The importance of local journalism as being a source of “Real News” will highlight portions of the Joint MPA-LPA Convention on the Mississippi Gulf Coast this summer. Scores of media professionals from the Miss-Lou region are expected to attend.

Registration is now open. Reservations are being accepted at the Golden Nugget Hotel and Casino in Biloxi, site of the July 6-8 meeting.

Events begin Thursday with individual state board meetings and the opening reception. Panel discussions are planned Friday, July 7, on the “Fake News” phenomenon, as well as “Threats to Transparency and the Public’s Right to Know.”

The editor of The Dallas Morning News will give the keynote address at Friday’s opening luncheon.

Mike Wilson, who joined the paper in February 2015, will speak during the opening luncheon. He’ll discuss the paper’s efforts at innovation, as well as his response to claims the media has become an “enemy” of the public interest.

Wilson began his career at the Miami Herald, where he worked for 12 years as a writer and editor. He joined the St. Petersburg Times in 1994, serving for 18 years as a writer, editor and, finally, managing editor. The newspaper won two Pulitzers during his tenure.

Wayne County publisher takes reins of MPA

Paul Keane, editor and publisher of The Wayne County News in Waynesboro, has assumed the presidency of MPA-MPS after the recent retirement of Don Norman from the Starkville Daily News.

Keane was appointed to serve April 27 during a meeting of the MPA-MPS Board of Directors. He will serve the remainder of Norman’s term and then stand for election for his own full term as president at the annual Membership Meeting during the MPA-LPA Joint Convention this July in Biloxi.

Keane has served on the MPA-MPS board since 2009. He began his newspaper career in 1978 in Texas as a sportswriter. He moved to Fairhope, AL, in 1996 to serve as sports coordinator for a group of six weekly newspapers in the region. He joined Boone Newspapers in 2000 and served as general manager of The Winston County Journal, The Choctaw Plaindealer and...
PRESIDENT’S COLUMN

WE DIDN’T TAKE THESE JOBS FOR THE PAY; IT WAS FOR SOMETHING MORE MEANINGFUL

WAYNESBORO

Back in March, when Layne Bruce called to inform me that Don Norman was retiring — and I would become President of this Association faster than planned — it was a little daunting. I knew that, eventually, I would move up to the top spot but I was expecting to have roughly 15 more months to plan.

After the call and telling my wife, Doris, of the situation, I did what any newspaper person would do — went out and covered a story. In this case, it was a big baseball game between two rivals.

While sitting in the dugout during the game, pondering my good fortune to take this position with MPA, the team I was covering started a big rally. Watching the excitement in the dugout and just the general “energy” on the field got me to thinking even more.

This was the reason I entered the newspaper industry roughly 38 years ago. Just being around the “action” is what lured me into this industry and has kept me going for nearly four decades.

Just for the record, I began my newspaper career at the age of 14 as a stringer for my local paper. I was covering high school athletics, something I’ve continued to do throughout my career.

Everyone in this Association has similar stories. We all entered the newspaper business for a specific reason. We know it wasn’t for the pay, benefits or vacation time, so it has to be something deeper and more meaningful.

With the way our industry has been beaten upon over the last few years, perhaps it is time to recapture those feelings and rediscover the purpose for us being in what many erroneously call a “dying profession.”

Remember when you saw your byline on a front page for the first time? Remember when you made that first big sale that resulted in a big commission? Remember when you took that picture that everyone in town praised? Remember when you designed that “perfect” page that just flowed together so beautifully?

Those are the moments we need to recapture, because we’re in one of the best professions around. Despite all the claims of “fake news” and bias, newspaper people are still the best deal in town when it comes to media outlets.

We’re the ones who have documented a community’s history for 100, 200 or more years. We cover children in the community from birth all the way to high school graduation and beyond. We record the engagements, marriages, births, deaths and even the blemishes of our communities.

And on one does it better than us. Why else would local TV and radio stations constantly “lift” our material and use it as their own? Why do people constantly tell us to “take my picture” and then remind us to “be sure and run that one in the paper?” And why do some engagement/wedding announcements still have the tag line at the end that says, “Family and friends are invited through the medium of the press?”

It is because we’ve been around longer than any other media outlet. Despite politicians trumpeting the “fake news” and the “truth in journalism” horns, we are still the most trusted source for local news. We’re the ones covering the Little League tournaments, going out and shooting pictures at the beauty pageants, printing the honor rolls and basically documenting every day life in our respective communities.

And we don’t do it in “sound bite” fashion. We give each story its proper due, meaning we don’t just offer 140-character “updates.” Let’s see Facebook, Instagram, Snapchat or any of our local TV or radio stations do that. They won’t because they don’t have the experience that we have under our belts.

So while we’ve taken our lumps, we’re still going strong. Yes, we’ve had to change our platforms and add new wrinkles, bells and whistles to the mix, but we’ll do this to complement our print editions – they’re not going anywhere anytime soon. It’s called survival and meeting members of our community where they are. It’s not much different than what we’ve been doing for centuries in this profession. We just have to keep doing it because we have the foundation, knowledge and experience of providing local news to our communities better than anyone else can do it.

During my time on the MPA-MPS Board, I’ve had the privilege of serving under some wonderful Presidents, including Reese Terry, Wyatt Emmerich, Jimmy Clark, James E. Prince, Joel McNeese and Don Norman. I hope that I can serve this Board and this Association as well as those men have over the years.

