



LocalMediaToday

SEPTEMBER 2013

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INNOVATE | EDUCATE | INSPIRE



Learn & Earn:

LMA Schedules Digital Agency Summit For November

A rock star cast of speakers is planned for the upcoming LMA Digital Agency Summit, a two-day gathering entirely devoted to the best case studies and practices being employed by digital agencies owned by local media companies. Presented in partnership with BIA/Kelsey, the gathering is set for November 6 & 7 at the easily accessible Sheraton Chicago O'Hare hotel.



This space is on fire at many local media companies, with new revenue development skyrocketing for those who do it right. For instance, Ad Taxi, the digital agency launched by Digital First Media, is projecting \$80 million for the fiscal year ending June '14. That's a 208% increase from the \$26 million they sold this year. Among the many notable speakers expected at the upcoming Summit is Ad Taxi President Brock Berry.

"Digital agencies are producing new and lucrative revenue streams for local media companies of all sizes," said Nancy Lane, president, Local Media Association. "This two-day summit will provide valuable programming on the hottest opportunity areas. We will also showcase some emerging opportunities such as native advertising and content marketing. Anyone that runs a digital agency or is thinking about it will want to attend this unique event. We are also thrilled to have BIA/Kelsey as our partner this year."

The agenda is in final development stages and will include expert speakers on topics like:

- Staffing, Structure, Fulfillment & Reporting

- Single Market Case Studies, from Elkhart, IN, Sarasota, FL and Red Wing, MN
- Selling Agency Services with an Inside Sales Team
- Maximizing Search Revenue
- Opportunities with LinkedIn
- Native Advertising/Sponsored Content
- Video – An Important & Growing Part of the Digital Agency Product Mix
- Top Five Ways To Monetize Social
- Franchises: Great opportunity for Digital Agencies

Whether you're thinking of putting your toe in the digital agency waters or you'd like to refine an existing program, this conference will pay huge dividends in terms of intelligence and experience from the exceedingly qualified speakers. Networking with peers & R&D partners will only enhance the experience. LMA guarantees your satisfaction or registration fee will be refunded.

Full details at www.localmedia.org/conference. Watch your inbox for early bird registration information!

BONUS PRE-CONFERENCE SESSION! NEW TO DIGITAL AGENCY SERVICES? November 5, 4:30pm.

This 90-minute bonus session will get newbies up to speed in no time. This session will provide a thorough overview of different options and structures in this space. It is perfect for those looking to start a digital agency or for those that would like to revisit some of their practices.

New Revenue Awaits

According to Borrell Associates, of the amount of local advertising spent by U.S. businesses online, only 12.4 percent goes to advertising. The lion's share, 72 percent, goes to online marketing services, and those are the services digital advertising agencies provide for businesses – things like search-engine optimization, online reputation management, web and mobile site design and social media management.

LMA members are in the game with many actively selling digital agency services and reaping notable new revenue. To name a few...



Strawberry Fields, from The Elkhart Truth. COO, Publisher Brandon Erlacher says

"The market is ready and the time is now. We are experiencing tremendous success providing SMBs the digital services they need to grow."



Shaw Media Digital, from Shaw Media. Chief Digital Officer Ben Shaw says

This program is "firing on all cylinders."



Big Fish Digital, from Red Wing Publisher. Publisher Mark Poss says

"The average monthly billing on sales is well over \$1,000 per month per client."



Digital Observer Media, from The Observer Group. Chief Digital Officer Emily Walsh says

"We're finding that every business has pain in this area - whether it's websites, social media management, search, video and more. From the small local business to large corporations, every business in our market is in need of digital services."

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

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

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Q&A with Chase Rupe



Vice President of Programming and Operations
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Doing Well by Doing Good: Cause Marketing Makes Big Impact

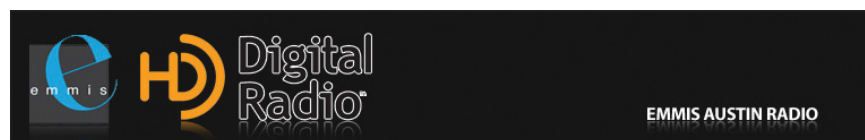
Q I'd like to explore some of your revenue initiatives, and in particular cause marketing, but before we get into that, I'd like to know more about Emmis Communications. Despite being a big company with plenty of legacy businesses, Emmis operates with an employee-empowering & innovative flair. Please give us a thumbnail of the company and tell us about the culture in which you work.

A Emmis has always been a company that has innovated well beyond what its portfolio might suggest. The company creates the vast majority of its revenue and cashflow from its radio division, 21 stations in five markets across the U.S., and also has a handful of regional magazine publications and digital interests. While being a relatively small player in terms of the number of media assets it owns, Emmis is consistently at the forefront of the industry heading new initiatives for the betterment of the industries and communities it serves. You are right in saying that Emmis operates with an employee-empowering culture with an innovative flair. I believe that starts at the top with our CEO, Jeff Smulyan. Jeff is a true entrepreneur and believer in the human spirit. He believes he has hired the best people and tells us all regularly that we are capable of anything. He's the eternal optimist and that attitude is instilled throughout the entire company.

Q Your presentation to the Local Media Foundation 2013 Innovation Mission study tour ranked high among the key takeaways, especially your efforts with social impact marketing, or cause marketing. What exactly is that?

A Simply stated, cause marketing is the process of taking a need for society and connecting it with the people that can fulfill that need. At Emmis, we've recognized that our media assets have the extraordinary capability to connect meaningful causes with meaningful action – and that there is an exceptional upside in the business of doing well by doing good.

Q Most media companies support local charities in one way or the other but your



company has taken these efforts to a much higher level. Tell us about your approach.

A For Emmis, it's more than just supporting local charities; it's about creating meaningful impact in our communities while helping brands connect with causes that matter to their consumers. With full credit due to the vision of one of our brilliant employees and the entrepreneurial spirit of Emmis, we created an entire division within the company that is devoted to this category of service. We call it Incite. Sarah Harris, our VP and founder of Incite had a strong background in cause marketing and had the foresight to envision a world where the media uses its reach and resources to connect businesses and audiences with causes and actions.

Q How does having Incite help you shape public opinion for the good of local causes?

A It depends on the cause and what the needs of the cause/organization are. Let me give you a tangible example. In Austin, we have been facing a tremendous drought for the past few years. Our water supply is in critical danger, and while there are water restrictions in place, few know the rules or understand that their actions have a large effect on the community's water supply. That said, Incite was able to create a custom marketing program, underwritten by the City of Austin and the Lower Colorado River Authority to educate Austinites on their outside watering days and encouraged them to take an active role in protecting our water supply. This campaign has been overwhelmingly successful, and has helped to preserve one of the most precious resources in our community.

Q Tell us about the logistics of Incite's social impact campaigns such as the frequency of these efforts, the vetting process for determining with which causes to work, and the manpower needed to drive these efforts. Do you have dedicated staff working solely on Incite initiatives and what does the organizational structure look like?

