TWO STATES TO CONVENE ON COAST

LPA, MPA meet in Biloxi for first of joint sessions

The first of two MPA-LPA Joint Annual Conventions kicks off Thursday, June 19 at the IP Casino Resort in Biloxi. Over 200 delegates from the two states are expected for the conference, which will touch on industry, editorial, advertising and technology topics.

The event kicks off a joint golf outing at Shell Landing Golf Club June 19 at noon. An opening reception will be held in the penthouse Thursday evening for early arrivals.

The convention will officially convene at noon Friday with a lunch program and keynote address by Gene Policinski, chief operating officer of the Newseum Institute in Washington, D.C.

Policinski oversees the education and outreach programs associated with the institute and its initiatives at Ole Miss and other universities.

He co-authors the weekly syndicated column “Inside the First Amendment” and is host and executive producer of the institute’s new digital program on the news media, “Journalism/Works.”

Friday evening’s events include a casual heavy h’ordeuvres dinner party with entertainment by Cool Rayz, specializing in rock and pop hits from several decades.

MPA FOUNDATION SPONSORS OLE MISS GRAD AS NNA FELLOW AT DC WORKSHOP

JONECE DUNAGIN: ‘FOR THEM TO PAY FOR THIS TRIP MEANT A LOT TO MY FAMILY.’

A University of Mississippi journalism student was able to participate in a national journalism program in the nation’s capitol, thanks to a grant made possible by the Mississippi Press Association Education Foundation. Page 3.
PRESIDENT’S COLUMN

PRINT IS HERE TO STAY; WE MUST CONTINUE TO MARKET THE MESSAGE

When I was about 10, I published a newspaper on my dad’s copier and distributed it to family and friends. When I was 15, my parents bought me a Pentax K-1000 camera and a darkroom set. So, that camera opened many doors and led me to this profession.

There was a television show about that time “James at 15” and James had a camera. In high school I began working summers at The Neshoba Democrat, which I now own, but it was not until I was editing The Reflector at Mississippi State University that I realized journalism was my calling.

I guess journalism a good fit because I’m naturally curious. As a kid, I was always asking questions constantly, even on the way to school and back. I took every electronic device in the house apart. I was the kind of kid who would break open a rattle to see what was inside. I still like asking questions. The fascinating thing about journalism is that you can ask questions and learn a little about a lot of different things.

I wrote so much about emergency medicine those summers at the Democrat that I took the paramedic course and worked part of a summer in an emergency room my senior summer in college. I realized early on the positive impact journalism can have in a community.

Growing up going to The Neshoba County Fair no doubt instilled an interest in politics. I saw Ronald Reagan at the Fair when I was 16. The Neshoba Democrat has a storied history as a great community newspaper and has always drawn national attention surrounding the 1964 civil rights murders.

Outside of the ministry or medicine, journalism is one of the most highly rewarding and satisfying careers there is. Good reporting still matters. We are called to speak truth to power.

“Outside of the ministry or medicine, journalism is one of the most highly rewarding and satisfying careers there is. Good reporting still matters. We are called to speak truth to power.”

enormous responsibility, a burden even. We are charged with telling the truth, without fear or favor.

The Founders carved out this special privilege no one anywhere else in the world has. Use that privilege to do good, to do the right thing. If you don’t, you are failing yourself, your community and our profession.

Some of you are in far outposts. You are the only one; you are the voice. Your community depends on you. Keep the faith. A free press is part of the very fabric of our Republic. Your newspaper is necessary. What you say matters.

We’re number one

More than 1.5 million Mississippians read their local newspaper regularly. But, you’ve heard the news. Nobody reads papers anymore. It’s a digital word. Now your Board of Directors has some news, the truth about newspapers. Mississippi’s newspapers aren’t just surviving, they’re thriving, with some reporting record growth.

More than seven of 10 adults are active newspaper readers. That 1.5 million Mississippians. And it’s not just the older audience you might expect. Our readership is much stronger among younger adults than in most states. Seventy percent of young adults access a printed or online newspaper every week. So not only do newspapers give you a large audience, it’s an informed and engaged audience.

Still, with those kinds of strong numbers, the key to our survival is change. We must start marketing our newspapers like Coca-Cola markets Coke and Budweiser beer. Already, the Board has taken some initial, aggressive steps with a new animation produced by the GodwinGroup that brings our readership survey to life. You’ll be seeing and hearing more about the animation. Help us by downloading the video at powerinprint.ms and showing it to your customers.

Serving the last two years as President of the Mississippi Press Association has been the greatest privilege of my public life. I am the 141st President of the MPA that was founded in 1866. Our 148th annual meeting is this summer in Biloxi. What other industry has such a heritage? Let’s use that to our advantage, but be willing to adapt where necessary.

Print advertising will remain our major source of revenue for a long, long time. Most of our readers still prefer print. In my lifetime, I don’t see our newspapers ever going away or totally online.

