

MPA EDUCATION FOUNDATION

FORMER GOV. WILLIAM WINTER TO BE FETED AT 25TH ANNUAL ROAST

MPA will roast one of Mississippi's most respected public servants at a January benefit for the MPA Education Foundation.

Former Gov. William Winter will be the guest of honor for the Jan. 29 event at the Hilton Jackson. Proceeds from the roast are used to underwrite the scholarship and internship programs of MPAEF.

Winter served as Mississippi's 57th chief executive from 1980-1984. He is special counsel in the Jones Walker Law Firm Government Relations Practice Group.

A native of Grenada, Winter, 91, previously served in several elected roles, including Mississippi lieutenant governor 1972-1976, state treasurer 1964-1968, state tax collector 1956-1964, and Representative in the Mississippi House of Representatives 1948-1956.

A veteran of World War II, Winter attained the rank of Captain in the U.S. Army and served in the Philippines.

The Education Reform Act of 1982 is considered his signature public policy achievement.

In June 1997, Winter was appointed by President Clinton as a member of the National Advisory Board on Race Relations.

WINTER >> Page 5



By JOE ELLIS/The Clarion-Ledger



CHRISTMAS BREAK: The offices of MPA-MPS will be closed Dec. 25-26 and Jan. 1 for the holidays. We wish all of our members, clients and associates a safe, healthy and happy holiday season.

PEOPLE

Reeves named publisher in Vicksburg

Page 3.



MID-WINTER TO FOCUS ON SALES TECHNIQUES

The annual Mid-Winter Conference returns to Jackson's Hilton Hotel on County Line Road Jan. 30-31, 2015.

A number of sessions on industry and revenue topics are planned, including presentations on "Just the Basics" for new ad personnel and panel discussions on best practices for contract negotiations and

competing with direct mail.

Tim Smith, a noted expert speaker on sales topics, will lead several sessions at the meeting, including one program on "How to Bundle and Sell Print in a Digital World."

Jason Taylor, president and publisher of *The Clarion-Ledger*,

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Ideas at ArkLaMiss
Page 3.





The official newspaper of the Mississippi Press Association

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The Fourth Estate serves as the official newspaper of the Mississippi Press Association, recording the history of the organization, its members and associates. Copies are distributed at no charge to members and are available by contacting the MPA office.

Commentary columns published herein are the opinion of their respective authors and not necessarily those of the MPA, its board of directors or staff.

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PRESIDENT'S COLUMN

NEWSPAPERS ARE CRITICAL TO OUR COMMUNITIES - AND MAKE FINE GIFTS

There's no better gift at Christmastime than a subscription to a newspaper.

We're certainly thankful at *The Calhoun County Journal* in Bruce that so many of our loyal readers know that. Every December we have many customers come into the office renewing a long list of subscriptions they share with family and friends as annual Christmas gifts.

One customer recently, while renewing a list of eight different subscriptions he's been giving for years, said he made the mistake of accidentally omitting one last year.

"Believe me, I heard about that," he said.

We're all familiar with the challenging phone calls from upset subscribers crying, "I didn't get my paper," but those calls are a product of the vital importance of the newspaper to that reader.

Santa reads the paper

Like many of our member newspapers across the state, *The Journal's* Christmas edition is our largest of the year. Virtually every business in Calhoun County feels compelled to place a Christmas greeting ad thanking customers for their business throughout the year, which we appreciate because we need all those ads to have enough pages to share all of the letters to Santa Claus from area children.

We receive stacks of letters from teachers that asked for letters from their students. Mothers bring in individual letters from each of their children, and we have a few kids who drop off their own scribbled off



Joel McNeece

on whatever piece of scratch paper they could find.

At some point many years ago, it became clear to our readers that the most effective way of getting their child's letter to Santa was not through the U.S. Postal Service, but rather *The Calhoun County Journal*. The reason is clear - Santa reads the newspaper.

That is best exhibited through the survey conducted by American Opinion Research in 2013. Their findings showed that more than 1.5 million Mississippians read a newspaper each week. In fact, the survey showed that seven of 10 adults in Mississippi access a printed newspaper or newspaper website at least weekly.

A Pew Research study in 2007 showed that the most informed, knowledgeable citizens in their survey were regular readers of a newspaper. Santa certainly fits that category.

Put me in the paper

I was reminded of the significance of the local newspaper just this week in a tweet from a Vardaman High School student.

We published a feature on VHS junior John Gillespie who has become

the official voice of Vardaman Rams sports, working the P.A. system at all their games. When we shared the picture of this week's front page, as we do every Wednesday morning, on *The Journal's* Twitter account (@CalhCoJournal), Gillespie was quick to retweet with the comment, "I'm on the front page of the paper!"

Such a reaction might be expected if he was featured in the large, half page picture *The Journal* is known for on page one, but he was referring to the small "skybox" at the top of the page previewing the story on the inside.

The printed newspaper remains, as the American Opinion Research survey found, the most trusted, valued and beloved medium among Mississippians. I'm very proud of *The Journal's* popular and profitable website, but nobody has ever asked me to put them on the website. I'm routinely asked by Calhoun Countians to put their picture in the newspaper and we try to oblige as often as possible.

I expect we will all field many of those requests this month as we cover annual Christmas parades, holiday programs and other festivities in our respective communities like no other medium can.

Appreciate those requests, they are further evidence of what all the surveys have said, newspapers remain a critical component of every community.

MPA-MPS President **Joel McNeece** is publisher of *The Calhoun County Journal*. His email address is joelmcneece@gmail.com.

