. She works with Leadership Johnson County in developing the future leaders of our community. And somehow, she finds time to work with the community Good Cheer Fund which delivers food baskets to the needy during the holidays.

She also serves on the freedom of information and newsroom seminar committees for the Hoosier State Press Association and is a member of the board of directors of Indiana Associated Press Managing Editors and the Indiana Journalism Hall of Fame.



S.S. Ruminations

I believe newspapers have a high obligation of service to the community. Our public service mission is rooted in the First Amendment.

Newspapers -- the Fourth Estate -- empower readers by giving them a voice and letting them know what is going on in government and elsewhere.

We are a watchdog looking out for abuses or impending policies that have an impact on citizens. We ask public officials to explain how they are spending tax money, why they are not addressing certain issues and if their programs are working. We make sure they are doing the public's business in public, not behind closed doors.

At the same time, it's the story of people, their hopes, dreams, tragedies and fears, that breathes life into our news pages.

I believe it is just as important to write about the 10-year-old boy who made the honor roll, the high school athlete who made the winning shot and the lady down the street who achieved her lifelong dream.

Our job is to make you laugh, make you cry, make you care and even make you mad. Newspapers must lead the community, provoke it to action, celebrate its accomplishments and scold it for its missteps. Good newspapers are feisty and provocative and compassionate and fun.

We are a marketplace for goods, services and ideas.

My mantra to reporters and editors is this: get out and talk to the people of Johnson County; look for issues at meetings, don't cover them like a stenographer; be innovative; give the reader context, perspective, depth and nuance; embrace change; write for readers, not sources; look at stories in non-traditional ways; write bright; ask why over and over again; challenge conventional wisdom; look for humor; see the big picture; sweat the small stuff.

-Scarlett Syse, editor, *Daily Journal* (IL)
LMA Editor of the Year

CELEBRATING LOCAL JOURNALISM

Journalist of The Year: Kevin Ma

“Get a master’s” was the advice the late, great Sue Gawlak, then editor of the St. Albert Gazette, gave Kevin Ma when he first applied for a reporter’s job in 1999.

So he applied to get into Grant MacEwan’s new journalism program and was told he wasn’t aggressive enough to be a reporter. (He notes that the program’s first graduating class later sued the college because their program was so bad.)

Seven years later, after a roundabout journey through a political science degree at the University of Alberta, he finally achieved that masters and an internship at the St. Albert Gazette where he put together his first noteworthy piece of journalism – a series on the health of the Sturgeon River – for his master’s project. That series garnered distinctive honors - a top prize for environmental writing from the Local Media Association (then called Suburban Newspapers of America) and continuing recognition as an academic source still referenced today.

Not so coincidentally, Kevin Ma has again been recognized by Local Media Association – this time as its Journalist of the Year, as judged by the faculty at the Medill School of Journalism at Northwestern University.

Asked how he finally got the job at The Gazette, Ma shared a rough transcript of his follow up call to Sue Gawlak all those years later.

Ma: So, I got that master’s, and the Edmonton Journal just offered me a one year internship. Can you beat that?

Sue: Gimmie a minute. *time passes* Want a job?

Ma: ‘Kay.

He has been at the Gazette ever since.

His Work

A couple of significant stories – one involving local waste management and another involving obsessive compulsive disorder – distinguished Ma as the selection for LMA’s Journalist of the Year honor.

In the latter story, Ma revealed his own OCD and dug into the gripping first-person account of his own experience. The story provided a rare look inside the minds of people affected by OCD and generated considerable feedback from readers. Judges in the LMA Editorial Contest described the story as ‘dramatic, touching, provocative, interesting, courageous’.

Editor Maser called it ground-breaking and describes Ma’s approach to reporting as thorough, inquisitive and sharp; his writing as vibrant and clean.

Ma also has the distinction of being the first member of the media to receive an Rs of Excellence Award from The Recycling Council of Alberta. Executive Director Christina Seidel credited Ma for continuing to go after the local waste management story with “his unique, focused and objective style.” What put him over the top was his effort to subject his own family to a household waste audit for the sake of research and a story.

Chris Colbourne, St. Albert Gazette



This photo of Kevin Ma ran with his in-depth feature report on living with OCD.

Next on Ma’s list of undertakings is a new series entitled Wild St. Albert. Ma has long enchanted readers with his insightful, playful yet scientifically relevant coverage of local wildlife issues, whether it be the annual Christmas bird count or a study of the local coyote population. Published every other week, Wild St. Albert profiles a different local wildlife species with every installment.