And, as long as my tenure at the helm lasts, I hope I can help us all rekindle some of that spark that was burning so brightly in all of us when we first began our careers. We owe it not only to the communities we serve, but to ourselves as well.

With that said, I invite you to attend the Summer Convention in Biloxi July 6-8. Get around some like-minded people who share your passion for this crazy business. It might help rekindle that spark inside of you.

MPA-MPS President Paul Keane is publisher of The Wayne County News in Waynesboro. His email address is publisher@thewaynecountynews.com
New publisher named for The Star-Herald

Karen Fioretti was named publisher and editor of The Star-Herald in Kosciusko.

Fioretti is a veteran newspaperwoman, working in roles ranging from reporting, photography and editing to production and technology.

She most recently served as director of production for The Post Register in Idaho Falls, ID. In Kosciusko, she succeeds Joseph Brown, who recently jointed as a sports reporter the Delta Democrat-Times, a sister publication in Greenville.

Hattiesburg Post approved as MPA’s newest member

The Hattiesburg Post, a weekly publication owned by Jackson-based Emmerich Newspapers, has become the latest Full Active member of the Mississippi Press Association.

The Board of Directors approved the Post’s membership application in January. The newspaper, a sister publication to longtime members The Petal News and The Lamar Times, published its first issue in 2013.

David Gustafson serves as editor and publisher of the newspapers and related publications.

Cleveland Current ends publication in April

The Cleveland Current published its final edition at the end of April.

Publisher Scott Coopwood attributed the decision to end the weekly newspaper due to changes in the newspaper business. The paper was founded in 2009.

Parent company Coopwood Communications also publishes “Delta” magazine and the monthly “Delta Business Journal.”

“We felt it was best to get out of that weekly grind and put our efforts toward ‘Delta’ magazine and our ad agency, Coopwood Communications,” Coopwood said in an email.

“Still, it was a tough decision.”

The market continues to be served by the tri-weekly Bolivar Commercial, a longtime MPA member.

Former Gazette owner joins Association of Realtors

Jace Ponder, former owner and editor of The Gazebo Gazette in Pass Christian, has joined the Mississippi Association of Realtors as communications and publications director.

A graduate of the Meek School of Journalism and New Media at Ole Miss, Ponder sold the Gazette in 2016 to Steven Jackson.

TRANSPARENCY

Ethics commission says Diamondhead council meeting with auditor illegal

» By WESLEY MULLER
SunHerald

DIAMONDHEAD

Four city council members violated state law when they met behind closed doors with State Auditor Stacey Pickering earlier this year, according to a preliminary ruling issued by the Mississippi Ethics Commission.

Ethics Commission Hearing Officer Chris Graham issued the ruling, finding the Diamondhead City Council “violated” the Open Meetings Act when four of the five council members met with Pickering on Jan. 31 and “discussed a matter over which the city council has authority without providing public access, providing notice, or recording minutes.”

The Commission gigged the council on a fundamental rule of the Open Meetings Act — a meeting becomes official and public as soon as a quorum is established.

A quorum is defined as a simple majority of a board’s members. So, as soon as at least three of the council members intentionally assembled in City Hall at the same time, a quorum was formed, rendering it an official meeting open to the public.

Councilman Ernie Knobloch said he and the three other councilmen held the meeting only because the State Auditor told them it was legal to do so.

“The thing is, we should not have taken the legal advice of the State Auditor,” Knobloch said.

The meeting in January was a point of contention for Mayor Tommy Schaefer and Councilwoman Nancy Depreo, both of whom were excluded from it. At the time, Schaefer called it an “illegal meeting” and a “blatant violation” of state law.

The council members had requested a meeting with Pickering to discuss a recent performance audit of the city and a letter Schaefer sent to Pickering’s office in response to the audit. The meeting came just one day before Pickering’s office publicly released the audit findings. It was held at City Hall and lasted about an hour.

Schaefer had found out about the meeting as it was happening and went into the conference room to try to stop it because he said he knew it was illegal.

Pickering

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MARCH OF EVENTS

We can learn from fate closing in on nation’s retailing giants

Retail disruption is the preoccupation du jour for financial analysts, business reporters and a big slice of the public at large that suddenly finds itself increasingly relying on Alexa to handle shopping for paper towels and underwear.

Perhaps no giant of retail better exemplifies the struggles of adaption than Sears.

From its beginnings in the 19th Century, Sears Roebuck and Co. was a precursor of sorts to e-commerce. Its massive catalogs were the stuff of which dreams were made – from the latest in fashion, to a desperately needed set of tires, to all those Star Wars action figures that were at the top of so many Christmas lists.

At one point in its history, Sears even sold pre-fabricated houses. Order the one you wanted, and a team soon arrived on your property to set up shop – I mean house.

The catalogs came in the mail, doubtless the bane of each and every postman when the time came around every six months or so to deliver the new batch. They were each hundreds of pages and substituted for more than a few booster seats when we visited grandma and grandpa.

But times, as they inevitably do, changed, and the catalogs fell out of favor just as Americans were beginning to grasp the expanse of the World Wide Web. Sears discontinued the large catalogs in 1992. Less than three years later, Amazon arrived on the internet to sell books.

It would have been nearly impossible then to foresee how the fates of the two companies would have played out so differently but still so closely. Sears, for many years the world’s largest retailer, would be usurped by a nimble startup that had eyes on delivering much more than books and CDs to your mailbox.