Content matters as much as profit margins — maybe more. Print is here to stay. There may be some polymer-type scroll that updates when you walk past a light socket, but by and large, where readership statistics are marketed like Coke and the content is strong, print is around to stay in a substantial form.
Ole Miss graduate takes part in NNA Leadership Summit

Oxford

A University of Mississippi journalism student was able to participate in a national journalism program in the nation’s capitol, thanks to a grant made possible by the Mississippi Press Association Education Foundation.

Canton native Jonece Dunigan recently traveled to Washington D.C. as a fellow of the National Newspaper Association Foundation’s annual Leadership Summit where she spent time on Capitol Hill.

Dunigan, a senior journalism student from the Meek School of Journalism at Ole Miss, was there to partake in a two-and-a-half day program in Washington, Dunigan and the other fellows studied with veteran community newspaper journalists to research an issue, interview key players, work with their mentors to distinguish facts from spin and opinion (recognizing that opinion has a key role in shaping public policy), and produce a news or interpretive story for publication in hometown media.

It was good experience, but she said the pride the trip has inspired in her parents has been the best reward.

"My family doesn’t make a lot of money," Dunigan said. "My dad is disabled, and my mother works three nights a week at a local hospital. When you live in a family with that dynamic, you don’t expect to attend Ole Miss and take trips to Washington D.C. We were worried for a while that they were going to have to pull me out of school so I could work, and I would call home and every time my mother answered, she would say ‘I hope this is good news, because I can’t handle any more bad.’"

“So for them to pay for my trip meant a lot to my family. My dad went to Alabama A&M. To him, Ole Miss might as well be Harvard. To see his little girl going to D.C. made him proud, so I’m very appreciative for what they’ve done for me.”

She may be grateful, but Dunigan is doing a lot to help her own cause - that trip was just the latest example of how she’s making the most of...
Young publishers give us great hope for future of our industry

My favorite statistic to share with folks these days when I speak about the industry is that there are more print newspapers in this state today than there were five or six years ago.

"Really," they usually say with an eyebrow or two going up.

"Yes, indeed," I swear. "Cross my heart and hope to die."

That’s not to say we haven’t endured the pain of losing one every now and then. One chain did us no favors by closing two newspapers within the span of a few years.

But enough of that.

"Only positive newspapers spoken here," I now say, to indelicately paraphrase the indelicate Kirk Fordice.

Truth is, a number of newspapers have opened their doors in just the past few years. Clay Mansell, for instance, has made himself somewhat of a mini-mogul, opening a bi-weekly paper first in Clinton and then following soon after with new publications in Pelahatchie and Wesson.

That goes against some pretty fierce conventional wisdom about our industry, I’d venture.

Down on the Coast, The Gazebo Gazette is a relatively new publication, founded by Evelina Burnett following her relocation to Harrison County to volunteer after Hurricane Katrina.

Burnett sold the paper to Jace Ponder last year and he, in turn, increased the Gazette’s frequency to weekly. It soon will become the newest Full Active member of MPA, adding another title to the ranks of the 100+ papers that serve every county in this state.

(Yes, we know little Issaquena County doesn’t actually have its own paper, but The Deer Creek Pilot does a fine job of covering them anyway.)

Ponder, a graduate of the journalism school at Ole Miss, is known to several members already as the son of Randy Ponder, publisher of The Sea Coast Echo in Bay St. Louis.

And while Jace has had his hands full learning everything he can about ink on paper, he’s gotten a crash course in the frustrations of weekly newspapering. Just ask him to tell you about the struggle he faced getting a periodicals permit from Uncle Sam. That is a special kind of frustration known only to our brethren in the newspaper business, I think.

Nevertheless, it is particularly gratifying to see a talented young man graduate and, not only go to work for a small town paper, but buy one.

Then there’s our newest mogul, Mr. Mansell. He’s started three papers in just three years.

It makes me smile about the future.

ELSEWHERE IN THIS edition of the Fourth Estate is the announcement that our Better Newspaper Contest will move online next year beginning with the editorial division.

That means you will submit PDF entries online rather than mail in tearsheets as you all have since what seems like Biblical times. Likewise, those who volunteer to judge our contests (in 2015 it will be the North Carolina Press Association) will be doing the work online.

We’ve wrestled with this decision for several years. We know that several members have expressed concerns about the ease of using the online system and maintaining the integrity of the process. We understand completely.

But, ultimately, it became necessary since so many of our sister associations now conduct their contests online. Only one neighboring state still does it the "old fashioned way."

What it will mean is greater convenience, we hope, for member papers and volunteer judges. It will also mean less expense for entrants and for the MPA. All good, we hope.

Layne Bruce is executive director of MPA-MPS. His email address is lbruce@mspress.org.
Chancery judge holds state auditor in contempt

GULFPORT

A chancery court judge found Auditor Stacey Pickering and his office in contempt of court for improperly withholding public records from the Sun Herald and abusing the grand jury system in the process.