According to Maser, the stories blend personal commentary with scientific insight and the result has been ‘a delightful blend of insight and whimsy’.

Q&A with Ma

Any pearls of wisdom you can share with other reporters?

Always pay attention to your surroundings. To see why, hit up The Mercer Report’s 2011 segment on the Concrete Toboggan race in Edmonton and watch for the guys who blow through the hay bales at the end while riding a 300-pound slab of rock. See that guy in the green diving out of the way at the last second? That’s me.

Thoughts on the win?

I should probably be happy about this but am pathologically unable to accept praise or accolades. Huge props to my editors, Cory Hare and Peter Maser, for their support, and for the late great Sue Gawlak for giving me this shot. Am wondering if it comes with a free hat.

How to distinguish yourself journalistically?

Have a sense of humour and wonder. The world is a fascinating place where new, exciting and often hilarious incidents happen every day, yet far too many of our stories are dull, drab or depressing.

I approach every story with the mindset of a curious five-year-old, looking for the silly or shiny bits and holding them up high. If we want to engage readers as reporters, we need to bring back that sense of wonder and discovery to our stories and give them a reason to look beyond their everyday lives.

Experimenting with any new projections or innovations?

Not really experimenting with new projects, but I do have the habit of setting up summer research projects. Am hoping to do a more comprehensive look at water or air quality in the region.

Local Media Today

wants to hear from you!

Company, event and people news can be sent to editor Deb Shaw at debshawlma@gmail.com

LocalMedia
association

Google AdWords Training Now Offered

Three certification-training options available for local publishers

Local Media Association has launched a program that will train sales professionals to be experts in Google AdWords in just three weeks. The program offers three options: a live-online-training module, on-site training or train-the-trainer. All participants are trained to take the Google-administered exams for final certification.

Going in, all publishers should know that this is a very intense program and meant to graduate only proficient participants. The exam is very challenging and those who pass will earn a prestigious certification that will add significant credibility to those on the team who earn the status.

“Last year local advertisers spent over \$6 billion dollars on local paid search. That’s one third of the total amount spent on local digital advertising.”

The Trainer

Amie Stein joined LMA last month as its new training and development director and is leading the Google AdWords training. “Our Google AdWords certification-trainer, Amie Stein, is one of the best in the industry and has worked with and trained hundreds of sales professionals during her career,” said Nancy Lane, president of Local Media Association. “Last year local advertisers spent over \$6 billion dollars on local paid search. That’s one third of the total amount spent on local digital advertising.”

“We see this (training) as a way for local media to get in the game and get their share,” said Stein. “When an account executive tells a client or



prospect that they are Google AdWords certified it tells the client they have the knowledge and expertise to produce ROI.”

The Offering

LMA offers three Google AdWords certification-training options:

1. Live online-training module – Seven one-hour training sessions conducted online by Amie Stein, our Google AdWords certification-trainer (with course materials and quizzes).
2. On-site training – Amie Stein works with the local sales team to give them personal hands-on training for two days.
3. Train-the-trainer – Amie Stein will consult with a publisher’s certified AdWords ReSeller to bring them to trainer status so that they can train their own sales professionals.

Low introductory rates are available to LMA members – see Nancy Lane’s column on page 5 for more details. To learn more, reach out to Amie Stein at amie.stein@localmedia.org or 901.286.4291.



INCREASE YOUR SEARCH REVENUE!

**GOOGLE ADWORDS
CERTIFICATION-TRAINING
THROUGH LMA**

Webinar Training Module

Seven one-hour training sessions delivered by webinar training over a three-week period. All sessions are archived for later viewing. Each webinar includes a test to track retention and a study guide. Set-up and administration of the testing (except for Google-fees) are administered by us.

Prices for LMA members:
\$149 - \$199

based on participant number.
Association partner pricing available at site.

On-Site Training

This option is for our trainer at your location. Includes all the materials delivered in the webinar module over two-days on-site with your staff. In addition, program trainer will conduct a management session to discuss product-fulfillment process, pricing, bonus spiffs and compensation ideas.

Prices for LMA members:
Less than \$199 - \$249

depending on participant number.

Train The Trainer

This option includes turnkey delivery of each of the components to build and facilitate your own program. Includes seven presentation sessions, accompanying post-session reviews and study guides. A two-hour consultation will be provided to guide your facilitator through the program and administering certification tests.

Price for LMA members:
\$1,595

with option discounts available.

HATS OFF TO THE FINALISTS IN LMA'S JOURNALIST & EDITOR OF THE YEAR COMPETITION!