WE IN THE newspaper business are certainly not unfamiliar with change and existential threats. But when internet service finally arrived in our newsroom at the Starkville Daily News back in 1996, it certainly didn’t seem like much competition.

It was excruciatingly slow, very much text-based and not much more than a good way to do very little over the course of two hours as we on the desk waited for the final score of whatever State ballgame was being played.

Again, times changed.

And when the Great Recession cleaned the nation’s economic clock in 2008, we were faced with the double-whammy-realization that 1) We had been giving away content for far too long on the web, and 2) Advertising on our newspaper websites was never, ever going to make ends meet.

This is where there was a divergence in approach to newspaper content online. Many papers decided to go the route of paywalls – either fixed or porous – or to be more aggressive in chasing online ad dollars.

What took a lot of us (well, me, I mean) even longer to realize was that advertising on the web wasn’t going to be tethered to one site or another. It was going to follow us around. Programmatic advertising, as they call it, knows who we are, what we like and where to reach us, whether we’re reading “Sports Illustrated” online, Googling for movie show times, or posting on Facebook a list of bands we may or may not have seen in person.

Advertising has itself become mobile.

INNOVATION HAS never really been a problem for newspapers. An awful lot of how we do what we do has changed significantly in just the last 30 years with the advent of desktop publishing, digital photography, and mobile devices.

We know for sure what’s now required is innovation in growing revenue. The answer to that may, in fact, be “if you can’t beat ‘em, join ‘em.”

At the level on which 95 percent of MPA member newspapers operate, the bread-and-butter of our advertising revenue still comes from small business. As many members know and now sweat, these small businesses – or SMBs – are dipping their toes in the digital pool at rapid clip. The lure of social media, programmatic and paid search is just too much to ignore.

It may seem radical and foreign to think your newspaper should be brokering those digital ads, but, in fact, it may be the best way to protect your position as the leading provider of news and advertising services in your communities. The big papers banked on this a while back, but even community papers like The Natchez Democrat and the Madison County Journal are offering these services as part of their repertoire.

It’s doable and the tools are at your disposal now. Even for one-and-two person shops, there are folks here at the Association and at MPS who can guide you through the process and help solidify your newspaper as the one-stop shop for print and digital advertising options.

It’s a brave new world. Sears may have waited too late to join it.

Newspaper media, by modernizing the tools we offer advertisers, need not make the same error.

Layne Bruce is executive director of MPA-MPS. His email address is lbruce@mspress.org. Follow the Association on Twitter @MPAnewspapers.

Radionian, Student Printz take top honors in contest

The student newspapers at the University of Southern Mississippi and Jones County Junior College were recognized as the best in their classes during the Better Newspaper Contest Student Division awards handed out at March 30 at the annual O.C. McDavid Conference in Jackson.

The Radionian at JCJC and USM’s Student Printz took top prize in the General Excellence categories.

Denzel Washington and communications students at 10 campus newspapers participated in the annual contest, sponsored by the MPA Education Foundation.

Special thanks to MPA members and associates who helped judge the student division awards: Anthony Warren, Ricky Noble, Adam Prestridge, David Hampton, Paul Keane, Joe Coates, Ray Mosby, Stephanie Patton, Julie Darling, Jason Patterson, Jason Niblett, and Jack Ryan.

New President’s new grandson

William Lawrence Taylor III was born May 9, 2017, at Wayne General Hospital. The first grandson of MPA President Paul Keane and wife Doris arrived a bit early, weighing 5 pounds, 4.5 ounces. He is the son of Kelly Ann and William Lawrence Taylor II. Mother, son and the entire family are doing well.
OBITUARY

Minor, recalled as ‘conscience of Mississippi,’ dies at 94

» JERRY MITCHELL
The Clarion-Ledger

Veteran journalist Bill Minor made his last deadline in March — a date with death he has been dodging for decades.


Known as “the conscience of Mississippi,” the 94-year-old Minor wound up outliving nearly all of his contemporaries as well as a number of the journalists he mentored. He died at 1:46 a.m. March 28.

The son of a newspaper linotype operator in Louisiana and a lifelong Democrat, Minor viewed himself as a champion for the little guy.

Minor fought for much of his life, serving as a gunnery officer on the USS Stephen Potter in World War II.

“The Japanese never hit us with bombs or torpedoes, but they came mighty close,” Minor recurred in a 2003 interview with The Clarion-Ledger.

“There were kamikazes toward the end, which were almost impossible to stop.”

After the war, he worked for The Times-Picayune in New Orleans and began covering Mississippi in 1947.

His first assignment was covering the funeral of U.S. Sen. Theodore Bilbo, who once brazed that the best way to keep African-Americans from voting was to visit them the night before.

The event became “an amazing introduction to the political figures of Mississippi,” Minor said.

The heat proved almost unbearable that summer day, he said. “You can imagine what it was like in gnat-infested south Mississippi in the Pine Belt in late August. We all wore suits and ties back then.”

Klibanoff said when Minor “covered the funeral of Theodore Bilbo, he may have thought the burial of Bilbo was the burial of the virus of racism. If so, that may be the only thing he was wrong about.”

Minor began working out of an office in the state Capitol along with other reporters.

Unlike some of those reporters, he wasn’t content to rewrite press releases that came from politicians.

Instead, he did his own reporting, exposing the dark deeds he witnessed to the light, which hardly made him popular beneath the Capitol dome.