A Incite does have its own team in each of Emmis' radio markets. The size of the staff varies by market, but essentially the organization consists of the VP/Founder with cross-market responsibilities and oversight, a local Incite director for each market, and at least one program coordinator/assistant in each market. As for the number of campaigns and the vetting process, there are several ongoing campaigns for each of our radio brands, and they are chosen based on the amount of required resources, our capacity to provide the needed resources, and the ability of our team to create a favorable outcome for the cause/organizations involved.

Q Let's talk results. I understand you are now generating more revenue out of cause marketing than is coming from standard events marketing. Can you share some of your specific revenue results and trends?

A I can't get quite that specific, but I will tell you that cause marketing has become a considerable business line for us, and it continues to grow at a very strong pace, in line with our events and digital businesses. A key driver to the sustainability and growth potential of our Incite business is our ability to create meaningful results for our clients. We focus much of our Incite business on health and education categories and routinely help our clients achieve impact as a result of our campaigns. Whether it's donating blood, fitting kids with bike helmets or increasing school attendance, we are creating impact for brands and communities.

Q Please share a concrete example of a typical social impact marketing campaign?

A There isn't much that's typical about the social impact marketing campaigns we create, because we really spend the time to understand the needs of the cause/organization we are partnering with before we create solutions. However, I can give you a tangible (and much abbreviated) example of a campaign we've done.

Seton Healthcare is the largest healthcare provider in Central Texas, and operates the area's only level-one trauma center University Medical Center Brackenridge. UMCB also has the unique mission of providing the most

Who Invited the Monster?

BY BETSY WILSON, GUEST COLUMNIST

2013 recipient of the LMA Lifetime Achievement Award
Retired publisher, Montgomery Media (PA)
bwilson1773@gmail.com

The request from LMA to write this guest column coincided with the announcement that Amazon founder and billionaire Jeff Bezos had bought the Washington Post.

Almost immediately, column after column appeared either condemning or hailing this move, and spurring the headline "The Iceberg Saves the Titanic" as the industry that arguably brought the newspaper down may be the same one to save it.

I had an instant flashback to the SNA (now LMA) Conference in Bal Harbour, Florida, in February, 2002. One of the guest speakers was another trailblazer in new media technology - Jeff Taylor, founder of Monster.com. Jeff reported to an audience full of newspaper publishers about the rapid growth and extensive marketing campaign of his new digital employment site, and he spoke passionately about the potential benefits of newspapers partnering with Monster.

He wanted SNA member newspapers to upsell or bundle their help-wanted ads with Monster, and in turn, Monster would offer the unique job listings that it had with the newspapers. He admitted that Monster was having a tough time attracting the lower to mid-range salary jobs that the newspapers seemed to have tied-up. But he also pointed out that Monster was attracting the higher level positions that had traditionally eluded the newspapers, so a partnership should be a win/win.

The uncomfortable mumbling among the publishers in the audience clearly conveyed their negative reaction to this proposal... "who does this guy think he is?"

Jeff admitted that he had heard this reaction before as he had already approached several newspapers, and he relayed the typical response:

First meeting with a newspaper goes great.

Second meeting - the newspaper has a lot more questions

Third meeting "Why would we want to give you our franchise?"

Fourth meeting - "Let's part ways and we'll look at it again in a year"

He did not gain any ground with the newspaper publishers that day. Yet just seven months later in St. Louis, Gordon Borrell reported at the SNA Conference that "Monster had more unique users in seven months that the Philadelphia Inquirer" - sobering news indeed. And of course years later, after losing the bulk of their lucrative employment advertising, most of the newspaper companies represented in that conference room in Bal Harbor had finally signed into a selling relationship with

Monster, Career Builder or Hot Jobs.

Perhaps not a popular presentation in 2002, your Local Media Association did what it has always done best: informed and challenged its members. LMA's mission statement: Local Media Association is the leading resource for local news and information providers seeking innovation, education and inspiration. And how it has done that, oh so well.

Some of my favorite conference moments:

At the Spring Conference in Orlando in 2005, self-proclaimed nerd Rob Curley, web-editor of the Lawrence-Journal World, prescribed using "Internology" (interns and today's technology) to out-local the content of their own newspaper. They armed reporters with the newly-introduced camera phones enabling them to instantly post photos to the website. What fun it was to watch Rob hold up his own new camera-phone and snap a photo of himself receiving a standing ovation.

There was audible audience gasp in Tampa in February 2009 when Swedish Publisher Margaretha Engstrom displayed examples of legendary layout and design of the Scandinavian Media Houses and the introduction of "layout-driven editing"

John Paton, CEO, Journal Register Company, spoke of his company's transformative digital-first philosophy at the September 2010 conference in Philadelphia. Paton tweeted about his remarks at the outset of his 60 minute speech; at the end of the hour he held up his hand-held device and announced that his tweet had been read by more than 100,000 people.

Although these concepts may seem rote to us today, at the time they were all opening new doors to the future. LMA continues to introduce its members to innovative ideas, be it at the conferences, or as part of the annual Innovation Mission that has visited the legendary Scandinavian Media Houses, and just last year spent a full day at Google. The necessity to stay informed and prepare our media companies for tomorrow's innovation is imperative, and there is no better way than to participate with LMA programs and network with its members. One member to watch is a former SNA Editor of the Year, Ivan Lajara, who has been chosen to participate as one of the 8,000 Google Glass Explorers.

New innovation and new technology will continue to surprise us, likely creating opportunities for unusual partnerships. Chances are, LMA will be there a step ahead of the rest making those introductions.



BETSY WILSON



Google Glass Explorer
Ivan Lajara, East Region
Engagement Editor
at Digital First Media,
demonstrating the
latest in tech eyewear.

LMA Members Invited to Attend World Publishing Expo for FREE

Attendees Will Also Take Part in a Complimentary One-Day Study Tour



Local Media Association has partnered with WAN-IFRA to sponsor the annual World Publishing Expo. This dynamic event attracts over 8,000 local media executives from around the world and will convene this year in Berlin, Germany on October 7-9.

LMA will be conducting the programming on the Revenue Stage of the Expo on Wednesday morning, October 9, accompanied by several of its leading R&D partners (some of them will also participate in the program). LMA members and friends are invited to attend the Expo and also on a one-day study tour with visits to Axel Springer and Russmedia, two of the world's most innovative newspaper companies. There is no cost for LMA members and friends to attend this event and the study tour (other than your

travel costs to get there).

A block of very affordable rooms at the Berlin Hampton Inn is available. Contact LMA's Valerie Donn at valerie.donn@localmedia.org or 888 486-2466 to reserve a room in our block.

For more information or to register under the free LMA offer, contact Nancy Lane at nancy.lane@localmedia.org or 843 390-1531.

"This is a priceless opportunity to learn from the world's best companies for three days and then to visit with two amazing companies as a bonus," says LMA President Nancy Lane. "The ROI should easily cover the cost of air and hotel and then some. We hope that some of you will consider joining us. For those that can't, we will certainly report back on the key takeaways from the week."