EDITOR OF THE YEAR 2ND PLACE
MIKE JOHNSTON
Managing Editor
Oshawa This Week (ON)
"It was an honour to finish second in this

category. I love what I do and look forward to going to work everyday. The people I work with are second to none when it comes to local community journalism and they make each day better than the last one."

great to have my work acknowledged, I can't do what I do without the people I write about. Whether it's Greg Gilhooly having the courage to publicly discuss the abuse he suffered, Frank Hayden dedicating his life's work to helping others, or the athletes who spend countless hours improving their skills, it's the people I write about that really make the story."



EDITOR OF THE YEAR 3RD PLACE
BERYL WAJSMAN
Editor
The Suburban (QC)
"Local media have perhaps the highest

responsibility in the fourth estate. Ours is the job to give voice and visibility to the humblest and most vulnerable. When executive power is too haughty, legislatures too uncaring and the judiciary too expensive, we are the only ones people can turn to. I am particularly gratified that The Suburban's brand of community advocacy journalism has been recognized and rewarded by LMA."



JOURNALIST OF THE YEAR 3RD PLACE
CATHERINE O'HARA
Acting Editor
Flamborough Review (ON)
"It is truly an honour to have

my work recognized by the association and my peers. Thanks to my colleagues for their ongoing support. This award will go a long way in encouraging me to cover the stories that need to be told each and every day."



JOURNALIST OF THE YEAR HONORABLE MENTION
DENNIS YOHNKA
Reporter/Columnist
The Daily Journal (IL)

"I'm thrilled to have been considered. I am not any sort of specialist - unless trying to give readers something out of the ordinary everyday is a specialty. So my job is to start each day at 7:30 and cover all I can before deadline at 9:30, then I get to write about UFO hunters in a town - population 215. And then, a government watchdog launching a website and a group of farmers launching watermelons. And in a year I counted nearly 800 stories, I consider it a statement that every 65-year-old guy isn't just trying to coast to the finish line."



JOURNALIST OF THE YEAR 2ND PLACE
HERB GARBUTT
Regional sports reporter
Burlington Post / Oakville Beaver / Milton Canadian

Champion (ON)
"I'm honoured to be recognized, especially as a sports reporter. While it's



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Next Up for LMIA Driving Dollars with Data

The Local Media Innovation Alliance will spotlight email marketing in its next in-depth report, due to be published in early May. Author Gareth Charter dove deeply into best practices and key elements of the most successful programs at local media companies and affiliates.

One focus of the report is Ruth Presslaff, right, founder of Presslaff Interactive Revenue, who is on anyone's short list of experts in this arena and she has a pet peeve. She hates the phrase 'email blast'. "I understand where it comes from, but please don't say we're going to blast this out," Presslaff says with a cringe. "It's a campaign to market (a media company's) product,



RUTH PRESSLAFF

or to market your client's product. It's email marketing."

Data drives value and this report will highlight the powerful benefits and detailed mechanics of this marketing tool. Watch for the report soon.

About LMIA

The Local Media Innovation Alliance is a membership-based research club from the Local Media Foundation and is designed specifically to help media companies put innovation on the fast track by identifying promising trends in their earliest stages and providing the real-time tools to capitalize on these opportunities. Through extensive white paper reports, expertly conducted webinars and thorough case studies, members learn the latest intelligence to turn concepts into practices.

Agility is a critical element of the Alliance and is a prime appeal for joining. Consistent with its goal of taking a short view of issues that

LocalMedia innovation alliance

Monthly "Research Club" Devoted To:

- » Emerging Business Models
- » Digital Revenue Opportunities
- » New and Exciting Trends
- » How-To Information/Case Study Format

are coming to the forefront, the LMIA calendar of topics is not set in stone. Instead, the Alliance identifies worthwhile trends and utilizes experts to flesh them out and deliver the intelligence to members on a monthly basis.

Pricing

All LMIA reports and companion

webinars are available for purchase at the a la carte price of \$259 each. Alternatively, become an LMIA member and receive the annual subscription of twelve reports for \$1750/year (single market media companies) or \$3500/year (multiple market media companies – unlimited subscriptions and webinar seats). Full details and online ordering at www.localmedia.org or 888-486-2466.

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Learning Alert

The American Press Institute is offering three valuable and affordable workshops on monetizing digital content, developing mobile strategies and growing audiences.