Some of the politicians he wrote about, including state Sen. Bill Burgin, went to prison.

Minor worked as a stringer for The New York Times and Newsweek, working closely with some of the nation’s top reporters, such as Claude Sitton (who later remarked that Minor had done more for civil rights than any Southern newspaperman).

The Times-Picayune correspondent covered the 1955 trial of Emmett Till’s killers.

An all-white jury acquitted the two white men, who confessed months later to Look magazine that they had beaten and killed Till.

Many of the national reporters who came to report on what was happening in Mississippi made sure they talked first to Minor.

In the years that followed, he covered the burgeoning civil rights movement and came to know its top leaders, including Mississippi NAACP leader Medgar Evers, who was assassinated outside his Jackson home on June 12, 1963.

Days later, more than 5,000 people took part in the funeral march across the steamy asphalt.

“It was 103 degrees,” Minor said.

Jackson police tried to halt the marchers from coming back to Capitol Street, and marchers retaliated by hurling rocks and bricks at the law enforcement officers.

“I heard one officer say, ‘Might as well open fire. If we don’t do it today, we’ll have to do it tomorrow,’” Minor said. “If every officer had opened fire, hundreds would have laid dead.”

Into the no-man’s land between police and marchers stepped a man in a white shirt.

“I’m John Doar from the Justice Department,” Minor recalled Doar saying. “I’m here to help you achieve your civil rights. Let’s take your issue through the courts and not through violence.”

Said Minor: “I always say John Doar saved Jackson, Mississippi, on that day.”

Four years later, Minor toured the Delta with then-U.S. Sen. Bobby Kennedy, seeing firsthand how some poor Mississippians lived.

“It opened my eyes, too, because we went into these shotgun houses,” he said. “The smell of poverty. It’s incredible how it gets in your nostrils, and you can’t get it out for a long time.”

Minor became a mentor for many young reporters, including Pulitzer Prize winners Klibanoff, David Halberstam and Jack Nelson.

Halberstam, whose first journalism job was in West Point at the Daily Times Leader, told The Clarion-Ledger before his 2007 death, “People who are saying there aren’t any heroes anymore just aren’t looking in the right places. (Bill Minor is) an example of real conscience and integrity.”

Before his 2009 death from cancer, Nelson said of Minor: “I’ve never known a more courageous journalist.”

In 1973, Klibanoff began covering the state Legislature for the Delta Democrat Times and The Daily Herald (which became the Sun Herald).

He recalled feeling sorry for Minor who complained at times about pain in his back or leg.

That sorrow turned to anger when he picked up that Sunday’s Times-Picayune and saw that the elder reporter had scooped him on a major story.

“He nailed some guy who was corruptly selling culverts to counties,” Klibanoff said.

When the Times-Picayune shut down its Jackson bureau in 1976, Minor had opportunities to work for big newspapers like the Los Angeles Times, but decided instead to stay in Mississippi.

“I wanted to see how the
Longtime exec, educator to join MPA Hall of Fame

The longtime chief executive of the state newspaper trade group and a veteran educator and journalist will be inducted into the Mississippi Press Association Hall of Fame July 8 in Biloxi.

Carolyn Wilson of Sandy Hook, who served as executive director of the Association for 22 years, and Will Norton Jr. of Oxford, dean of the Meek School of Journalism and New Media, will join the hall of honorees, which was established in 1986 to recognize service to journalism and newspapers.

Wilson was one of only two employees when she joined the Association staff in 1982. She was promoted to executive director in 1985. Under her leadership, the organization grew to a peak of a dozen employees and handled over $5 million in advertising placements for its member papers through its business subsidiary, Mississippi Press Services.

An Arkansas native, Wilson worked on behalf of newspaper members on such cornerstone issues as open records and sunshine laws, as well as internships for journalism students and continuing education for member employees. She was also key in the purchase of two headquarters locations for MPA in 1987 and 2002.

She retired in 2007 but continued to consult with MPA on contract through 2009.

“Those years of Carolyn’s hard work, along with the leadership of board members through the decades, has ensured MPA continues to be in a strong position to serve its members during an age of rapid change in our industry,” said MPA Executive Director Layne Bruce. “She certainly deserves this honor, and we couldn’t be happier for her.”

Norton returned to Mississippi and Ole Miss in 2009 as dean of the Meek School. He holds a Ph.D. in Mass Communications from the University of Iowa and a Master of Arts in Journalism from Indiana University.

A partner in The South Reporter in Holly Springs, Norton previously served as chair of the Department of Journalism at Ole Miss from 1977-1990. He later served as dean of the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

Since his return to Ole Miss, the Meek School has experienced tremendous growth in enrollment and in scholarship dollars earned by its students.

He has been an active member both for MPA and the Nebraska Press Association, where he was inducted into the Journalism Hall of Fame in 2009.

Norton has been key in establishing newspaper “reporting expeditions” to member papers. Funded by the MPA Education Foundation, the trips allow a team of journalism majors to work over the course of several days on assignment for member newspapers.

Friday, July 7

8:30 am
Registration Opens
Silent Auction Opens
Continental Breakfast
PRESS Camp Opens

9:30-10:45 am – GENERAL SESSION
“Real News in an Alternative Fact World”
A panel of journalists discusses the impact of the “Fake News” phenomenon and the challenges it represents for local media newspapers. Moderated by Kathy Spurlock, Spurlock Communications. Panelists: Al Cross, Institute of Rural Journalism; Jim Van Anglen, Associated Press.