Athlon Media Group acquires Parade Magazine

Athlon Media Group (AMG) announced it has entered an agreement to purchase Parade and Dash magazines with associated digital assets from Parade Media Group, LLC.

AMG's stable of newspaper-distributed magazines, including American Profile, Relish, Spry Living and Athlon Sports, have a combined circulation reach of 38+ million via 1,600 newspapers. The move will add Parade, the largest-circulation magazine in the U.S. at 32 million households, and Dash, a food & family magazine with 8.8 million circulation, to the AMG portfolio. Parade.com and DashRecipes.com are also part of the acquisition.

Parade magazine is distributed



Around the square table

Publishers and newspaper managers from the region discuss relevant issues Thursday morning, Nov. 6, 2014, in Vicksburg preceding the annual ArkLaMiss Circulation and Marketing Conference.

TRANSITION

Reeves, former Selma editor, appointed publisher of Post, Vicksburg NewsMedia

VICKSBURG

Tim Reeves has been named publisher of The Vicksburg Post and president of Vicksburg Newsmedia, LLC.

Reeves, a native of Silverhill, Ala., is an award-winning community newspaper editor and publisher. He has been editor of The Selma (Ala.) Times-Journal since September 2010. The Post and the Times-Journal are affiliated with Boone Newspapers Inc., with offices in Natchez and Tuscaloosa, Ala.

"I am absolutely thrilled by the opportunity to come to Vicksburg and humbled by the chance to help lead the community's newspaper," Reeves said. "When my wife and I recently visited Vicksburg, we were blown away by the city and its welcoming people. We cannot wait to be make it our home."

Reeves began his newspaper career immediately after high school, working at Gulf Coast Newspapers in Alabama while earning a mass communications degree from Faulkner State Community College.

During Reeves' four years as editor in Selma, the Times-Journal earned 46 editorial awards from the Alabama Press Association, including the Most Improved Newspaper



Reeves

award in 2011 and 2012.

In 2013 and 2014, the Times-Journal was named one of the best small daily newspapers in Alabama, earning second place general excellence honors. The newspaper also received awards for best public service in 2013 and 2014.

Prior to his time in Selma, Reeves served as publisher of The Outlook, a daily newspaper in Alexander City, Ala., and the daily Suffolk (Va.) News-Herald, both affiliates of Boone Newspapers.

"The Vicksburg Post's great staff is to be commended for much hard work in meeting our obligations to our readers and advertisers as we arranged for the Reeves to move their family to Vicksburg," Boone Newspapers Vice President Kevin Cooper of Natchez said. "Tim will do an excellent job leading the newspaper. His skills, determination and dedication developing people will make an already great newspaper team even better."

BYLINES

Mississippi Business Journal

Jack Weatherly, a former business editor for the Arkansas Democrat-Gazette, has joined the Mississippi Business Journal as a Jackson-based correspondent. He previously was a business editor for The Clarion-Ledger and editor of The Star-Herald in Kosciusko... Also at the MBJ, longtime correspondent Wally Northway is planning to soon retire from the job he's held since 1997. Prior to joining the Business Journal, Northway was a recruiting administrator for William Carey University.

The Neshoba Democrat

Summer Hines has been named advertising director for The Neshoba Democrat. She previously was in advertising sales for Meridian television stations and for Kosciusko-based Boswell Media.

The News Commercial

Joanna Holbert recently returned to The News-Commercial in Collins as news editor. She previously worked for the newspaper and its sister magazine publication "Our South."

Rankin Record

Steven G. Watson has been named publisher and editor of The Rankin Record in Flowood. He previously has served as publisher in Forest and Winona. All papers are owned by Jackson-based Emmerich Newspapers. Watson most recently was on staff with the Daily Journal in Tupelo.

Sun Herald

John McFarland, interactive and marketing director for The Sun Herald in Biloxi, retired Sept. 26 after several decades with the paper.

Associated Press

Jim Van Anglen, news editor for The Associated Press in Georgia and Alabama, has been promoted to the newly created position of Deep South Editor. He will oversee coverage in Georgia, Louisiana, Mississippi and Alabama, with an emphasis on enterprise, accountability and investigative journalism.

DATELINES

12/25 Christmas. MPA-MPS office closed Dec. 25-26.

1/1 New Years Day. MPA-MPS office closed.

1/29 MPA/MPS/MPAEF Board Meetings. Jackson Hilton Hotel

1/29 MPA Education Foundation Celebrity Roast of Gov. William Winter. Jackson Hilton Hotel

1/30 MPA Mid-Winter Conference. Jackson Hilton Hotel

More events online at mypress.org

MARCH OF EVENTS

Looking back and forward, a good story to tell

The year is rapidly drawing to a close. I don't know why I'm so surprised by how quickly it passed, but here we are.

And it's been a good one – a *strong* one – for your Association. We started 2014 with an ambitious endeavor to improve not only the image of our members but of newspapers in general. Our “Power in Print” campaign was ubiquitous throughout much of the year, as is the now very-familiar statistic that 7-in-10 Mississippians are faithful newspaper readers.

For most of us, that news was a soothing tonic when it was returned during the 2013 survey of Mississippi adults conducted by American Opinion Research in Princeton, NJ. We could not have asked for much better.

In fact, the data may have been more important for each of us in the newspaper industry to hear than it has been for the general public. After years of being told by other media that we are dinosaurs, going the way of the buggy whip, and in general about as popular as a stale Christmas fruitcake on Easter weekend, it was important – *very important* – for us



**Layne
Bruce**

to read data that validate what we do in each of our communities remains so vitally important to so many.