Judge Jennifer Schloegel also ordered Pickering, his office and the state Department of Marine Resources to pay the more than $36,000 in attorney fees the newspaper incurred in its 19-month battle to see the documents related to its investigation of possible wrongdoing at the DMR in Biloxi.

Schloegel also fined Pickering, Attorney General Jim Hood and auditor investigator David Huggins, audit special agent Chris Lott and Assistant Attorneys General Melissa Patterson, Joseph Runnels, Sandra Chesnutt and Harold Pizzetta $100 each for their roles in the “willful and wrongful denial” of the public-records request by the paper.

“There is evidence Attorney General Hood counseled the defendant auditor to disregard the ruling and order of the chancery court,” Schloegel wrote.

Pickering would not comment on the ruling nor on the question of whether he would appeal.

Hood’s office said he would appeal.

“We respectfully disagree with the judge on both the facts and the law,” spokeswoman Jan Schaefer said.

Bill Walker, the former head of the DMR, pleaded guilty to a federal conspiracy charge in the case and two other DMR officials -- Tina Shumate and Joe Ziegler -- are awaiting trial in federal court. Walker’s son Scott also

pledged guilty in the DMR case and in a case involving former D’Iberville City Manager Michael Janus, who also pleaded guilty, and they await sentencing.

A plea hearing for former DMR employee Grant Larsen is scheduled for today in circuit court. Former employees Leslie Gollott, Kerwin Cuevas and Susan Perkins are awaiting trial in state court.

“The release of the records is necessary to prevent irreparable harm” to the plaintiff, Schloegel wrote in her decision. “The threatened harm to the plaintiff outweighs any potential threat to the defendants.”

‘Abuse of grand jury’

Pickering harshly criticized the officials who participated in the “subterfuge clearly calculated to prevent compliance with plaintiff’s public records request.

“This conduct rises to the level of abuse of the grand jury process and warrants actions against the auditor.”

Pickering’s office seized the records Jan. 15, 2013, and moved them into another room of the Bolton Building in Biloxi, which the auditor’s office shares with the DMR and other state agencies.

Hood argued Pickering’s office was obligated “to regain the public records taken out of state court jurisdiction.

“General Hood curiously stated it might be very embarrassing for a chancery judge to be admonished by a federal judge should the assistant U.S. attorney charge the chancellor with obstruction of justice and contempt of a grand jury subpoena,” Schloegel wrote about the phone call. “General Hood’s hypothetical

regarding criminal charges against the undersigned chancellor and other remarks reinforced General Hood’s clear intent not to seek to mitigate the contempt of his client, the auditor, and furthermore, raised questions of his own role, the role of the Attorney General’s Office and the role of the defendants and their employees in the issuance of the federal grand jury subpoena and the wrongful removal of the records from state court jurisdiction.”

‘Rule of the jungle’

She called the grand jury subpoena an attempt to “secret the records from public access and the plaintiff.”

“In both instances, the government already had access to the records for the purpose of criminal investigation; no grand jury subpoena or any subpoena at all was necessary to obtain the public documents: and the grand jury subpoenas mirrored the plaintiff’s public records requests,” she wrote. “The obvious purpose for the grand jury subpoenas in both instances is to cloak the records with grand jury secrecy and not for investigation.”

Schloegel, citing Mississippi Chancery Practice, also chastised Hood for asserting that because the judge’s ruling was wrong, he was free to ignore it:

“If ... a party could disobey a judgment and upon that disobedience defend on the ground that in his opinion the judgment was erroneous, we would be well to do away with courts and allow men with all of their differences and diversities of opinion, just and unjust, to take what they could by force. We would cease to have the rule of law; we would have the rule of the jungle.”

The advertising and editorial contests administered by MPA will move online in 2015 for both entry submission and judging.

The MPA Board of Directors voted at its April meeting in Oxford to join neighboring states of Louisiana, Tennessee and Alabama in moving the Better Newspaper Contest to an online platform. Dozens of other press associations have also made the switch in recent years.

“This move is a long time in coming but we believe it will ultimately make the process of entering the contest much easier for our members,” said Layne Bruce, MPA-MPS executive director.

The first contest to move online will be the 2014 BNC Editorial Division deadline in March 2015.

“We hope that by giving everyone plenty of advance notice that we can work through many growing pains early and properly address concerns of our members,” Bruce said.

The next cycle of the BNC Advertising Division deadline will still be administered “the old fashioned way,” Bruce said.

Training webinars will be scheduled for later this year, he said, and two workshops will be available at the Mid-Winter Conference in January for members who want first-hand experience with the new system before entering.
Arlington, Va.

The Newspaper Association of America strongly urges Senate leadership to bring the Free Flow of Information Act (S. 987) to the Senate floor for a vote after the Supreme Court declined to hear New York Times reporter James Risen’s appeal. This case highlights the continued need for a federal shield law and why action must be taken. Due to today’s decision, Risen could now face jail time if he refuses to reveal the identity of his confidential sources.