10:45 am
MPA-MPS Membership Meeting
LPA Stockholders Meeting

Monday, July 7

4 pm
MPA Education Foundation Board Meeting
LPA Foundation Board Meeting

5:30-7 pm – Opening Reception – Prefunction
Enjoy music by Tropic Flyer and light hors d’oeuvres as you catch up with friends and colleagues and pick up your registration material.

7 pm – Dinner on Your Own
We’ll provide a list of some of the area’s best restaurants.

Saturday, July 8

8 am
Registration opens
Continental Breakfast
Silent Auction opens
PRESS Camp opens

9-10:15 am – BREAKOUT SESSIONS
A. “Basics of Business Reporting” Presented by Mike Wilson, editor, The Dallas Morning News
B. “Best Design Practices for Public Notices” Presented by Ed Henninger, Henninger Consulting. Public notice advertising is an important source of information for the public and an important source of revenue for newspaper media, but it’s often neglected in small type in the back pages. See some unique and inventive ways newspapers are advancing attention and notice of public notice.
Legislature approves bill legalizing liquor advertising statewide

Gov. Phil Bryant has signed a bill sponsored by MPA that repeals the prohibition against advertising liquor in dry counties.

Senate Bill 2345 was signed by the governor March 27. Newspapers previously prohibited from running such ads will be able to do so beginning July 1.

“What this means is if you are publishing in a town where the sale of liquor is prohibited, it will no longer be illegal for any liquor store or restaurants in wet cities or counties to advertise alcohol sales in your newspaper,” said MPA Executive Director Layne Bruce.

An MPA-backed bill to repeal the prohibition on lottery advertising in newspapers died in committee. Bruce said the issue will come up again, particularly if lawmakers take up consideration of a state lottery to help improve the state’s bleak revenue picture.

Bryant also signed House Bill 1116 March 22, which establishes criteria for notifying the public and media about special called meetings of public bodies.

Media and interested citizens must be “opted-in” to receive email notification of when a special meeting is called, and the law will go into effect July 1.

The law also requires that notices be posted to the city/county/school district, etc. websites in cities and counties with populations of 25,000 and 50,000, respectively.

“We are grateful to the Mississippi Municipal League, in particular, for helping us craft a bill that improves meeting notice requirements in Mississippi,” Bruce said.

AGENDA

Saturday, July 8 continued

C. “60 Media Sales Tips in 60 Minutes” Presented by Ryan Dohrn, Brainswell Media. Ryan has trained over 4,000 media sales people in 7 countries. He has gathered the very best sales tips from around the globe - and is ready to share them with you. But can you keep up? This is 60 minutes of fun where Ryan shares 60 ideas in a rapid fire format with one member of the group watching the clock to make sure he doesn't go over 60 seconds for each idea. Come with a pen in hand ready to write, laugh and get some tactical media sales tips you can put in action right away.

D. “Adobe and your Workflow: Features from InDesign, Photoshop, and Illustrator” Continues – Presented by Lisa Tackett Griffin, Boone Newspapers. Consistently ranked as one of the association circuit's best and most approachable speakers, Lisa will lead attendees on a tour of Adobe products and getting most out of the software integral to production of your newspaper. Limited seating.

10:15-10:30 am
Coffee Break in Silent Auction

10:30 am-11:30 am – BREAKOUT SESSIONS

A. “Into the Issues: Stories Important to Your Communities and How to Cover Them” Presented by Al Cross, Institute for Rural Journalism. Al was a longtime reporter and columnist for the Courier-Journal in Louisville, KY, before joining the Institute for Rural Journalism in 2004. There he writes for and edits The Rural Blog, a leading source of practical information and analysis for community journalists. This session will cover common issues relevant to communities across the country and how to source information for reporting on them.

B. “Principles of News Design” Presented by Ed Henninger, Henninger Consulting. Too often solid design for news pages is an afterthought. This session will cover some of the best examples of appealing design that improves both readability and readership itself.

C. “20 Revenue Ideas to Put In Action Today!” Presented by Ryan Dohrn, Brainswell Media. Looking to grow your newspaper revenues right away? Ryan shares 20 proven revenue ideas that are working for newspapers and magazines across the USA. Detailed examples, with equally detailed explanations, will be presented in a fast and fun session with a HUGE focus on revenue. From email ideas, to digital ideas, to print add-on ideas, they are all there.

D. “Adobe and your Workflow: Features from InDesign, Photoshop, and Illustrator” Continues – Presented by Lisa Tackett Griffin, Boone Newspapers. Consistently ranked as one of the association circuit's best and most approachable speakers, Lisa will lead attendees on a tour of Adobe products and getting most out of the software integral to production of your newspaper. Continues from earlier 9 am session. Limited seating.

11:30-12:15
Pre-Awards Happy Hour

12:15 pm – Silent Auction closes

12:15-2:30 pm
MPA Better Newspaper Contest Awards & Hall of Fame Luncheon
LPA Newspaper Contest Awards Luncheon

5 pm – PRESS Camp concludes

6-8:30 pm – Post-Convention Schooner Cruise
Departs from Biloxi Schooner pier, a half mile to the east of the Golden Nugget. Two-and-a-half hour cruise includes light hors d'oeuvres, beer, wine and soft drinks. Transportation is on-your-own.