Pricing Strategies: Monetizing Content

Tuesday, May 14 in New York City

Paid content models are generating significant circulation revenue for organizations such as The New York Times Co. and Gannett Co. Inc., while alternative forms of monetizing content are succeeding for The Atlantic. Find out how these players and newspapers of all sizes are growing their digital businesses with reader-driven revenue, segmented pricing and new digital products at "Pricing Strategies: Monetizing Content," a workshop presented by the American Press Institute with The Poynter Institute on May 14 in New York City.

Mobilizing Digital Products

Monday, June 17 in Boston

The Boston Globe and Digital First Media have emerged as leaders in creating content, branding and revenue for mobile, including strategies for the mobile Web, native application product planning and responsive website design. Learn how to assess mobile opportunities that fit your

market and develop mobile revenue and sales channels at "Mobilizing Digital Products" on June 17 in Boston, presented by the American Press Institute with The Poynter Institute. This workshop includes a reception and tour of the MIT Mobile Experience Lab in Cambridge on Sunday evening.



Growing Audiences

Monday, July 15 in Phoenix

Find out how to go beyond demographics to gain insights about media audiences. Industry leaders from The Arizona Republic and elsewhere will share best practices and strategies for building a solid strategic audience-growth plan. "Growing Audiences" will cover new concepts in content marketing, social media, brand building, and intelligently using metrics to match how people consume media and make buying decisions. This workshop will be presented on July 15 in Phoenix by the American Press Institute with The Poynter Institute.

Registration fee for each workshop is \$200 and includes breakfast and lunch. Details and registration on API's website.

Q&A with Eric Bright

▶▶▶ CONTINUED FROM PAGE 2

includes General Classifieds and Real Estate); 2) Deals (which includes two brands – KSL Deals and andRuby.com, our boutique deals site); 3) Local Search through our KSL Local brand (which will see a major mobile and desktop revamp this year); and 4) Travel (the showcase brand in this vertical is Utah.com which, when we acquired it last year, was an advertising revenue model but by the end of 2013 will be the largest travel booking engine in Utah. We also have plans for SaltLake.com in 2014).

“Over the next three years ecomm will grow to a \$304B opportunity, whereas advertising is projected to grow to \$57.5B”

Q During your presentation at the Mega-Conference in New Orleans earlier this year, you talked about a couple ‘game saving’ decisions your company made to reverse some margin declines. Can you share them and tell us about the impact you’re seeing to date?

A The biggest game saving decisions we made during 2012 and the first part of 2013 revolved around our Deals vertical. We looked at the business through a different lens – instead of one deal at a time we shifted it to more of a commerce view and merchandised the site with hundreds of deals (there are 377 deals on the site today). In order to source this many deals we ended the sourcing of deals through legacy sellers and hired vertical sellers (which are actually called merchants in a B2C ecomm model) and moved them directly onto the Deals team where they sit by and work with the GM and Deals support team everyday.

Q The iPad is practically ubiquitous nowadays and I know you say it’s changing our business model. Can you give us some insight into how your mobile strategy is evolving as a result?

A The biggest change is allowing in app or on site purchase through our products on the app and mobiles site. We haven’t spent any time creating native apps for iPad, but rather work to design our desktop experience such that it translates well to the smaller screen. We have however, over the past year, invested significant time and money developing mobile apps for smartphones (iOS and Android).

Q What are some of your favored product examples for maximizing mobile revenues? Any special insights to help others get more out of their mobile marketplace offerings?

A I’m certainly biased to in app purchase. To date we have done so through our existing Deals app, but look to dramatically improve our mobile numbers with the launch of our KSL Local mobile app in June. Other places I’ve seen amazing monetization through mobile is Amazon (specifically through their Prime membership program). As well as a company called Grub Hub that let’s you order takeout online for home delivery across a number of restaurants. They process the order, send to the restaurant for fulfillment, and take a small fee from the restaurant.

Q Put yourself in the shoes of a small market media company sales leader who has is seeking to get their sales team to a higher level of performance and productivity. Think great people on the team and limited resources. Advice for making 2013 a banner year in e-commerce sales?

A First and foremost you have to hire an ecomm role who has little or no sales or advertising experience. Let them get into the detail of the consumer audience and then start to identify ways to monetize that audience through direct ecomm. Having a legacy sales team try to do this dooms the venture from the get go.

The best thing Clark Gilbert (our DDM CEO) did to support the Marketplace team was give us our own location in the building, trusted us, allowed us to fail as long as we learned from the failures, and gave us freedom to build an amazing team and culture based on the needs of an ecomm organization (not the needs of a media organization). From the start – he let us hire people who think completely differently than a legacy media organization. Then gave us autonomy

and let us run. Probably one of the greatest leadership lessons I’ve learned in my career.