“The Free Flow of Information Act would allow journalists to protect the identities of confidential sources in federal court,” said Caroline Little, NAA president and CEO. “It would establish clear and reasonable rules for when the government and others can seek information from journalists that could compromise confidential sources.”

The case against Risen began after he wrote a book, published in 2006, that detailed a botched CIA plot to disrupt Iran’s nuclear program, which may have in turn provided the Iranians valuable nuclear technology. The reporting was based on information given to him by confidential sources. A subsequent Justice Department investigation led to Risen being subpoenaed to testify at trial about his source, which he has challenged. The U.S. Court of Appeals for the Fourth Circuit, when it ruled against Risen, called on Congress to pass a federal shield law.

“The actions of the Department of Justice against Risen, as well as the May 2013 revelations that the agency secretly obtained communications records of Fox News and Associated Press reporters, has had a profound and chilling effect on journalism in this country,” said Little. “It is time for Congress to respond to the judicial branch’s call for clarity and enact clear rules for when a confidential source can be protected under federal law.”

The Free Flow of Information Act has strong support. In September, the Senate Judiciary Committee passed the bill by a 13-5 vote. It is sponsored by Sen. Charles Schumer (D-NY) and Sen. Lindsey Graham (R-SC) and has a total of 24 co-sponsors from both parties.

Deaths

Jimmy Goff

COLLINS

Funeral services for Mr. James Rodgers (Jimmy) Goff, 84, of Collins, were held Monday, May 19, in the Sanctuary of the First Baptist Church of Collins. Mr. Goff passed away Thursday, May 15, at the Regency Hospital in Hattiesburg.

Burial was in the Collins City Cemetery.

A native of Lucedale and a graduate of the Lucedale School System, Mr. Goff entered the United States Army following graduation from high school and trained and served in Germany during the Korean War. Upon discharge from the service, he attended Mississippi College in Clinton, graduating with a degree in Chemistry. After graduation from Mississippi College, he coached and taught school in Shaw.

Upon the death of his father-in-law, Jimmy Arrington (then editor and owner of The News-Commercial) on December 25, 1957, he began working with the newspaper, becoming Editor in 1960. He returned to coaching in 1962 when he took the position of coach and teacher at Mount Olive High School, a position he served until 1966.

Mr. Goff was Editor and co-owner of The News-Commercial, a position he held for some fifty-four years. He worked hard through the years to build the newspaper and experienced the many different changes in the printing process. Mr. Goff used the newspaper to better the county, state and individual lives of all its residents. In 2008, he invested in a new venture, Our South Magazine, and served as its Editor-In-Chief.

A devout Christian, he was a faithful member and deacon of the First Baptist Church of Collins where he served in many capacities, including Chairman of the Deacons, Sunday School teacher, a member of the Adult Choir, and worked with numerous committees and ministries.

As a community leader, among the many civic organizations in which he was active was the Collins Rotary Club where he was a Paul Harris Fellow. He was a member and past board of directors member of the Okatoma Golf Club. He retired as a referee with the Mississippi High School Activities Association. While at Mississippi College, he was president of the M-Club. A supporter of the Covington County Hospital in Collins, he was a past member of the Board of Trustees.

He was preceded in death by his parents, Charles Edward and Estā Mae Parker Goff; his brothers, Edward Goff and Bill Goff; his sisters, Mary Henderson and Maxine Cochran; his brother-in-law and sister-in-law, James D. Jr. (Jamie) and Judy Miley Arrington; and his father-in-law and mother-in-law, James D. Sr. (Jimmy) and Alyne Rogers Arrington.

Survivors include his wife of fifty-seven years, Analyn Arrington Goff of Collins; his daughter, Anna Goff of Collins; his son, James Arrington Goff of Collins; his brother, Frank Goff of Knoxville, Tennessee; his sister-in-law and brother-in-law, Jeannie and Dr. Albert S. Gooch Jr. of Flat Rock, North Carolina; and many nieces and nephews, including Jay Arrington of Mize, Alyson Gooch Thorn and Tres Gooch, both of Flat Rock, North Carolina, and John Goff of Lucedale.

Memorials can be made to The Jimmy Goff Memorial Scholarship Fund, c/o Collins Rotary Club, Post Office Box 512, Collins, MS 39428 or to the First Baptist Church, Post Office Box 997, Collins, MS 39428.

Marian Huttenstine

OHATCHEE, Ala.

A memorial service for Marian L. Huttenstine, age 74, was held Wednesday, April 9, 2014 at St. Luke’s Episcopal Church in Jacksonville, Ala. Dr. Huttenstine died Sunday, April 6, 2014 at Gadsden Regional Medical Center.

She is survived by her partner, Mary Anderson of Ohatchee; a sister, Ruth Ann Hanley and her husband Frank of Hobbie, Pa.; a nephew, Martin Smith of Hobbie, Pa.; great-nephews, Benjamin Smith, Neil Smith and Casey Smith, all of Hobbie, Pa.; and great-nieces, Brittany Smith and Michelle Smith, both of Zion’s Grove, Pa.