RealView New Digital Partner

Beginning with this issue, RealView Digital is producing and hosting the digital versions of Local Media Today. Desktop, tablet and mobile versions of LMA's monthly newsletter are available as are archives of past issues.

As a true cross platform solution, the RealView suite enables the single launch of Local Media Today instantly across multiple platforms for consistent viewing on desktops, iPads and android devices.

A big shout out and gratitude to PageSuite, LMA's digital partner for the past several years. "Many thanks to the PageSuite team for a terrific partnership over the last several years. Page Suite really has been wonderful to work with on this project," said Al Cupo, LMA's vice president/Operations. LMA occasionally switches partners to give other members an opportunity to partner with the association.

More about RealView Digital at www.realviewdigital.com.



Google Micro Surveys and Other Good Ideas

BY DEB SHAW, EDITOR,
LOCAL MEDIA TODAY

LMA member Ben Shaw of Shaw Media sat down with LMA editor Deb Shaw (no relation) for a talk about some of their current initiatives including their experience with Google Micro Surveys.

In the spring of 2012 Ben Shaw, chief digital officer at Shaw Media, took note of pop up surveys that he encountered on a couple of news sites and began to explore this new offering coming out of Google. Shortly thereafter, as a member of the LMA Foundation 2012 Innovation Mission, he got a first-hand encounter with the Google publishing team when the study tour made a stop at the hotbed of innovation, Google itself, and explored the idea of micro-surveys even further.

Soon thereafter, he jumped in and was one of the earliest newspaper publishers to do so. Now, Shaw and his team have about a year of experience with the revenue generating micro-surveys which he enthusiastically describes as “a great way to push revenue quickly from our websites.” He reports that, to date, the partnership is delivering “strong six-figure” revenue for his company.



Ben Shaw

Roll Out

As a 6th generation newspaperman, ink has flowed in Ben Shaw's blood since birth but his focus at Shaw Media is in the new media realm and finding progressive digital strategies in the increasingly complex world of news publishing. He liked what he learned

about the Google micro-

surveys including the fact that noted statistician Nate Silver now rates these surveys as the hands down best online survey e-tool in the marketplace today.

The Shaw Media digital team easily grasped the concept – a very short ‘micro-survey’ pops up when users read content on their news websites and for every answer (usually a yes/no question), Google shares half of the 10 cents revenue it gets from market researchers.

The implementation team got together with Google developers, worked out the mechanics of serving up these surveys, crafted mock ups of how they would look and brought the project to fruition in relatively short order. They now have Google micro-surveys live on about 20 of their sites and will continue to roll out more as sites, such as the recently launched

specialized sports site www.hubarkush.com, as they are developed.

The Mechanics

Shaw Media does not charge for access to its news content and positions the surveys as a means to generate user revenue in lieu of paywalls. The partnership agreement with Google enables Shaw to exercise a ton of control over how the surveys are served up and to whom they are delivered, and the initial parameters they set remain in place today.



Matt Villacarte, Strategic Publisher Development Manager at Google, presenting to LMA members at the 2012 Fall Conference about micro-surveys. Shaw Media was one of the earliest newspaper publishers to become involved and now, about a year later, is seeing 'strong six figure' revenue from the program.

By Shaw Media choice, registered users, or core readers, never see a survey but all others do as soon as

they begin to read a story. A user will encounter no more than one survey per day which will ask a maximum of two questions and can choose an alternate action, such as sharing the story on social media, instead of answering the surveys. No answer or no alternate action means no access to more of the story. Become a registered user, and you never see a survey again.

The survey questions originate with market researchers who submit them to a human editorial team at Google. Once they pass the Google acceptance criteria, they're shipped out to the news publisher partners.

Results To Date

Shaw reports that he's generally averaging between \$22-\$25 RPM. When they roll out the surveys to a new site, a conservative estimate is that about 20% of the total number of visitors will complete the survey. Multiply that by a nickel (Shaw's portion of the 50-50 split with Google) and you get a conservative revenue estimate.

The impact on the web traffic and readership has been terrific – absolutely no negative impact whatsoever. There was almost instant customer acceptance and survey participation, in Shaw's experience, grows over the first few months and then stabilizes in about month four.

“We don't have paywalls,” said Shaw. “We did some tests a few years ago and realized no real success. In fact, paywalls lost us traffic and were not pushing the revenue needle. Google surveys are far and away better for us.”

Asked if he has any hindsight wisdom about this strategy, Shaw was quick with his answer. “Wish I would have started this even sooner.” He added that he would recommend Google surveys to all publishers, regardless of market sizes. “We have newspapers in very small remote Iowa markets up through the more sophisticated in suburban Chicago markets and it's working well in all.”

Other Initiatives

Shaw had a laundry list of projects that are underway or in development that he's very enthusiastic about and topping the list is the Hub Arkush project. Hub Arkush, longtime editor and publisher of Pro Football Weekly, former Chicago Bears radio analyst and senior football analyst with WSCR-670 The Score in Chicago, was hired by Shaw Media to cover the Bears for its daily, weekly and digital publications.

Arkush is providing daily Bears news and analysis to Shaw Media publications and they've now launched hubarkush.com. Soon to follow is an interactive e-magazine for iPad, which is in development now. Of course, Google surveys are part of the website.

Next on the list is SEO Plus. Developed by the Shaw Media digital team, this initiative will push every single display ad that is run in the print version of the Northwest Herald to the website with an active link to the advertiser's website. This project is in the final throes of the quality assurance and is expected to go live imminently.

Finally, Shaw Media Digital is on fire. This digital agency offering is rolling out to every single Shaw Media market and has reps selling website and mobile site development and maintenance packages to SMB's. Simple and affordable, early results are strong.

Tapping a partnership with Beyond Private Label, an outsource web developer based in Wisconsin, Shaw Media reps are selling two very basic packages. Local business can buy a five page custom website and a tandem mobile site (for \$599 and a \$59/month ongoing fee) or a ten page custom website and a tandem mobile site (for \$1099 and a \$59/month ongoing fee).

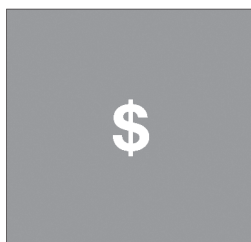
Shaw says this program is “firing on all cylinders” and is delighted with early results, especially with the recurring monthly revenue the program is generating.

Their clients are delighted too since the Shaw mantra underlying this program is ‘we guarantee happiness’. Shaw Media Digital gives maximum flexibility to their clients such as unlimited changes, assistance with photos, and essentially whatever the client wants. And the arrangement with Beyond Private Label makes the program easy-breezy to administer for Shaw Media Digital.

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LOCAL MEDIA ROCKS



LMA President Nancy Lane

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Digital Sales Certification An Investment that Delivers ROI

It was February 2010 when Gordon Borrell made a bold suggestion to our board of directors during a strategic planning meeting. “We should provide sales certification to our members, both basic and advanced digital,” said Borrell, “It shouldn’t be that hard to do.”

Famous last words! It was hard to do. But we stuck with it and did it the right way. Earlier this year we re-launched our basic sales certification program and in the last month we launched the highly anticipated advanced digital.