The fact of the matter: For most communities served by a newspaper member of MPA, we are still the only ones who do what we do – the only ones with the resources, the talent and skill and the wherewithal to do everything that needs to be done: From covering the high school football games to keeping the city board honest.

That's not going to change anytime soon.

IT HAS ALSO been a good year for your Association. The aforementioned marketing campaign and the task force behind it – led by Past President Jim Prince, current President Joel

McNeece and Director Pat Brown – have been integral in reintroducing MPS and its affiliated papers to “big client” advertisers in the state.

The larger companies that need the service provided by MPS and the exposure provided by our newspapers may have wandered off in the last few years, seduced by digital and the misguided notion that traditional media isn't “where it's at” any longer.

But MPS sales numbers in 2014 show renewed signs of vigor and give us great optimism for the next year. ROP display placement grew just over 30 percent this past year due to great support from accounts like Entergy, the Secretary of State's Voter ID campaign, and our large universities.

No doubt, the biggest feather in our cap has been C Spire. Taking on placement for this account has been very beneficial for MPS and our member papers, who are now being paid in a much tighter window than they were used to with the former media buyer.

THE WORK IS not done. And never is. The challenge in 2015 will be to push forward, never relenting in our effort to prove Mississippi newspapers

are the medium of first choice for news consumers and for advertisers.

And we'll continue to look for the most effective ways to spread that word, be it in-person calls to Mississippi CEOs and advertising agencies or committing the funds necessary to carry on innovative marketing ideas and necessary readership research.

I'd be remiss without expressing my gratitude to the MPA staff: Andrea, Beth, Monica, David and Sue are a dedicated, talented bunch and it is my pleasure to work with them. We have big work to do in the coming year, and I know they will rise to meet the challenge.

Meanwhile, the holidays are upon us. As you publish your final editions of the year, replete with retrospectives and Christmas greetings, we offer our sincere thanks for the opportunity to serve. And we wish each of you a merry Christmas and very healthy, happy, prosperous new year.

Onward.

Layne Bruce is executive director of MPA-MPS. His email address is lbruce@mspress.org.

ASSOCIATES

Cleveland authors book on ‘Greatest Athletes’

>> From The Clarion-Ledger

JACKSON

With a passion for Mississippi sports and a career that includes more than four decades as a sports writer (most of those with *The Clarion-Ledger*) and now as executive director of the Mississippi Sports Hall of Fame and Museum, Rick Cleveland has produced a definitive volume on the state's most celebrated sportsmen — and women.

“Mississippi's Greatest Athletes” showcases the state's sports heritage going back at least a century, and chronicles the accomplishments of record setters on every sports field you'd expect — and then some — along with the contributions of noted sports writers and announcers as well.

The coffee table book, with a foreword by Archie Manning, features stories on every Mississippi Sports Hall of Famer — and there's more than 300 of them — rich with pertinent stats and colorful stories. It's filled with striking photographs, and even includes a section on

sure-to-be “future Hall of Famers.”

Cleveland, a product of Hattiesburg Public Schools and the University of Southern Mississippi, describes his own sports career: “As an athlete, I was a catcher who couldn't hit a curve, a point guard who was too slow and a golfer who could not — and still can't — putt.”

Fortunately, writing about other athletes proved to be his passion, and his career as a sports writer began when he was a teenager, covering games for *The Hattiesburg American*. Rick Cleveland's own father, Ace Cleveland, is a member of the Mississippi Sports Hall of Fame, inducted posthumously in 1998 for his own achievements as a sports writer and publicist.

Cleveland and his wife Liz live in Fondren and are the parents of son Tyler, a journalist; and



Cleveland

daughter Annie, a stage actress.

“Mississippi's Greatest Athletes” was published by Neil White at The Nautilus Publishing Co. in Oxford, who had long shared Cleveland's enthusiasm for a project that would highlight the state's sports heroes.

When and how did you get the idea to create “Mississippi's Greatest Athletes?”

This has been something on my to-do list since I became executive director of the Mississippi Sports Hall of Fame and Museum in April of 2012. Neil White, the great writer and book publisher, had virtually the same idea. We joined forces and the result is this book.

How did you research this book, and how long did the project take?

(Publisher) Neil (White) took care of the photo end of it via Getty Images and borrowing from our archives. There are some incredible photos in there, especially the one of Charlie Conerly

Newsgathering, social media and the law

1. Is The Filming Of Law Enforcement Traffic Stops Protected By The First Amendment?

In *Gericke v. Begin*, 753 F.3d 1 (1st Cir. 2014), the United State First Circuit Court of Appeals held that an individual's actions of stopping to film a traffic stop by a police officer absent a prior order to cease and desist or to leave the area was fully protected by the First Amendment. The officer's arrest of the individual for several state crimes, including violating New Hampshire's wiretapping statute, in retaliation for filming the traffic stop violated the individual's clearly established First Amendment rights making the officer and the City Police Department subject to a suit for damages and attorneys' fees under federal law.

As the Supreme Court has observed, "the First Amendment goes beyond protection of the press and the self-expression of individuals to prohibit government from limiting the stock of information from which members of the public may draw." *First Nat'l Bank v. Bellotti*, 435 U.S. 765, 783 (1978). "There is an undoubted right to gather news 'from any source by means within the law.'" *Houchins v. KQED, Inc.*, 438 U.S. 1, 11 (1978) (quoting *Branzburg v. Hayes*, 408 U.S. 665, 681-82 (1972)). In line with these principles, the First Circuit had previously held that a news reporter's videotaping of public officials in the hallway outside a public meeting of a historic district commission "were peaceful, not performed in derogation of any law, and done in the exercise of his First Amendment rights, [the officer] lacked the authority to stop them." *Iacobucci v. Boulter*, 193 F.3d 14, 25 (1st Cir. 1999).