Dr. Huttenstine was a graduate of Nescopeck High School, a graduate of Bloomsburg State College where she received her B.A. and M.A. degrees, and a graduate of the University of North Carolina - Chapel Hill where she received her PhD degree. She taught at Lake Lehman High School, Lock Haven College, University of Alabama, Jacksonville State University, Radford University, and Mississippi State University where she chaired the Department of Communications. Dr. Huttenstine was a nationally recognized authority in the field of communication law and served as a consultant to media and government officials. She belonged to AEJMC and many other service and honorary organizations. She was an active member of St. Luke’s Episcopal Church in Jacksonville, Ala. where she taught adult Sunday school, mid-week Bible study and was a charter member of Daughters of the King.

Dr. Huttenstine was preceded in death by her parents, Ralph and Marian Engler Huttenstine and a niece, Carolyn Smith.

Memorial contributions may be made to Daughters of the King, c/o St. Luke’s Episcopal Church, 400 Chinabee Ave., SE, Jacksonville, AL 36265 or the League of Animal Welfare, P. O. Box 2510, Anniston, AL 36202.
Two long-sought measures to strengthen Mississippi’s Public Records Act passed by wide margins in the legislature.

HB 982 establishes as law that any staff time or contractual services included in the actual cost of providing records shall be at the pay scale of the lowest level employee or contractor competent to respond to the request. Gov. Phil Bryant signed the measure March 25.

“I was pleased to sign House Bill 928 and look forward to reviewing additional open government measures the Legislature sends to me,” Bryant said.

SB 2507, a bill that would grant the Mississippi Ethics Commission the authority to enforce the Public Records Act, recently was returned to the senate for concurrence on amendments made in the house. The bill was signed by Bryant April 10.

The bill gives the Ethics Commission authority that is commensurate with the enforcement power it currently has over the Open Meetings Act.

A third FOI bill that would have opened the meetings of publicly owned hospital boards and championed by MPA died on the senate calendar in February.

New MPA website to debut in June

MPA will take the wraps off a brand new website this month. The complete refresh of mspress.org will be in place by June 30.

Executive Director Layne Bruce said the redesign is necessary following the acquisition of MPA’s current website provider by YourMembership.Com.

“This change is a good one for the Association and our members,” he said. “We believe the new design increases readability and accessibility for features on which member newspapers and the general public depend.”

Newspaper listings will be more prominently displayed on the new site, and e-commerce modules will be improved, including the introduction of online dues payments and easier-to-use conference registration features.

“There will be no changes to how members access advertising material for download,” he said. “Nevertheless, the entire MPA staff will be ready to assist members in finding features they regularly use or answer any questions about the website.”
Commitment to OPPORTUNITY

In addition to providing the benefits of economic growth, Nissan Canton seeks to contribute to socially responsible business practices. At Nissan, we are proud of our culture, and we value our diverse and inclusive workplace. This sentiment shines through our employees, plant management, contracts we award to diverse suppliers and our support of the communities where we live and work.

Learn more at www.Nissan-Canton.com
When you need information about Mississippi Power or the energy industry, you can count on our Media Relations Department to provide quick & accurate assistance—24/7/365. So you can put your story to bed, and concentrate on your next deadline.

Call our Media Relations Line: **228.861.5543** (or toll free at **800.821.6383**)

**Convention Agenda**

**Thursday, June 19**

Noon  Golf Outing at Shell Landing
2 pm  Registration Desk Opens
4 pm  MPA Foundation Board Meeting
5 pm  PRESS Camp opens
6 pm  Opening Reception

Dinner on your own

**Friday, June 20**

7:30  Registration Desk Opens
     Joint Board Breakfast
     Fackelman News Group Meeting
     PRESS Camp opens
9 am  LPA Board of Directors Meeting
     MPA-MPS Board of Directors Meeting
10:30 Pre-Convention Press Event
     Presented by C Spire
11:30 LPA Stockholders Meeting
     MPA-MPS Membership Meeting
12:15 LUNCH & OPENING SESSION
     Remarks by MPA-MPS President Jim Prince
     & LPA President Norris Babin
     Welcome by Glen Nardi, President & Publisher, The Sun Herald
     National Anthem performed by Dr. Kimberly C. Scherlofsky
     Keynote Address by Gene Policinski, COO, The Newseum Institute
2:15  “The Freedom Summer: 50 Years Later”
     Panelists: W.C. Shoemaker, retired publisher and past MPA
     president; Charles Dunagin, retired publisher and past MPA
     president; James E. Prince, III, MPA president and publisher,
     The Neshoba Democrat
3:15  Afternoon Break
     Silent Auction Opens