Q Finally, let’s shift gears. You and your colleagues have been frontrunners in many innovative undertakings so while I’ve got you on the hook, I’d love to hear about what’s on your horizon on the moment. Got an up and coming best practice or ‘light bulb’ idea that’s percolating?

A This specific group of people is just so talented. We’ve built a team of total rock stars who come up with amazing ideas everyday. So what we have on the roadmap today may well be different when we start 2014, but for 2013 we’ll continue to build the foundation for our platforms by continuing to get our legacy platforms and products relevant in today’s ecomm and digital environment (both from a front end UX/UI perspective and a backend infrastructure perspective).

From a new product perspective we are way excited by the opportunities and solutions we have in the pipeline this summer and fall for our Travel and Local Search verticals (both mobile and desktop). We are creating some exciting crossover between our Deals products and these two verticals that will help us deliver a lot more value to the end user.

We also have a pretty big Classified vertical project we’ve been working on (in our spare time) for about a year that we are super stoked about – not quite ready to let that cat of the bag just yet.



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classifiedavenue update:

Join Local Media Associations 2x2 Network!

Our 2x2 network is doing great! Coming in above budget for over 6 months now and continuing to get more interest from quality advertisers.

We typically run 2-6 ads per week and we currently have 2 ads that are consistently running in the education/training category.

We typically see ads in the Real Estate, Travel, Satellite & Education categories. You can choose to run

in ROP or Classified.

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).

For more information, and to get an enrollment form, please contact Deanna Lewis at deanna.lewis@localmedia.org or 207-384-5022.



DEANNA LEWIS
Director of Sales, LMA Staff

HELP WANTED: ADVERTISING MANAGER

Prescott Newspapers, Inc. has an opening for an experienced Advertising Manager. The right person for this key position will manage a fast paced advertising department. Key responsibilities include planning and leading a diverse sales staff. If you have previous sales management experience and want to join a fun and progressive media company, as well as work and live in one of the most scenic areas of Arizona, submit your letter of interest and resume immediately to: PNI, Attn: Human Resources, 3803 E Highway 69, Prescott Valley, AZ 86314, or email: pnihr@prescottaz.com. Excellent benefits. NSE EEOE

LMA Forms Digital Partnership with SYNC2 Media

LMA members can now access the digital consulting services of SYNC2 Media at wholesale rates, without contracts or revenue commitment, thanks to a brand new strategic partnership between Local Media Association and SYNC2 Media.

Sync2 Media was launched in 2012 as the official rebrand of a decades-old company formerly known as Colorado Press Service. What started as a successful multi-million dollar print campaign buying agency has now morphed into a full-service print, digital full service media buying company.

The partnership, aimed at helping small and medium sized news operations in generating incremental revenue, is designed with newspaper publishers in mind and offers extension platforms that supplement traditional print and digital media.

More Info!

Learn more about the partnership and what SYNC2 Media has to offer at a no-cost informational webinar scheduled for May 22 at 1PM Eastern. Watch your inbox for webinar registration or look for it at localmedia.org under the Webinars tab.



LocalMedia
association

The Best In Digital Media Awards Contest Now Accepting Entries!

New Categories Announced

- Best Local Community Initiative • Best New Apps • Best Use of Social Media
- Best Advertising Initiative • Best Website/Mobile Marketing Campaign
- Best Use of Mobile/Tablets • Best Site Vertical • and others

We also honor the Best Local Community Website and the Local Website Innovator of the Year.

ELIGIBILITY REQUIREMENTS:

Open to Local Media Association members and non-members. All entries must have been published between April 1, 2012, and April 1, 2013. For complete eligibility rules view our website.

DEADLINE:

Online entries must be received by **Friday, May 17, 2013**. If you have any questions, please contact Local Media Association Headquarters at 888-486-2466 or hq@localmedia.org.

ENTRY FEES:

Local Media Association member fees are \$45 for the first entry plus \$35 for each additional entry from the same newspaper.

Visit www.localmedia.org for more information





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ALLIANCE FOR	360 Brand Views
ALLIANCE FOR	digital know-how
ALLIANCE FOR	transparency
ALLIANCE FOR	actionable data
ALLIANCE FOR	Credibility
ALLIANCE FOR	GOLD STANDARD AUDITS
ALLIANCE FOR	MEDIA INTELLIGENCE
ALLIANCE FOR	whatever's next

WE'VE CHANGED OUR NAME. NOT WHAT WE STAND FOR.

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