2. Is A Subpoena Seeking The Release Of The Identity Of Anonymous Internet Communicators Absent Proof Of Prior Defamatory Or Other Unlawful Communications Enforceable?

In the first significant departure from other jurisdictions that have addressed the issue, the Virginia Court of Appeals has held that a subpoena issued to an internet website company seeking the identity of anonymous website posters



John Henegan

More and more journalists have Twitter accounts. Your reporters read viral messages posted on your paper's blog sites daily, and they have been told that the paper is immune from suits for defamation for messages posted by third parties on the paper's blog.

is enforceable without any prior showing that the alleged messages issued by the anonymous posters were defamatory or otherwise actionable. *Yelp, Inc. Hadeed Carpet Cleaning, Inc.*, 752 S.E.2d 554 (2014), appeal granted, 2014 Va. Lexis 84 (Va., May 29, 2014). The trial court had held the website in civil contempt for refusing to obey its order compelling the website to produce the identity of the anonymous speakers after rejecting the web site's argument that the First Amendment protected the website from having to produce the names unless the party issuing the subpoena should show that the messages were unlawful. The Supreme Court heard argument in the web site's appeal from the decision of the Court of Appeals in October.

3. Drones As A Newsgathering Device

Earlier this year I saw a wedding reception where the professional photographer was using a drone to take overhead photographs and video of the attendants. Drones are

being increasingly used for a variety of different commercial activities, including newsgathering. The National Transportation Safety Board has ruled that the Federal Aviation Administration has the authority to regulate unmanned aircraft, viz., drones, used in commercial activities. *Huerta v. Pirker*, NTSB Order No. EA-5730 (Nov. 18, 2014). The NTSB is expected to issue proposed regulations regulating the use of drones for commercial and other activities such as public law enforcement in December 2014. The White House is expected to issue an executive order empowering the National Telecommunications and Information Administration to propose privacy guidelines for commercial drone use.

4. Twitter Accounts

More and more journalists have Twitter accounts. Your reporters read viral messages posted on your paper's blog sites daily, and they have been told that the paper is immune from suits for defamation for messages posted by third parties on the paper's blog. Is an allegedly defamatory message sent on Twitter by one of your reporters actionable as libel or invasion of privacy? If a sports reporter sends a text saying that "there is a rumor that" a local football player has been arrested and is in the city jail, is her paper subject to a suit for defamation? If the reporter tweets a text saying that the player follows the paper's sports section, attaching a photograph of the football player coming out of the paper's offices or reading a copy of the paper, is the paper subject to a suit for commercial misappropriation of the football player's image or right of publicity? If a reporter leaves the paper, does the account stay with the media company or does it follow the reporter?

5. Threatening Messages Sent On Social Media

Anthony Elonis was convicted of a felony for sending threatening messages to his estranged wife - after she had obtained a restraining order against him - and to law enforcement officials over social media, including Face Book. He served more than three years in prison for violating 18 U.S.C. § 875(c), which

makes it a felony to "transmit in interstate or foreign commerce any communication containing any threat to kidnap any person or any threat to injure the person of another"

On December 1, 2014, Elonis' attorney argued before the U.S. Supreme Court that Elonis' conviction should be overturned because the trial court's jury instruction violated the First Amendment. Elonis' attorney claimed that Elonis had prepared the messages in rap verse form for "therapeutic" purposes after becoming separated from his wife and their children and subsequently fired from his job and that he did not realize that the recipients, including his wife, would take the messages as serious threats. Elonis' attorney argued that the jury should have been required to find that Elonis subjectively knew that the recipients of the messages felt threatened when they received his messages. One of the Justices said that some of Elonis' messages read as though Elonis was preparing a blue print to show other men who had become divorced how they could menace their former wives. Another Justice asked the government's attorney if it were not possible that authors of rap lyrics such as Eminem could be convicted under the statute if the reasonable person standard applied. Other members of the court expressed concern that the federal statute would not only reach the author of the email but a third party who verbally told the recipient about the contents of the email before she read the email.

The Supreme Court took the case to address a split among the federal circuit courts of appeals about whether the federal statute requires the proof of subjective or objective intent on the part of the author of the message. The case has received nationwide media attention and is being closely followed by the media bar, and numerous organizations for the media and for victims of crimes and domestic violence filed amici briefs with the Supreme Court prior to the argument. A decision is expected by June of 2015.

John C. Henegan is a member of Butler Snow, PLLC, and counsel to the Mississippi Press Association. Members can send general questions about libel or requests for story review to hotline@mspress.org.

Parade

From Page 2

weekly by more than 700 newspapers, including The Atlanta Journal-Constitution, The Baltimore Sun, Boston Globe, Chicago Tribune, Dallas Morning News, The Los Angeles Times, The Miami Herald, New York Post, The Philadelphia Inquirer, The Minneapolis Star Tribune, San Francisco Chronicle, Seattle Times and The Washington Post. Dash magazine appears monthly in more than 150 newspapers. Both publications are distributed to predominately A&B county DMA's.

"The opportunity to acquire these marquee brands is very exciting," said Chuck Allen, President & CEO of Athlon Media Group. "Their titles have different marketplace distribution than our other publications. Parade and Dash position the company to have the most effective and efficient advertising and retail activation

reach of any media group across the U.S."