**Saturday, June 21**

8 am  Registration Desk Opens
     Continental Breakfast in Silent Auction
     PRESS Camp opens
9 am  BREAKOUT SESSIONS
     A) “Fitting Video into the Production Cycle”
     B) “Social Media: Growing Readers & Revenue”
     Presented by Chris Rhoades, Enterprise Publishing
     C) “Get the Picture: What’s New in Photoshop”
     Presented by Lisa Griffin, Boone Newspapers
10:15 Morning Break
10:30 Breakout Sessions
     A) “In Pursuit of the Truth” FOI Panel
     B) “Growing Niche Product Revenue”
     Presented by Chris Rhoades, Enterprise Publishing
     C) “Get the Picture: What’s New in Photoshop”
     Presented by Lisa Griffin, Boone Newspapers
11:30 Pre-Awards Cocktail Reception
     Silent Auction closes at end of reception
12:30 LPA Awards Luncheon
     MPA BNC Awards Luncheon
2 pm  Emmerich Newspapers meeting Ballroom H
     APME Board Meeting
4 pm  APME Awards Reception
6:30 Post Convention Schooner Cruise

**From power lines to deadlines,**

**we’re always ready to provide assistance.**

Follow us online:

![Twitter](twitter.png)  ![Facebook](facebook.png)  ![Google+](google-plus.png)  ![LinkedIn](linkedin.png)  ![YouTube](youtube.png)
Get your priorities straight for page one

SOME MONTHS AGO, friend and follower Roger Ruthhart sent a quick email asking about front page priorities:

“We have been talking about front pages lately and I just wondered if you have ever put together a list of dos and don'ts for effective fronts, or maybe a prioritized list…”

I don’t recall having done that previously, but I’ve given his note a lot of thought in the time since, and I believe I have some suggestions that may be helpful:

DOMINANT PHOTO: I consider this the absolute number one design priority for page 1. A front without a dominant photo (or other visual such as a graphic or map) is a front that fails to draw readers to your newspaper. A secondary but very important point about this element: Place the visual first. Always. Place the visual first.

CENTERPIECE: Create a package (often, it’s the one with that dominant visual element) that you want your readers to home in on when they first look at the front. This need not be the lead news story, but you want to give your page a strong focus to attract reader attention.

NAMEPLATE: It’s a given, but it requires mention here. Make sure your nameplate is large enough so it doesn’t get lost—but not so large that it tends to dominate the page. Placing it so there’s a bit of space on either side (if it’s a traditional centered style) often helps it stand out better.

TEASERS: Take the time to design these well—teasers thrown in just before deadline just don’t do the job. Use visuals that grab attention and write them with verve. You’re counting on these to get readers inside your paper—dull, passive visuals and writing won’t do here.

LEAD HEADLINE: If your centerpiece is not your news lead, give that lead headline size and strength. A super-bold sans serif typeface, like a condensed black, works well to indicate to readers that the story is a must-read.

NEGATIVE SPACE: Let the page breathe. Allow enough space between packages so readers can clearly distinguish one from the other. I advise at least three picas of space between packages on the front page.

HEADLINE HIERARCHY: A reminder to place larger headlines higher on the page, smaller headlines toward the bottom. But you also want…

A HARD BOTTOM: Don’t let the bottom headline on the front page fade into a size that’s just too small. I recommend a headline that’s at least 36-to-42 point here, to help hold the bottom of the page.

The NECESSARIES: You need a space to contain elements such as your UPC code, weather, contact info, a deaths list, an index and the like. I prefer placing this package across the bottom of the page, though it could go in narrow column on the right or left side of the page. Readers—especially new readers—look for this information. Package it tightly but be sure to include it.

Your front page is the face you give your newspaper with every issue. Make sure it’s clean, fresh and inviting.

Henninger Consulting has served hundreds of dailies, weeklies, business journals, church-affiliated newspapers and niche publications throughout the United States, Canada and Europe. Email Ed at edh@henningerconsulting
The Business of News

Strong copyright law supports journalism

WASHINGTON

Every day, city hall reporters at local newspapers distill hours of city council meetings into cogent stories that inform readers about how their elected officials are spending their tax dollars. Sports reporters document the successes of the high school team. Investigative reporters dig through thousands of pages of documents to expose government corruption, waste or ineffectiveness.

This journalism plays a vital role in local communities and in our nation’s democracy. But it also costs money: newspapers continue to invest more than $5 billion a year in journalism, far more than any other medium in the United States. Newspapers deliver news and information when and where readers want it, in print, digital and mobile platforms.

To do that, we must have fair copyright laws to enable newspapers to receive fair compensation in support of this journalism.

This year, the House Judiciary Committee, the Commerce Department, the Copyright Office and others are looking at potential changes to the Copyright Act. The newspaper industry applauds these efforts to ensure that copyright law is best suited for the digital age. We hope that any changes to the Copyright Act will continue to ensure that content creators – including those who invest in journalism – receive fair compensation.

This continued protection is particularly important today because some companies exist solely to aggregate content from the websites of original publishers for the sole purpose of selling this content to business users at a considerable profit.

Newspapers’ concern in this area is not the personal use of newspaper-generated content but rather its use by businesses that benefit financially through the unlicensed monetization of that content. By taking newspaper content without paying for it, these companies undercut the fundamental economic model that supports journalism that is so important to our communities.