The course features 26 fifteen-minute video modules on a wide array of advanced digital topics. Participants must complete the six and a half hours of coursework

(including tests after each module) and then pass a final test with a grade of 90 or higher to become certified. Those that pass receive a certificate that is suitable for framing and can add the certification logo to their business card.

We outsourced the advanced digital certification training to one of the best sales trainers from the broadcast industry, Stephen Warley. He has trained over 5,000 media sales executives in his career. The result is a world-class digital certification program that will help local media companies with digital training and competency.

We hear from LMA publishers and advertising directors all the time that their sales staff is not able to effectively sell digital. It is one of the biggest challenges facing our industry. The advanced digital certification program can now be used as a must-pass for

continued employment. It can also be used as an affordable digital sales training program. The most effective way to use the program is to schedule course time during the business day with the manager monitoring progress and being available to answer questions.

The e-learning platform allows managers to go in and track each sales rep’s progress and participation. It is easy to use and includes features such as a resource library (that will continue

to grow as the program unfolds).

The price is \$495 per LMA member participant with volume discounts available for ten or more reps. This covers our costs to develop the program, pay our trainer, pay

the e-learning platform fees and effectively manage the program (with lots of support to those that purchase it).

We hope that you will budget the advanced digital sales certification for your team for 2014. For those that would like to preview some of the coursework in advance of making a decision, we are happy to provide that. Simply contact Peter Conti at peter.conti@localmedia.org for credentials.

Next up: The third and final module in the training series is currently in development. Look for The Sales Management Certification Program in the fall.

Sales Certification Program



New LMA report just released

Native Advertising - Leveraging Core Competencies to Grow Revenue

The Local Media Innovation Alliance has just released what is probably its best report to date. Native Advertising - Leveraging Core Competencies to Grow Revenue features three main case studies (Chicago Sun-Times community newspapers, Cape May County Herald and the San Francisco Chronicle) and references five others (Buzzfeed, the Washington Post, the New York Times, Forbes and NPR).

The report features more than a dozen links to illustrate examples and to provide further information. Randy Bennett, former SVP at the Newspaper Association of America, is the report author.

Available for purchase at \$259 or you can subscribe for the entire year and receive all twelve reports for a savings of 56% over the single report price. www.localmedia.org/Foundation to order or subscribe.

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ABOUT THE LOCAL MEDIA INNOVATION ALLIANCE

Subscription in LMA is open to all local media companies. It is a research club that delivers monthly reports such as this one with related webinars that feature the profiled companies. The topics focus on emerging business models, new revenue streams and exciting trends. The reports are presented in case study formats. LMA subscribers also participate in other members-only benefits such as a LinkedIn user’s group that fosters discussion about each report.

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

Getting it right matters!

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Contact Al Cupo
al.cupo@localmedia.org
for R&D Membership
information

Social+Mobile Conference Delivers ROI for 170+ Attendees

BY NANCY LANE, PRESIDENT, LOCAL
MEDIA ASSOCIATION

The new Social+Mobile event was not your average Local Media Association conference. And that was by design. The diverse audience included local media executives from TV, radio, newspapers, directory publishers, pure plays and more. There was high energy in the room and a lot of passion for the mobile and social space.

Two case studies garnered the most attention and offer the most immediate ROI.

Dick Larkin, right, executive vice president, Closeby.com, shared details of his amazing text messaging strategy. His company is selling \$4 million in the Chicago market alone. They charge the customer \$1,000 for the year and the package includes signage and a coach assigned to their account. Larkin advised that text campaigns must include a good value proposition, be exclusive and time-sensitive. They are having success in many different categories. One of the case studies showcased a thrift store. During a panel with SMB's, a yogurt franchise owner and a boutique hotel owner told the audience that text message campaigns were extremely effective in their advertising plan. Many in the audience were not selling text campaigns in their markets. This represents an immediate opportunity area for many LMA members.

Mark Preston, right, vice president digital media, Hubbard Radio shared his company's social media strategy that is generating nearly \$4 million in the Cincinnati market. They sell social media management packages at three levels: \$1900/month for silver; \$2900/month for gold and \$3900/month for platinum. Most are buying at the top two levels. Each account is assigned a social media strategist (each one handles just six accounts). The strategist personally meets with the advertiser and intimately gets to know their business. The fee includes \$500/month for Facebook advertising campaigns. From there they can choose to add contests, apps, email marketing, Twitter, YouTube, Pinterest and more. The big headline here is the amount that mid-large local advertisers are willing to spend to have their social media campaigns properly managed.

The conference yielded many good

takeaways and food for thought. Some that caught our attention included:

- 11% of local advertising revenue is being spent on social (Borrell)
- Facebook is a place to waste time; LinkedIn is a place to invest time (Dennis Yu)
- 41% of Facebook's advertising revenue came from mobile in Q2 2013 (Sandy Martin)
- Facebook "punishes you" if you include a link with your post (Sandy Martin)
- Idea: use Vine to sell classified ads (Sandy Martin)
- Facebook posts that include an image with no link provide the biggest reach (Sandy Martin)
- Recommendations from friends and family scored high on ComScore's research: #2 for saves me time; #2 for helps me with new ideas and #6 for saves me money (Gian Fulgoni)
- Retail e-commerce is on pace to eclipse \$200 billion in 2013 (Gian Fulgoni)
- M-Commerce accounts for 9-10% of all e-commerce and is growing (Gian Fulgoni)
- A product is sold every second via a mobile device on eBay (Gian Fulgoni)
- Watching TV/video continues to be the fastest growing mobile content category increasing 161% in the past year (Gian Fulgoni)
- 98% of SMB's do not have a mobile-optimized site (Propel Marketing)
- One in five visits to a mobile site results in a click to call; that number is 50% for certain categories like pizza and taxi's (Itai Sadan)

Attendees walked away with the realization that they needed to put more resources into growing social and mobile revenue at their companies. Those that had not launched digital agencies were more inclined to do so after attending this event. To read hundreds of comments from attendees, follow the thread on Twitter at #somoconf.

The three sponsoring organizations (Borrell Associates, Local Media Association and Local Search Association) were all pleased with the event and are looking to make it bigger and better next year.



KELSEY MARTIN

"I really enjoyed this conference. I think there was a lot of great information and I'm excited to take what I learned back into my market. My key takeaway was how desperately businesses need help with mobile site presence. Great conference."

*Kelsey Martin
Digital Advertising Sales
Manager
Steamboat Pilot & Today*

"The Social-Mobile conference was a great opportunity to learn new ideas, meet vendors and gain insight from the best and strongest research available to our industry: time well spent, without a doubt."

*-Shelley Chakan
Digital Sales Manager
South Bend Tribune*



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Cool Credentials and Much More

Google Ad Words certification gives serious sales advantage

According to Advertising & Digital Sales Manager Ron Belyea, Herald Tribune (FL), the Google AdWords training he recently underwent from LMA's Amie Stein has given him serious street cred. He talks the talk with authority now and it's had a big impact with his clients, co-workers, vendors and ultimately, revenue. "Having the power of being able to say you are



Freshly Certified! Ron Belyea, Advertising & Digital Sales Manager of the Herald-Tribune Media Group, proudly showing his Google AdWords Certificate. He is a recent graduate of the LMA training program by Amie Stein.