Digital confusion?
We help you sort through your options
mspress.org/digital
Jeannette Phillips

OXFORD

Dr. Jeanette Collier Phillips, 85, died June 13, 2017. A memorial service was held June 16 at First Baptist Church in Oxford with Dr. Robert Allen officiating. Burial was in Oxford Memorial Cemetery. Waller Funeral Home is in charge of arrangements.

Dr. Phillips was the widow of Jesse P. Phillips, the longtime co-owner and publisher of The Oxford Eagle and a past president of the Mississippi Press Association and member of its Hall of Fame. The Phillips family sold the newspaper in 2013.

A native of Kewanee, east of Meridian, Mississippi, Dr. Phillips was valedictorian of her high school class at Dixie Highway High School. Thereafter, she attended Blue Mountain College. Following her graduation in 1953, Phillips received a scholarship at the University of Mississippi where she began work on her master’s degree in Home Economics, which she earned in 1954, followed by her doctorate degree from Ole Miss in 1973.

Dr. Phillips began her teaching career at Hurricane High School in Pontotoc County in 1954. From there, she joined the staff at University High School in Oxford and three years later joined the Department of Home Economics at the University of Mississippi where she taught nutrition, marriage and family life and related courses. She devoted her life to teaching and improving nutritional programs throughout Mississippi and across the nation. Foremost, she was a beloved and gracious teacher who touched the lives of thousands of students and was a steadfast confidant to peers, friends, family and faculty.

From 1974 to 1982, Dr. Phillips was involved in research in Women’s Studies, Fun Way to Teach Nutrition, The Role of Women in Business, The Relationship Between Nutritional Knowledge and Eating Habits of Selected College Students, and Nutritional Education Curriculum Materials.

During her distinguished career at the University of Mississippi, Dr. Phillips served in all professional ranks as well as chair of the Department of Home Economics. During her tenure at Ole Miss she received numerous honors, including Outstanding Teacher Award, the University of Mississippi: Outstanding Teacher Award, School of Education; Magnolia Award: Mississippi Dietetics Award for Outstanding Contribution to the Profession of Nutrition; Leston L. Love Award for Outstanding Service in the Area of Students; Teacher of the Year Award; and Mortar Board.

She also was initiated into Omicron Delta Kappa, an honorary fraternity, which recognizes the highest degree of service, leadership and scholarship at the university.

In 1991, Dr. Phillips and others accepted the challenge and responsibility of building an institute for child nutrition professionals. Through her tenacity and vision, she led the lobbying effort to locate the National Food Service Management Institute at the University of Mississippi. In honor of her years of service and her accomplishments, the street that passes in front of the Institute was named Jeanette Phillips Drive to create a lasting reminder of her contributions to the University of Mississippi, the State of Mississippi and our nation’s children. In 2013, Dr. Phillips was honored with a distinguished service award for her accomplishments at the Centennial Celebration of the Department of Nutrition and Hospitality Management at Ole Miss.

Beyond her teaching career, Dr. Phillips was the first woman to serve on the Board of Directors for the Oxford-Lafayette Chamber of Commerce from 1974-77. Along with her husband, Jesse, she owned and operated Jeannie’s Hallmark Shoppe and Rebel Press Office Supply Co. for decades, while balancing her teaching career.

As a faithful and loving member of First Baptist Church in Oxford since 1954, Dr. Phillips was a co-founder of the Sunflower Department in Sunday school which continues to minister to special education clients at the North Mississippi Regional Center in Oxford. She was also an accompanist for the church choir, served as Director of the Vacation Bible School for several years and served on the Baptist Student Advisory Board. Dr. Phillips was one of two Mississippi representatives on the Christian Life Commission of the Southern Baptist Convention from 1975-84.

Survivors include two sons, Tim Phillips and his wife, Terri, and Andy Phillips, both of Oxford; six grandchildren, Margaret Goodwyn Bankston, Mary August Shivers, Collier Phillips, Pittman Phillips, Drew Phillips, and Grace Turner; and two great-grandchildren, Daniel and Ava. She was preceded in death by her husband of 60 years, Jesse P. Phillips, and by a son, Dan Phillips.

In lieu of flowers, the family requests that donations be made to the Daniel M. Phillips Memorial Scholarship at University of Mississippi Foundation, 406 University Avenue, Oxford, MS 38655.

For additional information or to sign an online guestbook, please visit our website at www.wallerfuneralhome.com.
What the new liquor ad law means for newspapers

In the exercise of its powers under the Twenty-first Amendment to the United States Constitution, the State Legislature recently amended the state law regulating liquor advertising and signage, Miss. Code § 67-1-85 (2016).

Under the current law it is unlawful for a newspaper in a “dry” municipality, county, or judicial district to publish liquor advertising even if the advertising only appears in papers only distributed in a “wet” municipality, county, or judicial district.

The title to S.B. No. 2345 sums up the change: “The new law “DELETE[S] THE PROVISION THAT MAKES IT UNLAWFUL FOR ANY ADVERTISEMENT OF ALCOHOLIC BEVERAGES TO ORIGINATE IN ANY MUNICIPALITY, COUNTY OR JUDICIAL DISTRICT WHICH HAS NOT VOTED TO LEGALIZE THE SALE OF ALCOHOLIC BEVERAGES . . . .”

The effect of the statute is to reduce sources of consumer information and competition among newspapers and other publishers for liquor advertising revenues.