As an example of the importance of copyright protection, consider a case last year that was decided by a federal judge in New York. The case involved Meltwater, a for-profit service, which scraped Associated Press articles from the Internet and resold verbatim excerpts to subscribers.

The AP sued the news service for copyright infringement, and the court properly found that Meltwater’s customers viewed the service as a substitute for reading the original articles. The court found that the republication of these articles was not “fair use,” a defense that provides a limited exception from the general rule that content users must receive permission from copyright holders to use their content. This case demonstrates that the Copyright Act’s fair use test is flexible enough to allow courts to reach the right decision.

While targeted enforcement actions focusing on business ventures that take and resell our content may continue to be necessary, the newspaper industry is also determined to find business solutions rather than legal remedies. The most convenient way to request permission to copy and distribute material is by contacting the publisher of that content.

Since our nation’s founding, newspapers have played a central role in sustaining a well-informed public and healthy democracy. We are confident that licensing arrangements and fair and strong copyright protection will ensure our ability to continue to play this role for centuries to come.

Carolyn Little is president and CEO of the Newspaper Association of America.
I was talking to Kirby about the makeup of the ad team he manages. “A big key is to match personalities with job tasks,” he said. “For years, I’ve heard that salespeople can be categorized as either hunters or farmers.”

These terms are self-explanatory. Hunters live for the thrill of the chase. Ask them to find new prospects, and they’ll be out the door in an instant. They love to attend networking events, find people who have just opened businesses in town, and make presentations to new prospects. On the other hand, farmers are at their best when they are providing customer service and working with clients to move them to the next marketing level.

“It’s important to have both types,” Kirby said. “In industries like real estate and automotive, it’s fine to have a lot more hunters than farmers, because they’re always dealing with new prospects. But in the media business, where you build long-term marketing partnerships, you need more balance. Hunters keep the sales pipeline filled and get new advertisers started in the right direction. And farmers strengthen existing relationships.”

In other words, hunters provide width and farmers provide depth. Hunters specialize in bringing in new advertisers. And farmers specialize in helping those advertisers develop, analyze and tweak their marketing campaigns.

One is not better than the other. They’re simply different.

By nature, hunters need the stimulation of newness. New prospects. New contacts. Instant results. Get a contract today and start looking for the next one tomorrow.

Farmers take a longer view. Plant seeds and help them grow. What did they learn from the last marketing campaign? How can they build on that?

“Obviously, it’s not always practical to have one group for new business and one group for existing accounts,” Kirby explained. “That’s why the best managers become matchmakers with account assignments. In addition to making the right hires, they have to figure out how to make the best use of the talent on their staffs. Along the way, it’s part of their job to help hunters become better farmers and farmers become better hunters.”

Kirby’s comments are right on target. In general terms, many hunters need to work on providing better customer service – an area which does not produce the instant gratification of a new contract. And many farmers need to cultivate prospecting skills which require a higher level of assertiveness.

Kirby also had some observations about sales managers. “A lot of managers have risen through the ranks,” he said. “They became sales managers, because they did a good job as sales people. It’s human nature for managers to want to surround themselves with people like them, but that can be a mistake. They have to be flexible enough to cultivate personalities that may be the opposite of theirs. They shouldn’t approach management like they approached selling. Now, their success depends on helping others perform at their best.”

Hunters and farmers. Effective ad departments have both. And effective managers know how to develop both.
Discover the power of The Associated Press for your weekly newspaper and website!

AP News Choice is designed for weeklies and offers AP’s top state news coverage as well as your choice of top national news or topic news such as agriculture, religion, transportation and other high-interest content.

For a free trial and rates, contact Dee Vassar
dvassar@ap.org
615-925-3725

The Proud Printer of Many Prestigious Mississippi Publications!

Sustainable Printing meets the demands of today, while maintaining the resources for tomorrow.

Discover the power of The Associated Press for your weekly newspaper and website!

AP News Choice is designed for weeklies and offers AP’s top state news coverage as well as your choice of top national news or topic news such as agriculture, religion, transportation and other high-interest content.

For a free trial and rates, contact Dee Vassar
dvassar@ap.org
615-925-3725

Digital Preservation Speaks VOLUMES

Don’t Wait
Digitally preserve your newspapers and bound volumes
The Vietnam Veterans Memorial Foundation project “Faces Never Forgotten” needs help obtaining missing photos of Vietnam veterans from Mississippi. These photos will help complete an electronic “Wall of Faces” in the new education center at the Vietnam Memorial Wall.

View the gallery in progress at vvmf.org/Wall-of-Faces. These are effective and moving tributes to fallen soldiers from your area.

MPA is requesting your help in locating a photo of those soldiers missing from our state.

A list of missing photos can be found by scanning the QR code at right.

If there is a soldier missing from your area, perhaps they attended one of your schools and you have a photo in a past yearbook? Some newspapers in other states have done a story on those missing in their area and received assistance from their readers.