AMG also provides content to its newspaper partners via Athlon 360, a website available exclusively to AMG partners that includes food, sports, lifestyle columns, TV listings, weather forecasts, interactive sports and celebrative games. "We value our audience, and look forward to serving the 54 million readers and 30 million unique visitors loyal to the Parade and Dash brands," Allen said.

"We are confident that Athlon will provide a good home for Parade and Dash," said Jack Haire, Parade Media Group CEO. "They have a clear commitment to serve and strengthen their newspaper partners, while continuing to grow these vibrant brands in the digital arena."

In addition to its newspaper-distributed magazines, AMG serves b2b and b2c clients, with 14 Special Interest publications (SIPs) distributed at over 40,000 newsstands and Athlon Sports Collectibles.

Greatest

From Page 4

throwing a Tim Tebow-like jump pass. We enlisted Oxford-based Jeff Roberson, the reporter/editor who covers Ole Miss for FoxSportsNet, for some of the research on the earlier Hall of Famers. Much of the information comes from our archives at the museum. For the past year I have worked early mornings, before my real job, for most of the writing.

What are the plans for the proceeds from this book?

The museum has never accepted a penny of tax money for operations. These proceeds will go into our operating budget and we have many new exhibits on the drawing boards.

In the book, you write about the remarkable athletic talent Mississippi has produced over more than a century, and you attribute much of it to our passion for our sports and our sports heroes, and the fact that "we take our sports, our rivalries seriously. They are a huge part of our culture." Please elaborate.

The high school sports teams are at the center of small-town culture

in Mississippi, which is a state of mostly small towns. These people are passionate about their sports. Archie Manning says it best in his foreword: "...And when you grow up in a state with such an incredible athletic heritage, you desperately want to be part of it."

The Mississippi Sports Hall of Fame was established in 1961, but you state that it had no "real home" until the Mississippi Sports Hall of Fame and Museum opened in 1996. Until then, fading plaques, hung in the Mississippi Coliseum, were the extent of the tribute paid to the state's top athletes. Please explain your role (and that of others) in the Museum's creation, and how it has elevated the state's athletic heritage.

I was out at the Coliseum to cover a basketball game and noticed how the plaques were faded, dusty and scratched. It seemed a terrible way to "celebrate" our sports heroes. Instead of writing about the basketball, I proposed a new museum in the next day's column. Several sports-minded civic leaders took the idea and ran with it. Jim Buck Ross made it happen more than anyone else, which is explained in the book.

FTC warns public, publishers about subscription scams

Nothing like a hot cup of coffee and the morning paper to start the day, right? Well, for many subscribers and newspaper publishers across the country, bogus renewal notices are leaving a bitter taste.

Here's what's happening: You get a renewal notice in the mail for your newspaper. The notice tells you that your subscription is about to expire, but you can renew it by paying immediately. The problem is, the companies behind the invoices have no relationship with your newspaper publisher or billing department. These scammers are simply out to rip you off.

Here are some tips from the FTC to help you avoid newspaper renewal scams:

- Pay online at the newspaper's website, or contact the paper's subscription department by phone. Use the number on your paper, online, or on a previous bill that you know is real.
- Sign up for auto-renewal and

>> Companies behind the invoices have no relationship with your newspaper... These scammers are simply out to rip you off.

payment, so that you don't have to rely on renewal notices sent by postal mail.

- Be aware of changes to your bill. If the price or billing period changes, get in touch with the paper using a phone number or address you know is real. In some cases, the price on fake invoices has been four times higher than usual, and the subscription period has been a year, instead of monthly or quarterly.

- If you suspect an invoice might not be real, check it out with your newspaper's subscription department. If the invoice comes from a company you haven't heard of, or if it has errors and misspellings, those could be tip-offs to a rip-off.

READERSHIP

Mobile, female audience boost papers' digital reach

>> From News & Tech

Recent numbers from comScore on digital newspaper readership showed a 17 percent increase in October over the same month last year — a record-setting high.

Meantime, the number of unique visitors that engaged with digital newspaper content increased by 20 million between January and October, comScore said.

Among other findings:

- Eight in 10, or 80 percent of U.S. adults who were online in October 2014 engaged with digital

newspaper content.

- Those who only use mobile devices for newspaper consumption grew by 85 percent in the last year, driven by young female readers, a segment that increased 173 percent.

- Women outpaced men in every age group, with a 25 percent increase of women for 18-24, and a 30 percent increase for women over 55.

- The reach of digital newspaper content is highest for women between 25-34, with a 91 percent accessing newspaper digital content in October.



VIETNAM VETERANS MEMORIAL FUND

The Wall had an important mission when dedicated in 1982: To help heal the wounds and honor Vietnam Veterans. The Wall also helped to heal the nation's wounds. Three decades later the mission continues with the Education Center at The Wall. This will honor America's Legacy of Service including those serving our nation today in the Armed Forces.

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THE WALL OF FACES

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NEXT

**AUGUSTUS ADAMS**

DATE OF CASUALTY: JUN 1, 1971



Wall Panel / Line: 3W / 60

Date of Birth: Oct 2, 1949

Home Town: GULFPORT

Home State: MS

MORE INFORMATION >

**DAVEY M ADAMS**

DATE OF CASUALTY: DEC 12, 1966



Wall Panel / Line: 36W / 9

Date of Birth: Nov 23, 1945

Home Town: GREENVILLE

Home State: MS

MORE INFORMATION >

Mississippi Newspapers Asked To Help Vietnam 'Wall of Faces' Project

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.

USPS closings threaten further service cuts

The U.S. Postal Service, frustrated with lack of congressional action to improve its financial position, announced this summer that it would implement the next round of 80-plus plant consolidations.