Local search is a \$6 billion business

Google AdWords certified is huge from a credibility standpoint for both our clients and dealing with SEM vendors. Plus you get a certificate and can use a cool certification on your e-mail.....

priceless."

Belyea and colleagues from the Herald Tribune underwent the training in early summer and pursued the golden egg – actual certification – by taking the very challenging Google-administered exams. "I will honestly tell you without the training there is no way in hell I would have passed! It helped tremendously to understand the way Google asks questions on the exam."

He added that some on his staff haven't yet passed the final exams but still are finding great value in what Amie Stein taught them. "The training also helps with understanding the Google suite of products. I have several sales staff who haven't taken the exam yet but Amie's training has helped them close sales because of the knowledge they gained by taking the course."

Get Trained Today – Start Selling Tomorrow

LMA Training & Development Director Amie Stein is a Google expert and has designed a high impact, no nonsense Google AdWords certification training program that's available in a

few different ways.

Media companies can choose from three approaches—bring Stein to your site for two full days to conduct in person training; register for the online training module, via live webinars, that are offered as a set of seven one-hour sessions most calendar months; buy the 'train the trainer' module in which Stein consults with your certified professional to bring them to trainer status so that they can train your own sales professionals. All training concludes with the Google-administered Advertising Fundamentals exam and one advanced-level exam. Participants must pass both to become certified.

For those already selling search, Stein can customize a SEM sales and marketing kit including a customer facing presentation, one-sheet sales collateral and a set of house ads to promote your offerings. The turnaround from order to delivery is just five business days.

To learn more about all of these offerings, reach Amie Stein at amie.stein@localmedia.org, 901-361-3641, or go to www.localmedia.org/Resources.

Google AdWords

Training Coming to a City Near You!

LMA has partnered with several state press associations to offer two-day Google AdWords training workshops, conducted by Amie Stein. Upcoming locations and dates:

Burnsville, MN | October 23-24

Madison, WI | October 29-30

Columbia, MO | November 14-15

Register at www.localmedia.org/Resources

'For me, this training is better than the program Google offers itself. I felt more engaged and the practice tests show you where to follow up for more study and builds confidence for taking the actual certification exams.'

-Michael D. Messerly, Publisher, Portsmouth Daily Times

PointsMentioned

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Join our Beta Trial at PointsMentioned.com

Don't Overcome - Redirect

Although a guaranteed part of any sales work, objections can be frustrating and deflating. The reality is that you will encounter sales objections almost every day when selling. The right knowledge, however, is a tremendous asset in overcoming objections. Hopefully, you have qualified the advertiser and already determined their needs and interest. And, if you have done your homework, established rapport and the trust necessary, the amount of objections with the client should be manageable and few.



PETER CONTI
Sales & Marketing Director,
LMA

At this point, what you want to do is to redirect an objection. This is the opposite of overcoming one. Don't try to meet an advertiser's objection head-on. You want to take the objection in a new direction and steer it away from confrontation. You are not changing their mind; you are guiding them with new knowledge. By doing so, almost any objection can be redirected into an opportunity.

When you encounter an objection, listen carefully to the objection being raised. Oftentimes objections can be broken down into distinct categories. This will help you have a better understanding of the objection. Thus, you will know how to address the objection properly. An objection usually falls into one of three categories:

1. A misunderstanding could be

the information that a prospect has received from others, such as co-workers or the competition. To uncover a misunderstanding it may require some extra questioning. The prospect may not want to share the complete story. They may have made up their mind, based on a misunderstanding, and then not share it with you. . Ask why he or she may feel the way they do about your proposal. Look for the signs of a misunderstanding. There could be clues such as a prospect saying, "I am not sure," or, "I don't know." These often indicate there is a misunderstanding. If you haven't established the trust that I mentioned, this will take some effort to correct. Here is where product knowledge and confidence in your abilities becomes paramount. You may have to go back over areas that you have already covered. It may be that you haven't explained yourself clearly.

2. A misinterpretation could result from a disconnect in something you said or perhaps something in your marketing materials. Misinterpretations arise all the time. You want to be direct in your discussions and presentations in order to discourage misinterpretations. Look for clues when a prospect appears to have a disconnect in their expectations versus what you have presented them. Misinterpretations can be resolved with probing questions. Go back over some of the questions you used in your needs analysis and make sure that you have clarified key points in your proposal.

3. A valid objection may be a capability that you don't have. You want to find out if this is a deal breaker by asking 'if this is something that the prospect or client must have' as opposed to something that

would be 'nice' to have.' At this point, you need to find out if your proposal is effective enough. If you have made the effort to understand your client's business and needs and even their unseen needs you can avoid walking into this kind of objection. The objection is valid because you have not put together a strong enough proposal that will leverage other channels to reach the desired audience.

So, there are three things to keep in mind when dealing with objections.

1. Recognize your prospect or client's comments by acknowledging their opinion and then responding with solutions

2. Ask questions about their opinions to find ways to address them.

3. Restate the client's objection. Reduce its impact by saying it aloud.

Finally, always be prepared for what customers will say and be ready to respond. Keep a log of objections so that you can study these for appropriate responses. While each situation will be a little different, it is important not to use canned responses.

The ability to guide someone around the obstacle of an objection requires subtle changes in questioning and responses. The more information you have the better you will be able to deal with objections.

“ You want to take the objection in a new direction and steer it away from confrontation. You are not changing their mind; you are guiding them with new knowledge. ”

MEDIA SALES CERTIFICATION AVAILABLE!

Overcoming objections is covered in-depth in the LMA Media Sales Certification Program - an excellent resource for training new hires or refreshing basic sales skills. You can get more information about the Sales Certification Program by going to localmedia.org/resources or contact Sales and Marketing Director Peter Conti at 804-350-9834 or by email at peter.conti@localmedia.org.

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Budget These Programs for 2014

As you prepare your budgets for 2014, keep in mind these top education and training resources offered by LMA. Designed specifically for local media professionals, these resources are affordable and effective.

Volume pricing is available as is a one-year package deal that gives you flex spending on your training courses. Call Lindsey Leisher for more details at (410) 838-3018.

Sales Certification Program

This program is designed to deliver sales training in an ever-changing media environment resulting in a skilled sales professional capable of maximizing ad-revenue opportunities. Two modules currently available. Sales Management Certification module to come later this year.

- **Sales Certification** - \$395 LMA participant
- **Advanced Digital Certification** - \$495 LMA participant

Google AdWords Certification-Training

Last year local advertisers spent over \$6 billion dollars on paid search. That's one third of the total amount spent on local digital advertising. Are you capturing your share?