The portion of S.B. No. 2345 that affects publishers provides:

It shall be lawful for publishers, broadcasters and other kinds, types or forms of public and private advertising media to advertise alcoholic beverages; however, no alcoholic beverages may be advertised during, or within five (5) minutes preceding or following, any television broadcast which consists primarily of animated material intended for viewing by young children.

S.B. No. 2345, §1 (3). The amendment to the liquor advertising and signage statute should be welcome change in state law. The amended statute becomes effective July 1, 2017.

John C. Henegan, Sr., is a member of Butler Snow LLP and counsel to the Mississippi Press Association. He and other members of his firm have been defending members of the print, broadcast, electronic, and entertainment industries in defamation and privacy suits for over 30 years. Members of the MPA can send general questions about defamation and privacy or requests for story review to hotline@mspress.org.

Auditor

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it was against the law. But as soon as he expressed his concerns, Pickering told him to take it up with the Ethics Commission, the mayor said. Depreo later filed the complaint with the Ethics Commission.

The four councilmen responded, telling the Commission they originally planned to meet with the State Auditor in groups of two to avoid having a quorum. However, the Commission has previously ruled such a method, dubbed a “rolling quorum,” also violates the Open Meetings Act.

Pickering responded to inquiries from the Sun Herald shortly after that meeting and said the Open Meetings Act did not apply to him. His office has not responded to requests for comment on the Ethics Commission’s ruling.

Diamondhead City Council attorney Sean Tindell said the situation is “unfortunate” because the council members did not want to hold such a meeting.

“But what do you do when the auditor tells you his attorneys said it was OK?” Tindell said.

The four council members took Pickering at his word and did not think to check with their own legal counsel before the meeting, Knobloch said.

The Ethics Commission ordered the Diamondhead council to refrain from further violations but did not issue any fines.

Schaefer said he was pleased the Ethics Commission vindicated his initial allegation but also disappointed that only a warning was issued.

News

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In 2013 he moved to ESPN in New York to become the founding managing editor of Nate Silver’s data journalism website, FiveThirtyEight.

Wilson graduated from Tufts University in 1983 with degrees in English literature and drama. He has written two books, “Right on the Edge of Crazy” (1993), about the U.S. downhill ski team, and “The Difference Between God and Larry Ellison” (1997), about the founder of Oracle Corporation.

He and his wife, Alisa Jenkins Wilson, live in Dallas and have three children: Dyami and twins Lena and Kirby.

Speaker tracks include sessions on reporting, revenue, public notice advertising and technology. The roster of presenters includes Al Cross of the Institute for Rural Journalism and editor of The Rural Blog; Jeff Amy of the Associated Press; Lisa Tackett Griffin of Boone Newspapers; Ed Henniger of Henniger Consulting; and Ryan Dohrn of Brainswell Media.

The annual Silent Auction to benefit the MPA and LPA foundations will be held Friday and Saturday. Donations are now being accepted.

Events culminate with the annual state newspaper awards contest luncheons on Saturday at noon. The traditional post-convention schooner cruise will take place Saturday evening.

Visit the convention webpage at www.mpalpa2017.com for complete details or to register.
Jared told me about a technique his sales team uses. “I learned it in a seminar years ago, and I’ve seen it used in different industries. It’s based on presenting both sides of the story,” he said. “It’s natural for sales people to focus on positives, but prospects think about negatives. So we package presentations to show disadvantages along with advantages. It creates an atmosphere for open, realistic conversations.

“The first step is to learn the advertiser’s needs and develop an overall campaign theme. The next step is to create three distinct choices – for ad placements, ad designs, etc. The third step is to pinpoint specific advantages and disadvantages of each choice. And the final step is to objectively discuss the choices with the advertiser.”

I asked Jared why he recommends three choices. “Three is the right number,” he explained. “Two can make one of the ideas look like an afterthought, and four can make the sales person seem indecisive – like the cliche of throwing spaghetti at the wall to see if something sticks. Three ideas seem deliberate, and they’re easier to keep up with.

After a close look, we can make a recommendation.”

Let’s examine how Jared’s idea works as a presentation starter. The sales person might say:

(First choice) “The first choice is to increase your print schedule and drive people to your web site. The advantage of this idea is that you would keep the print connection that you have built with your regular customers. The disadvantage is that you would need to beef up your web site and sync it with the specials you run in print.”

(Second choice) “The next option is to cut back on your print schedule and shift the majority of your budget to our digital site. The advantage is that you would be more in step with your competition. The disadvantage is that you wouldn’t have as much visual impact on the printed pages.”

(Third choice) “The third option is to keep some print, run some digital and let us develop an email marketing campaign for you. The advantage is that this would put you in position to reach people on multiple fronts. The disadvantage is that it would take a little more time to set up, because we would need to merge your customer database with our lists.”

Although this is an oversimplified example, it provides a glimpse of something that has helped Jared’s ad team. The objective is to give advertisers an honest look at the situation. Mentioning disadvantages can give sales people a real advantage in sales presentations.
NNA survey: Newspapers still leading source for local news

» National Newspaper Association

People prefer newspapers for their local news over TV and the internet, according to a survey conducted for the National Newspaper Association.

The majority of those who responded, 33 percent, said they preferred newspapers for news about their local community. Thirty percent said they preferred TV (cable/local stations). For community news, local newspapers beat the internet by 3-1, which only received 11 percent of the audience share. Social media came in at just 5 percent, as did radio.