Unless the National Newspaper Association and its coalition partners are able to move a reform bill in the lame-duck session, USPS will proceed with closing more plants closer to members' mail and merging mail into bigger, less efficient plants from January thru October 2015.

That makes it timely to review the safeguards NNA has in place to maximize delivery service in the local office, the county/market area, the secondary market area, and distant areas.

1. Next-day delivery for DDU drops. When current service-standard "business rules" were being hammered out between USPS and mailers, NNA was at the table over months of discussion. First priority was to ensure that mail entered at the office of delivery kept one-day service. That means next day for mail dropped before CET, or Critical Entry Time.

Another NNA-won rules change allows copies of Periodicals dropped at the delivery office under items 1-3 of this column to be dropped in bundles only, no containers required. Avoiding containers also avoids the container charge for Periodicals outside-county. Bundles of Standard Mail shoppers can also be dropped, though there is no container charge, but not necessarily for next-day delivery.

2. Overnight Drop Policy at primary entry office. Since November 2009, USPS Business Mail Entry has operated under a policy obtained by NNA in negotiations with USPS headquarters to protect newspapers, which historically dropped their mail off in the middle of the night, or otherwise could not meet the CET referenced above. The current policy applies to community newspapers that mail no more than 500,000 copies per year and meet certain other conditions (more than 50 percent in-county, etc.).

The interpretation of the policy was clarified later to include not only mail dropped after CET, but also before operating hours in the morning. It is also interpreted to apply to situations where CETs were



Max Heath

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moved earlier or operating hours started later, reducing the window of time to drop the newspaper to as little as 1.5 hours in some offices. Such occurrences have been widespread as USPS sought to cut expenses according to size of office rather than close them.

NNA seeks changes

The policy is undergoing rework as BME shifts from one large handbook to "Job Aids." NNA has also asked for two changes, one to expand the in-county definition to allow newspapers under 10,000 circulation to be eligible as well as those with 50 percent in-county mail, and the other to lift the annual mailing cap. The policy is alive and well, just in the shop for some tinkering between NNA and USPS. Future approval may come from District BME managers rather than headquarters. It is not in the DMM.

3. Exceptional Dispatch to other offices in-county or out. This policy in DMM 207.28.3 has long existed, but NNA worked to broaden it more than a decade ago

to include SCFs. It consists of a simple letter request to your local postmaster, who must approve it. The newspaper can then take copies directly to other post offices in the area, even dropping after hours as needed, without taking them to the local office first. No verification is required on these copies. Some postmasters confuse this with Plant-Verified Drop Shipment copies and require PS Form 8125s. These do not apply to Periodicals dropped under Exceptional Dispatch. NNA suggests that newspapers resend their requests annually because there are so many changes at the postmaster level.

4. Hubs dispatch "Direct" containers within old SCF. This helps protect delivery to mail in areas just outside a newspaper's primary market covered by items 1-3. NNA worked long and hard to get the "Hub Policy" in effect earlier this year. As USPS closed smaller SCFs, it made sense for them to keep mail that didn't have to be opened and worked upstream to be cross-docked or distributed. USPS agreed to a formal policy designating that certain containers entered at the old SCF or at post offices served by it will be sent direct to their destinations in other towns within the territory served. Direct containers are defined as 5-digit, carrier-route, or a mix of the two (M5D for merger of both sortations to same ZIP). Only "working" containers sorted to either 3-digit or SCF must be sent to the new distant sorting plant.

5. Use Flats Trays (tubs) to improve distant delivery. NNA has worked with USPS headquarters since 2005 on this policy change, for Periodicals only, allowing newspapers to get out of costly, harder-to-spot generic sacks and into what is essentially a First-Class container so that Periodicals move on the same trucks. Although they currently require a green lid, identical to First-Class Mail, NNA is working with headquarters on removing lids for mail within the origin SCF. Some plants and post offices already encourage unlidded trays, which allows nesting in trucks for better space utilization, and instant recognition of newspapers in mail processing plants.

Sacks are costly to process, driving up Periodicals prices. NNA will seek lower prices for tray users

when it can prove widespread use. A new sortation created in late 2005, Origin Mixed ADC removes pieces from Mixed ADC to create delivery via First-Class truck trips for destinations available from the origin processing plant, often 1,500 to 2,000 miles. It is a mandatory sort for PAVE-certified software vendors, which newspapers should use to be in compliance with continual changes in USPS labeling lists. DMM 207.20.1.1 shows flats trays as option.

6. Electronic subscriptions to distant locations. NNA worked five years to gain approval of paid/requester subscriptions to count on the annual PS Form 3526, Statement of Ownership, Management and Circulation. This legitimizes non-postal subscribers to advertisers. Those subscribers willing to read the newspaper electronically should be encouraged to take this route for problem deliveries far outside the newspaper market.

Shared knowledge

7. Tips from publishers: Many newspaper publishers try creative solutions to solve their delivery problems, from putting notices on the front page about whom in USPS to contact with complaints to a reminder of day of mailing and "deliver by" dates.

Joe Moss of the Carroll County Comet in Flora, IN, recently had problems with tubs going through SCF 479 Lafayette, IN, back to his county. He slapped a note on the tray stating "DO NOT SEND TO INDY, SORT AT 479." It worked. But that plant is set for 2015 closure and he may need to use Exceptional Dispatch on in-county copies going through 479.

The Ellsworth American, featured in the May Pub Aux, runs a boxed notice atop its front page stating the date entered, an 800 number to call if the paper does not arrive on time, and lists the expected delivery times by location.