- **Webinar Course (next one starts Sept. 30)** - \$249 LMA member
- **On-site** - \$299 LMA member
- **Train the Trainer** - \$1,595 LMA member

Betsy Wilson to Receive LMA Lifetime Achievement Award

Recently retired Betsy Wilson, a Philadelphia area newspaper publisher, has been selected as Local Media Association's 2013 recipient of its Lifetime Achievement Award. Formerly called the Dean Lesher award, this is LMA's highest individual honor and recognizes a lifetime of accomplishment and inspired service to company, community and industry. The award is bestowed to a single person annually and Betsy will receive her honors at the awards luncheon on September 19 in St. Louis, during the association's annual Fall Conference.

Wilson started in the industry as a graphic artist at a tiny community newspaper in Philadelphia and grew her career over three decades, ultimately becoming the publisher at Montgomery Media, one of suburban Philadelphia's most upscale and successful groups of community weeklies, websites and niche publications.

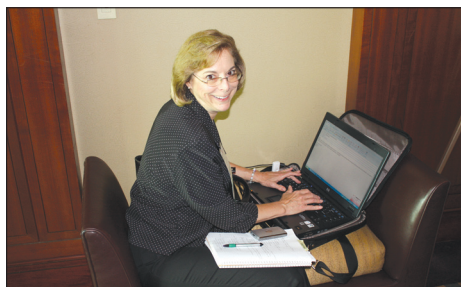
"My original career path was to be a graphic artist and I started at the local newspaper designing ads using a pencil and paper, which sounds so archaic today. It didn't take me long to realize that I desired to interact with people more than this job allowed, and I also wanted to make more money – thus a switch to advertising sales. From sales rep to Advertising Manager and eventually Publisher, and I loved all of them," recounted Wilson in a recent interview.

While her career accomplishments are noteworthy, it is her flair for innovative leadership, passion for the industry, and deep humanity that made her an easy choice for the 2013 Lifetime Achievement Award.

Accomplishments

Wilson grew Montgomery Media into a strong company with 19 community papers, a large events division and many community and niche websites. She launched *Main Line Life* in 1995 and went up against two of the area's most respected and revered papers. The new paper went on to win numerous 'newspaper of the year' honors from LMA (then SNA) and was extremely well received by the established community.

"Back in the mid-90's, I was the new publisher of the venerable *Main Line Times* and was brought in to shore up our strengths and compete head on



Betsy Wilson was a familiar face at SNA/LMA conferences over many years and, ever the industrious professional, was hard at work at the breaks between sessions.

with the new interloper, *Main Line Life*," said Deb Shaw, now editor of *Local Media Today*. "The *Main Line Times* had a rich and long history with strong ties to the community and solid revenues so I didn't worry too much about this new competitor until I found out that Betsy Wilson was the driving force behind it. Once on the scene and facing the full force of Betsy's competitive and creative zeal, my job became instantly more challenging. Her commitment to excellence was ever present in all aspects of her graphically stunning *Main Line Life* which practically overnight became a true force to be reckoned with."

Beyond her talents for newspapering, Wilson was an early adopter of newspaper sponsored events to bring community together and to generate a new revenue channel for her company. She created an events division at Montgomery Media that included numerous well-attended and profitable annual events in the Philadelphia area. She also established impressive partnerships with some of the city's biggest events such as the Philadelphia Flower Show. Much larger papers, including the metro daily, were not able to partner in such a way.

One of her events, The Baby & Toddler Expo, grew to an annual three day event that attracted tens of thousands of people and generated significant revenues for her company. A flurry of other events ensued including successful Golf Shows, Bridal Fairs and Women's Events.

But, not every event hit was a home run and from disappointment came a prime lesson of innovation – fail fast and move on quickly.

"We constantly launched new products and forged new relationships in the community. When a new Expo

Center opened in our market, we seized the opportunity to partner with many events and produced profitable sections. It didn't take long before we created and produced our own events," said Wilson. "But we learned our lesson when we decided to put on an "Adventure Expo" (think X-Games) that included the American BMX cycling team and the installation of a huge half-pipe for the skateboarding competitions. We thought that the unexpected and last-minute demands by the sports teams were unusual: resurface the parking lot for the skateboarders; provide sofas at the top of the half-pipe so the skateboarders had a place to chill between performances; and charter a bus and chaperone the team of teenage boys to Dave & Buster's in Philadelphia on Saturday night. We had employees scrambling to make this show come together, and then a half-hour into the show a skateboarder broke his wrist and the contracted EMT was nowhere to be found. Stressful and unprofitable, we learned to fail fast and moved on quickly after this event."

Transition

She smoothly transitioned her company and staff when the formerly privately-owned Montgomery Newspapers was acquired by Journal Register Company in 2001 and provided stalwart leadership throughout all aspects of the ownership change.

"Betsy always reminded us that what we do makes a difference in the lives of thousands of community neighbors who rely on us for information and to plan their daily lives," said Michael Morsch, executive editor of Montgomery Newspapers in his nomination letter. "She cared, and she made us care too."

When the hard times hit a several years later, she weathered the many challenges with compassion and understanding of the consequences. "She made the difficult announcements and transitions associated with downsizing, and somehow made us all know that we would come out of these changes stronger than before," said Morsch.

Service to the Industry

Wilson first popped onto the scene



Passionate about photography, especially since her recent retirement, Betsy is an avid shooter of nature. Check out her photo blog at www.LetsCaptureTheMoment.com

Sage Advice from Betsy Wilson

When school ends and you start a career, embrace it as the beginning of a lifelong education. Learn all you can about the industry and take every opportunity to be exposed to movers and shakers. Take Lynda.com courses to learn new skills and watch TED talks for inspiration. LMA conferences and webinars provide endless opportunities to expand your knowledge and make lasting career friendships. And, always, always, contribute to your 401k!

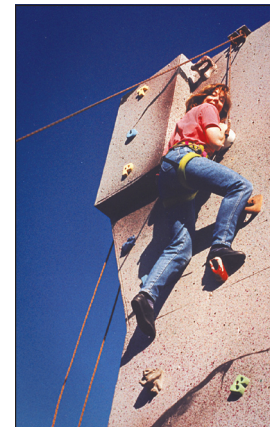
at Suburban Newspapers of America (now Local Media Association) in 1994 when she was selected at its 'Ad Director of the Year'. She attended her first SNA conference that year and has participated with the organization ever since.

In 2000 she was elected to the SNA Board of Directors, and served as the organization's president in 2005.

She frequently served on the conference committees, and participated in conference presentations and panel discussions. She was an early vocal advocate of the concept of banding SNA member newspapers together to form a national advertising network to make it easy for advertisers to buy community newspapers across the country. She was also an advocate of the expansion of SNA's informational conference calls which started as a few advertising idea exchange calls, and now have blossomed to a significant member benefit of numerous monthly webinars embracing topics and attracting top speakers on all aspects of new media.

Wilson was actively involved in the Suburban Newspapers of America Foundation from its infancy to the impactful Foundation it is today. The Local Media Foundation, as it is now known, is instrumental in helping community media companies by providing information to help them transform in a digital world, thus helping them preserve and enhance the essential role they play in their respective communities.