MPA will collect the photos and provide as many missing photos to the VVMF as we receive them.

MPA is part of a national effort with other state newspaper associations to assist in this effort.

Help us complete a great tribute to our veterans that can be emulated by other state associations.

Please send any missing photos to MPA member services manager Monica Gilmer, mgilmer@mspress.org

Scan the code above to your smartphone to download a list of veterans from Mississippi. Column C indicates whether the VVMF project has the veteran’s photo on file. You may also request a copy of this document from Monica Gilmer by emailing mgilmer@mspress.org.
What community weeklies teach us about newspapers

Let me tell you a little about Nebraska. Rob Dump and his wife, Peggy, own six small papers in rural northeast Nebraska. The largest is Cedar County News in Hartington. According to US Census Bureau numbers, Hartington has dropped in population from 1,662 in 1990 to approximately 1,500 today.

The circulation of Cedar County News is 2,000. The circulation of the five smaller papers averages 900 each, with the smallest, The Coleridge Blade, reporting a circulation of 312. Total circulation for all six papers is 6,500.

Scenes for the movie “Nebraska” were filmed at the Osmond Republican.

Rob, along with Peggy, attended the Institute of Newspaper Technology years ago and has been contacting me ever since about my coming to work with their papers. The obvious problem was the cost associated with flying a consultant across the country to spend a few days in Hartington.

I learned years ago, when Jean Matua (another Institute alum) had both Ken Blum and me at her newspaper, a 1,300-circulation weekly in a Minnesota town of 700, in the same week to work with her and her staff of one, that such problems are opportunities for people like Rob and Jean. So I wasn’t surprised when Rob called me a few months back to let me know he had received a government grant to bring me to Nebraska.

I arrived in Sioux Falls and making the 90-minute drive to Hartington on Wednesday. I spent Thursday training Rob’s incredibly impressive staff. Most seemed to be graduates of journalism schools in or near Nebraska. His daughter, Kalee, shared time between school at The University of Nebraska, in Lincoln, and working with the paper in Hartington. Most of the staff had worked at the papers for extensive periods and seemed to thoroughly enjoy their work.

The staffs of all six papers gathered on the town’s primary street, in a former store that has since been converted to a home for the newspaper press, with a conference area in the front.

We spent most of the day improving the photo editing process for the papers and training the staff in advanced skills using Adobe InDesign. We worked on improving their method of creating ads for their websites and making the printing process go more smoothly.

On day two, I worked individually with several of the staff members. Peggy and I created a new system for streamlining her classifieds, using nested styles in InDesign. Rob and I began the work to create a photo archiving system for the papers. I worked with other staff members to solve PDF problems, get all the fonts to work together in all six papers and streamline the entire process.

At the end of day two, Rob and I sat in his office and discussed the time we’d spent together. He was amazed at how much we’d gotten done. “I never imagined we could do so much in just two days,” he told me a few times.

Then it was my turn to ask questions. In our conversation I learned that all of his papers were written and designed in the communities they served. All six papers have editors who live in, or near, the towns they serve. And get this: All are profitable.

I asked Rob how he could afford to have a paper with a circulation of 312. “Well, people ask me that question a lot,” he said, “and I look at it this way. We’re able to pay for our staff and make a little profit.” He continued, “And it’s good for the community to have its own newspaper.”

Rob pretty much summed up what I say are the three qualities that exist in most successful newspapers:

Focus on local content, produced locally
- Support and training for staff
- A quality sales staff that understands the role and benefits of newspaper advertising

Email Kevin Slimp at kevin@kevinslimp.

October 16-18, 2014
University of Tennessee • Knoxville, Tennessee
newspaperinstitute.com
Mobile-exclusive use surges among young consumers

The audience engaging with digital content offered by newspaper media reached a new all-time high, totaling 161 million adult unique visitors in March 2014. The count represents a 19% increase from the 135 million unique visitors measured by comScore in April 2013.

Overall, newspaper digital media reached nearly eight in ten (78%) online adults in the U.S. last month.

Young adults, those age 18-24, who use only mobile devices to access newspaper digital content showed the largest increase, rising by 146% in March 2014 from last year.

The data show that the increased use of mobile devices among all age groups is expanding the newspaper digital audience in a significant way. While the use of desktop or laptops as the only device for newspaper digital content declined for all age groups except for those 55 or older, all ages using mobile in some form grew substantially.

In April 2013, 70% of the online adult audience engaged with newspaper digital content.

O.C. McDavid Journalism Conference

MPA President Jim Prince (right) visits with Charles Overby (left), retired chairman of the Newseum and Diversity Institute, and Gene McDavid, retired publisher of the Houston (TX) Chronicle during the annual O.C. McDavid Journalism Conference at the Mississippi Craft Center in Ridgeland. Overby was guest speaker for the event, held each spring for Mississippi journalism students and in memory of McDavid’s late father, the longtime editor of the Jackson Daily News.