Copyright © 2014. Max Heath, National Newspaper Association postal chair, is a postal consultant for Athlon Media Group, publisher of Athlon Sports magazine, Parade, American Profile, Relish, Dash, and Spry newspaper supplements, and Landmark Community Newspapers LLC. E-mail maxheath@lcnj.com.

Preparation key to covering major events

SPRINGFIELD, Ill

It should come as no surprise to any of us that news, BIG news, can happen anywhere at any time. Many times that news is related to accidents or weather anomalies. But, when it does occur the local newspaper staff must jump into action.

BIG news happened unexpectedly in Ferguson, MO, with the fatal shooting of a young black man by a white police officer. We've all read the stories, seen the news footage of the aftermath and realize the story will resonate for a long, long time to come.

From a news perspective, this incident should be the impetus for every newspaper – daily, weekly, large or small – to look internally and determine how prepared they would be for such an unexpected, instantaneous, BIG news event in their coverage area. The discussion and planning should go beyond having each individual's contact information and knowing who would cover or photograph what.



Dennis DeRossett

Did you know MPA has a Newspaper Disaster Plan available for download to members? Go to mspress.org and click on 'Resources' to obtain a copy.

In Ferguson, the city streets quickly became hostile and dangerous. Would your news staff be prepared to function – safely – and report from amid crowds of hostile

protestors and SWAT-like police forces behind lines of armored vehicles?

In short order, like in Ferguson, our quiet streets can quickly turn hostile and dangerous. News staffs must be prepared to do their jobs. It would also make sense for the newspaper publisher, editor and staff to have such discussions with local law enforcement officials.

First, relationship building is always beneficial to both sides. Second, having concerns and ideas discussed and resolutions in place beforehand puts everyone on the same page and would, hopefully, enable both to be able to do their jobs cooperatively and safely. Don't expect agreement on all issues, but, nonetheless, having the conversation ahead of time will be greatly beneficial. Make sure you have the cell phone numbers of the mayor and chief of police for readily-accessible contact.

In Ferguson, several reporters were injured while covering the events. Some may have been

intentionally targeted because they were the "press." Being a journalist has always come with some component of danger due to the varied and unexpected events we cover. We go where the news happens; we experience first-hand what the general public only gets to read about or see on news clips. Also, some journalists were arrested in Ferguson while doing their jobs. Journalists being arrested just for being journalists covering news events simply cannot happen.

For most aspects, let's hope that what happened in Ferguson is an anomaly. But it's inevitable that BIG news will come soon, in some form, to a community we serve. Dust off the disaster plan folder and re-familiarize yourself and your staff with its contents. As, pray that the big news in your community is the fun kind, like a big lottery winner.

Dennis DeRossett is executive director of the Illinois Press Association. His email address is dderossett@illinoispress.org

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Recognizing the 'five levels' of listening crucial

Lyle is an advertising manager who understands the value of listening. "One of my first bosses talked incessantly," he told me. "She boasted about her intelligence and acted like no one else's ideas were worth considering. Every now and then – usually in staff meetings – she'd say, 'I'm not a good listener,' then she'd keep on talking.

"One day, she announced that the secret to being a good listener was to sit on your hands. Since most people gesture when they talk, she thought sitting on your hands would turn you into a better listener. That was ridiculous, because all it would do is remind you to stop talking so much. But when you're not talking, that doesn't necessarily mean you're listening. The funny thing about her so-called secret was that no one in the ad department ever saw her sitting on her hands or doing anything else to become a better listener."



John Foust

Lyle said, "I've learned that listening is a crucial sales skill. There's a lot of useful information out there – online, books, seminars – for ad managers to share with their sales staffs. One of my favorite concepts involves five levels of listening: Ignore, Pretend, Selective, Attentive and Empathic."

Let's take a closer look at Lyle's listening breakdown:

1. Ignore: "Although this is not listening in a technical sense, it's a response to a listening situation," Lyle said. "Ignoring a person who is speaking is totally unacceptable,

both in one-on-one and in group settings."

This can be seen as a form of punishment. For example, Person A ignores Person B, because he or she is angry or hurt. Or it may be a signal of perceived superiority or dislike.

2. Pretend: "This is almost as bad," he explained, "but it doesn't intentionally try to damage the other person."

Pretend-listening is often accompanied by fake smiling and excess head-nodding, none of which is likely to fool the other person. And if the speaker asks the pretender's opinion, the phony will be exposed.

3. Selective: "We're all guilty of this at times," said Lyle. "It's a little like skimming through a book until you see something that interests you. But along the way, it's easy to miss things. And the person who is speaking can be distracted by not having the other person's full attention."

4. Attentive: "Now we're getting somewhere," he said. "This is where the listener pays close attention to the speaker. It becomes a dialogue, where the listener picks up details and asks for clarification."

5. Empathic: "This is the highest level," Lyle said. "Some people call it reflective listening. When you empathize with another person, you understand their situation and hear them out. You're demonstrating that what they're saying is important, and you're getting in-step with them. You can ask questions, of course, but the objective is to gain deeper understanding and not to change the subject."

What's Lyle's bottom line? "Be a better listener. You'll not only sell more, you'll have better overall rapport with people."

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Sales

From Page 1

will be the luncheon speaker Friday, Jan. 30.

Teresa Revelett, Director of Sales for Kentucky Press Services, will lead a three-hour session on Friday afternoon for sales reps who are new to newspapers. "Just the Basics" will focus on key terms, metrics and other nuts and bolts aspects of selling newspaper print and digital products.

There will also be a special demonstration of MPA's new online contest entry system that will debut

for the Better Newspaper Editorial Division in 2015.