After making a significant personal donation to the Foundation, other individuals and companies were motivated to support this meaningful institution. She has always been a strong advocate of the opportunities



At the ill-fated 'Adventure Expo', Betsy tried her hand, (and feet!) at the rock climbing exhibit.



Betsy Wilson led Journal Register Company's first experiment with the Ben Franklin project. Her team was the first in the company to produce a paper and website without any systems or purchased software (just using open-source options and crowd sourcing).

brought about in the new digital age and was pleased that her role with the Foundation enabled her to be a part of the debut of API's groundbreaking research initiative, Newspaper Next.

Next Chapter

Wilson retired from her full time position at Montgomery Media recently and now provides ongoing consulting work for Digital First Media. The extra free time has enabled her to pursue a new passion of photography.

"My husband Jim got me interested in it, and we travel together and attend workshops to learn new techniques and make new friends. We are active in the local Camera Club and have won quite a few awards, but there is still so much to learn," says Wilson in true 'student of the world' style. Check out her impressive photographic accomplishments at her blog/website, www.LetsCaptureTheMoment.com.

Wilson is also an avid outdoorswoman and takes advantage of every opportunity to enjoy hiking, biking, and paddling her vintage wooden canoes.



JACK ROBB

"Impressive! When I think of Betsy the word impressive immediately comes to mind. Impressive with

people, projects, ideas, strategies, and leadership. She has it all and has always been impressive."

- Jack Robb, senior vice president of revenue, CNHI



HARRISON COCHRAN

Harrison Cochran is shown with Betsy Wilson minutes after receiving the Dean Lesher award in 2010.

"Next to 'Grace under Pressure'"

on Wikipedia should be a picture of publishing executive extraordinaire Betsy Wilson. In a business that knows egos and did not always reward women, Betsy survived and thrived through multiple ownership changes under some of the toughest bosses in the business. When LMA was faced with a crisis of succession in the chairs it was Betsy who solved the problem by committing to additional service and getting others to do the same. It was my honor to serve with Betsy of the boards of SNA/LMA, the foundation and many convention committees. What a pleasure it is to see her get this deserving Lifetime Achievement Award."

-Harrison Cochran, retired publisher, Aurora Publishing Company (CO)



STEVE PARKER

"I can think of no higher compliment then to admit that we 'borrowed' more good revenue ideas from Betsy's

operation than perhaps any other SNA member! She was remarkably creative and innovative during her years at Montgomery. But what was truly impressive about Betsy was her total lack of pretense. She was a big shot at her company and in the SNA arena, but she never put on airs. She loved what she did and you could tell. That humble sensibility informed her tenure on the SNA board. She was a remarkable role model for everyone."

-Steve Parker, co-publisher, Recorder Community Newspapers (NJ)



NANCY LANE

"Her contributions to LMA were enormous. Betsy was one of the strongest leaders in our organization's history. She is most

remembered for her humility by fellow board members and the staff. We are thrilled to see Betsy receive this well-deserved honor."

-Nancy Cawley Lane, president, Local Media Association



MICHAEL MORSCH

"Betsy has been my boss and mentor for the past eight years. She has allowed me the opportunity to make mistakes

and to learn and grow from those experiences. A task master, she strikes a balance between the demands of the business and the needs of the individual employees to create a work environment that is both welcoming and productive. But the thing that strikes me most about Betsy is her humanity."

-Michael Morsch, executive editor, Montgomery Media (PA)

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OXDOWN GAZETTE SUNDAY	35%	42%
OXDOWN GAZETTE EXTRA	21%	29%
OXDOWNGAZETTE.COM	21%	29%
SMARTPHONE ACCESS OXDOWN GAZETTE	7%	12%
DIGITAL REPLICATE OF OXDOWN GAZETTE	4%	6%
OXDOWN GAZETTE ON A TABLET	9%	15%
EMAIL NEWS LETTER FROM OXDOWN GAZETTE	7%	11%
TEXT MESSAGE FROM OXDOWNGAZETTE	<1%	1%
OXDOWN GAZETTE ON FACEBOOK	9%	11%
TWEET FROM OXDOWN GAZETTE	2%	3%
OXDOWN GAZETTE ON PINTEREST	3%	4%
DOWNLOADED OXDOWN GAZETTE MOBILE APP	6%	

HOUSEHOLD PENETRATION

USED ANY DIGITAL/WEB ONLY	11%	13%
USED PRINT OR ANY DIGITAL	36%	40%
TOTAL NET REACH EVERYTHING	75%	86%
POPULATION PENETRATION	79%	88%
READ PRINT ONLY	28%	33%

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

Advanced Digital Sales Certification Training Available Now

Just released, this rigorous and tactical training program from LMA yields qualified and certified digital media reps

Chief among local media publisher's responsibilities is ensuring their advertising division is qualified to compete in the dizzying world of digital advertising. The breakneck speed of change and competitive challenges is difficult to manage to say the least, and LMA has heard the call time and again that bringing reps up to speed on all things digital is imperative.

That call has been answered with affordable, industry-specific training. The just released LMA Advanced Digital Sales Certification program, designed specifically for local media companies, is a top-notch resource to deliver well-qualified and certified digital advertising sales reps.

What It Is

A multi-module, self paced, online learning program, the Advanced Digital Sales Certification training teaches media professionals how to sell digital advertising more effectively, how to sell it in combination with traditional media and how to use digital tools to develop new business. LMA President Nancy Lane offers her perspective on this offering in her column on page 5 and, among other ideas, suggests that publishers can use this resource to train new hires and to vet current sales reps for continued

employment with your company.

The course work is demanding and tests students after each module. A minimum passing grade of 90% is required before certification is issued. "The curriculum is in depth and covers individual topics in very tactical way," says LMA's Peter Conti, sales & marketing director. "If your reps pass this training, publishers can be assured that their reps are qualified to meet the digital advertising needs of their local advertising prospects. And, they will have the confidence that comes with strong knowledge of their offerings."

The Advanced Digital Sales Certification program is part two of a three-part Sales Certification training set of courses that are professionally produced and offered by LMA. The first, The Fundamental Media Course, debuted earlier this year. The third and final program, the Sales Management Course, is expected to release in Q4.

How It Works

The Advanced Digital Certification Program consists of 26 modules divided into six sections and takes a deep dive into all things digital. The course is intended to be taken in parts with each module running about 15-30 minutes in length. In total, the course work takes about six to seven hours to complete.

Section topics include:

- Advanced Business Development
- Multi-Platform Proposal Development
- Setting Client Expectations
- Digital Advertising Formats
- Digital Sales Ideas By Ad Category
- Key Digital Ad Sales Habits

Delivered via an online learning system, students can stop and start at will, replay modules to ensure full understanding and are tested along the way. Like the Fundamentals Media Course, successful completion requires a 90% or better passing grade before certification is declared.

The Trainer

For this program, LMA selected the highly qualified Stephen Warley, a digital advertising sales expert in local media who has spoken at more than 50 local media conferences in the last decade. He founded LocalBroadcastSales.com in 2008, an on-demand sales training company providing over 35 sales trainers and 600+ video modules to over 10,000 local broadcaster sellers.

With an MBA in media management, Warley previously served as Executive Director of Digital Media where he developed and conducted training to better develop, market and sell digital content.

The Details

The course is \$495pp for LMA members and volume discounts for 5 or more students are available. Take advantage of the volume discounts and get your whole team certified. Module descriptions and enrollment at www.localmedia.org/Resources. For more information, contact LMA's Peter Conti at 804-360-9434 or peter.conti@localmedia.org

Sneak Preview

Among the 26 fifteen-minute modules that comprise the just released LMA Advanced Digital Sales Certification program is a segment on lead generation and noted trainer/digital sales specialist Stephen Warley will share insights and tips on this very topic in a September 17 webinar. Sponsored by LMA and free to members, this webinar will teach the '5 Competitor Rule' and will provide a very small sample of the expertise and knowledge shared in the Advanced Digital Sales Certification program.

Register for the webinar, or access the archived version, at localmedia.org/webinars.

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Q&A: Chase Rupe

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charitable care in Austin. Incite was able to formulate a campaign for UMCB called "I Back a New Brack," which was a multi-month marketing campaign, including traditional media, digital, on-site exposure to educate Austinites about the services Brackenridge provides for the community, and to ask for their support of a bond measure which would allow UMCB to build a new teaching hospital, partnered with the University of Texas, to form the area's first and only state of the art medical school and teaching hospital. The traditional media campaign included radio spots, radio talent endorsements, print and TV, and was supported by digital display advertising, and on-site activation at some of Austin's largest free events like KGSR's Blues on the Green and Austin City Limits Music Festival. The campaign was a resounding success, resulting in the passage of the bond package clearing the way for improved healthcare delivery systems in central Texas.

Q No doubt the charitable and non-profit organizations with which you work keenly appreciate

any and all support you bring to their causes. How has the community reacted to these undertakings and how do you position your company's role so as to avoid flak over earning profit with these campaigns?

A Honestly, there has been zero "flak." Incite has a very unique skill set that is in great demand. Causes need a megaphone and organizations want to do good for the community. With our expertise in social impact marketing, Incite connects these causes with the organizations that can help them achieve their goals and create real, sustainable impact. I think all

parties involved understand that there is immense value in the opportunity that Incite creates, and when you are providing value, no one questions that there is a price that aligns with it. This model is a win-win for everyone, so there are never any misgivings about who profits/benefits from Incite's involvement, because honestly, the causes, organizations, Incite, and the community at-large all do.

Q Changing gears....social media and mobile advertising is exploding. How are you tapping this high growth revenue and what kinds of initiatives are you implementing/planning to make your stations the

'go to' resources for local businesses seeking these marketing solutions?

A First on the social media front, we do walk the line of accepting some limited advertising for paid posts on our brands' Facebook and Twitter pages. That said, the structure and context of the message has to pass through rigorous standards including an approval process from our product teams to ensure that all posts fit our brands and are providing a high level of value to our audiences. Aside from that, we deploy resources to help our local clients understand social media more fully and the proper ways to build their brands in the social space. As for mobile advertising, it starts with our products. We have ensured that our most consumed content is easily translated to the mobile format. We have mobile sites for all of our full websites, in addition to branded music and lifestyle apps for our stations. We emphasize the types of content our audiences seek and expect from us: the ability to easily listen to our stations online, music related content for our music stations, and news related content for our news stations. It's pretty intuitive and our audiences reward us for this, so it's easy to sell advertisers on an audience that is consuming our products at a high level.

Q Finally, Emmis Austin Radio has a rep of being highly inventive – kudos to you – so I'd like to turn now to what's on your horizon. Can you share any up and coming 'light bulb' ideas that are percolating?

A I'll answer this one with Emmis as a whole, rather than just Emmis Austin. This idea is well

beyond the percolation point, as it's something our company has been working on for the past five years, but it is just now coming to market. Radio as a medium has long suffered from a perception problem, not a consumption problem. We've largely been pigeon-holed as "old media" and purely an audio medium without much innovation. Jeff Smulyan, our CEO of Emmis, had the idea that FM radio should be available in every smartphone in America. This is standard practice in Europe, and results in much higher consumption rates for the medium, while creating a greater service to the audience in terms of the availability of free and immediate news, information, and entertainment. Jeff spearheaded an initiative called "NextRadio," to move this issue forward, and is now driven by Emmis' CTO Paul Brenner.

NextRadio is on the brink of a major rollout with a major wireless carrier, which will be an industry-wide initiative to put millions of FM enabled smartphones in the U.S. market over the next three years. NextRadio provides an app-like experience to users, including now playing information with album art, station information, and interactive features like click to text, call, and geo-locate, while using the built-in FM chip in phones to deliver the audio portion of the programming, and uses only a fraction of the data that streaming radio requires to provide the meta-data and app experience. There are countless other benefits to this new technology that you can read about at NextRadio.com. I may actually put this one in the lightning category, rather than light bulb category.

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classifiedavenue update



DEANNA LEWIS
Director of Sales, LMA Staff

In the blink of an eye, summer has come and (almost) gone!

Classified Avenue continues to stay steady and, dare I actually say this, is running consistently above budget so far this year.

The 2x2 network is also making good headway this year. We had a strong start since its debut and now that we're approaching the change of season and the 4th quarter, I expect to see an increase in this business.

The 2x2 network now has close to 200 member publications with circulation pushing 2.3 million. Every member receives a batch of small ROP ads each week, and in turn, receives 50% of the revenue we garner via a quarterly rebate check. The ads make great filler, are vetted for quality, and provide revenue.

Another bonus to network membership, in both the Classified Update and 2x2 networks, is the opportunity to sell these national marketplaces to your local clients and to keep an extra share of the revenue for doing so.

There is no cost to join these networks. No strings attached. Reach out to me for details. I'd love to hear from you! Deanna.lewis@localmedia.org



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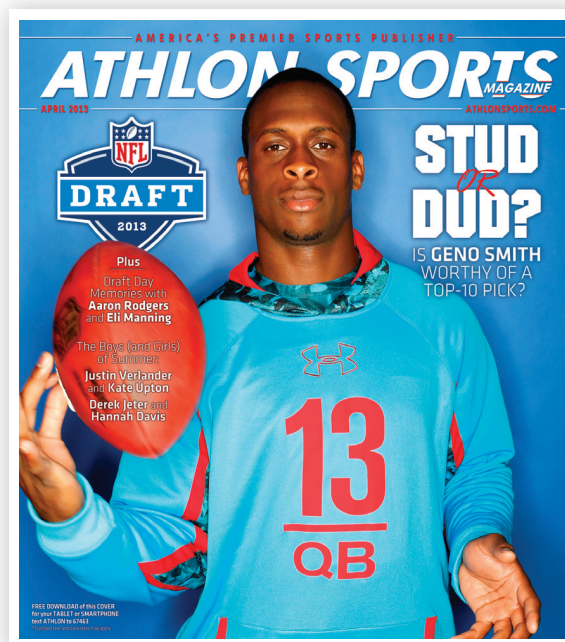
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