The conference will culminate Saturday, Jan. 31, with the presentation of the 2014 Better Newspaper Contest Advertising Division Awards.

Registration for the conference is now open online at mypress.org. Packets will be mailed to publishers on the weeks of Dec. 15 and Jan. 5.

Reservations at the conference group rate of \$99 nightly are now being accepted by the Hilton Hotel. Reservations should be made by Jan. 13 to ensure attendees receive the group rate.

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Believe it or not, millennials rely on newspaper media

It has become a never-ending quest to define millennials. Those between the age of 18 and 34 are often portrayed as a self-absorbed, narcissistic generation obsessed with technology. They are a group more likely to check their Twitter or Instagram apps than keep up with world events. In fact, voters age 18-29 made up a mere 13 percent of the vote in this month's mid-term elections.

So you're probably thinking, "Millenials are not engaged with the news."

Since Time Magazine dubbed millennials as the "Me Me Me Generation," that has been the prevailing thought. But that is not true.

Recent studies show that America's 80 million millennials are a generation of civically-minded, globally-aware individuals who rely on newspaper media to be engaged and informed. There will be media pundits who push through with their millennial stereotypes while ignoring the data.

The digital audience for newspapers hit a new high of 164 million in August and that growth was driven by young adults, particularly women. Compared to August 2013, young women (ages 18-24) were the fastest-growing segment of the newspaper digital audience, rising 38 percent. Likewise, 92 percent of



Carolyn Little

women ages 25-34 read newspaper digital content, the greatest reach among any age or gender.

These numbers indicate that millennials continue to engage with newspaper media content. It should be no surprise that they largely consume news through mobile devices and digital platforms. Overall, 71 percent of millennials access newspaper content online in a month.

Though many will exclusively consume news digitally, it would be foolish to dismiss print. *The New York Times*, for example, reported 10 percent of its print subscribers were between the ages of 18 and 24. According to Nielsen Scarborough research, more than half – 55 percent – of those 18 to 34 read a print newspaper in a typical week.

These facts showcase a generation that actively seeks out news to become thoughtful, informed members of society. It is noteworthy that newspaper content is an essential

part of their media consumption because it proves newspapers provide a level of trust other forms of media cannot. Perhaps that's why some 60 percent consider their local newspapers to be trustworthy, according to Nielsen, while only 43 percent agree that social media sites can be trusted.

Why does this generation have a preference toward newspaper media content? For one, they care a lot more about reliability than speed, which flies in the face of conventional stereotypes. According to YouthPulse, 67 of young people would rather be the last to know about something but have the information be accurate and 72 percent prefer to be the source of information to a friend, instead of vice versa.

It all comes down to trust. Millennials are serious about educating themselves and being global citizens. Like previous generations, they need to ensure their time is well spent and what they read can be trusted.

The wide-reach of newspapers is especially good news for advertisers looking to reach this elusive demographic, as millennials of both genders take advantage of circulars and print advertising to plan shopping decisions. New research conducted by Frank Magid Associates for the Newspaper Association of America found 73 percent acted on a newspaper ad they saw in the past month, typically searching online for additional information about the product or service.

Is it really a surprise that the reach of newspaper media continues to grow in audience and relevancy among the younger generation? Whether you're 22, 32 or 52 – all roads to information lead back to newspaper media.

It's time for advertisers and marketers to rethink how to engage with millennials.

Carolyn Little is president and CEO of the Newspaper Association of America.

Briefly

MPA credentials now available for 2015-16

MPA is offering photo ID badges for newspaper members for \$12 each. The credit-card sized badges are laminated and include a photo of the staffer.

All cards issued bear the signature of MPA President Joel McNeece and are valid for two years through Dec. 31, 2016.

To order or for more information, contact Member Services Manager Monica Gilmer, mgilmer@mspress.org, 601-981-3060.

Commercial Appeal drops DeSoto County edition

The Commercial Appeal in Memphis has discontinued a daily zoned edition of the paper that focused on DeSoto County in North

Mississippi.

The DeSoto Appeal was introduced a decade ago to focus on the southern suburbs of Memphis, including Olive Branch, Southaven and Hernando.

The content will now appear weekly in the main newspaper. Cost-savings and restructuring were cited as reasons for the change.

Rate adjustments data needed by MPS staff

Newspaper members are reminded to send their rate updates for 2015 to Andrea Ross at MPS as soon as possible.

Rate adjustments need to be entered into the MPS database soon so that we can quote accurate figures to clients for the coming year.

Send data to aross@mspress.org.



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Overby tapped for Woman's Council Legacy award

OXFORD

Charles Overby, a champion of the First Amendment and the free press, has been selected to receive the 2015 Legacy Award from the Ole Miss Women's Council for Philanthropy.

The Legacy Award, presented by C Spire, recognizes individuals who have made significant contributions as philanthropists, leaders and mentors and brought about definitive, positive changes in the University of Mississippi, state and nation.

A ceremony to present the award will be April 18, 2015 at Carrier House, Chancellor Dan and Lydia Jones' home on the UM campus, where Overby was educated as a journalist.

"Charles Overby has traveled the globe in efforts to promote First Amendment freedoms and to discuss media relations," said OMWC chair Karen Moore of Nashville, Tennessee. "In Washington, D.C., Mr. Overby led the development of the Newseum, a major specialty museum that explores how news surrounding historic moments affects our experiences.

For more information, visit www.omwc.olemiss.edu.



Happy holidays

MPA staff members enjoyed a potluck dinner Thanksgiving week at the office in Jackson. In line for some good eats are Andrea Ross (from left), David Gillis, Beth Boone and Sue Hicks.

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