When asked if there were any other sources where respondents got their local news, the majority, 19 percent, said no. Of the others who had picked another main source for local news, the community newspaper came in next at 18 percent.

Fifty-six percent of the respondents said they read a print newspaper that covers their community specifically. Four percent read their local paper online only, and 7 percent read it online and in print, bringing the total to 68 percent who read a local paper.

The majority of respondents, 30 percent, have been reading their local newspaper for more than 30 years. The survey highlights the loyalty readers have for their local newspapers.

Responses also included:
- Less than 5 years—14%
- More than 5 but less than 10—16%
- More than 10 years but less than 20—22%
- More than 20 years but less than 30—18%

The reason people stick with their local paper is because they want to know about what is going on in their community. Eighty-four percent said they read their local paper for local news, information and obituaries. Only 2 percent read them for state and federal news.

Nearly half, 46 percent, share their newspaper with at least one other person. But the sharing doesn’t stop there. Twelve percent share it with at least two people, 10 percent share it with three people, 6 percent share it with at least four people and 8 percent share it with five or more people. That adds up to 82 percent of local community newspaper readers who share their paper.

The respondents indicated that they are interested in their local communities. More than half, 61 percent, read their local paper for school news somewhat often to very often. Forty-six percent read it for local sports somewhat often to very often. And 60 percent read their local paper for the editorials or letters to the editor somewhat often to very often.

More than half of the respondents, 51 percent, said they read the public

Keane

From Page 1

Webster Progress-Times. In 2004, he was named publisher of The Wayne County News after its purchase by Bolton Newspapers of Alabama. He purchased the weekly newspaper with his wife, Doris, in 2016.

The Keanes have three children, Christopher, 28, Kelly, 25, and Steven, 19, a student at Jones County Junior College. They welcomed their first grandchild in May.

“We are in very capable hands as Paul takes on this important role,” said MPA Executive Director Layne Bruce. “He’s brought great ideas and enthusiasm to his role as a board member for nearly a decade, and we know he’ll continue to do the same as he leads the organizations.”

Norman has served on the MPA board since 2011. He is a native of Natchez and a longtime newspaperman. After beginning his career in advertising at The Natchez Democrat, he later served as general manager and vice president of Natchez Newspapers before being named publisher of The Atmore (Ala.) Advance.

He joined The Auburn Bulletin as marketing director in 1987, later becoming special project coordinator Thomason Newspapers’ Alabama division. Under his leadership, the Starkville Daily News has come a major commercial printing hub, handling jobs for 23 daily and weekly newspapers.

“While we are sorry Don’s term as president comes to an early end, we are grateful to him for his many years of support and involvement with MPA,” Bruce said. “He’s been a great leader for our organizations and will be missed.”

Norman and his wife, Peggy, have two children, Byron, who also works for the Daily News as circulation director and production manager, and Lindsey, an admissions counselor at Mississippi State University. They will continue to reside in Starkville.

Minor

From Page 5

story ended,” he said.

He bought the Capital Reporter, a weekly paper of mostly community announcements, and turned it into a hard-hitting investigative publication, hiring talented, young reporters like Ellen Ann Fentress.

After reporting on the Ku Klux Klan, Minor found a burning cross outside his office.

After printing a story that linked a mob figure to a politician, he returned to find the windows broken and his typesetting machine stolen.

“We had our windows smashed four different times,” he said.

Although the newspaper never found enough advertisers, his work became known to journalists across the nation. “Mississippi is a better state and Jackson a better city because Bill Minor has been socking it to fast-and-loose bankers, crooked politicians, the Ku Klux Klan and others,” columnist Carl

Rowan once wrote.

In 1994, Minor survived a stroke and kept writing, even though he could only type his syndicated column with two fingers.

He kept up the fight, writing a weekly syndicated column for The Clarion-Ledger and others.

One governor, Kirk Fordice, so despised Minor that he almost spit his fingers. Another, John Bell Williams, barred him from press conferences.

In 1997, Minor became the first winner of the John Chancellor Award for Excellence in Journalism, where some of the nation’s top journalists toasted him.

“I think what distinguishes Bill from the scores and scores of reporters who came in to cover big stories on Mississippi — stories on which they built their reputations — is that Bill stayed,” Klibanoff said. “Bill loved Mississippi, even as he was its fiercest critic. It was all about making Mississippi better.”

Fentress remembers visiting him several years back, watching him bang away on his typewriter. “He had this determined look on his face and he said, ‘I’ve just got to get this column done.’”

Minor was “a very spiritual person,” she said. “He just realized that as long as he was here, he was going to fight the good fight.”

In 2015, the same Mississippi Legislature that he had criticized over the decades honored him in a resolution for his contributions to the state.

A few months ago, Minor had heart surgery. Afterward, he talked about the next issues he wanted to take on.

But during his recovery, he came down with pneumonia, a fight he was unable to win.

He is survived by his wife of nearly 74 years, Gloria, and his three sons, Paul, Doug and Jeff.

Members of Minor’s family said in a statement they were “saddened to announce that his ‘Eyes on Mississippi’ are now fully and finally closed. While we mourn his passing, we are emboldened by knowing that he fulfilled his lifelong objective of putting forth his best effort, improving his mind, and using it to help others and change things for the better. Our husband and father did indeed help change the state of Mississippi for the better, and we thank the Lord above for giving him 94 years to do it.”

Hodding Carter III, who knew Minor well, called him “a model for anybody who cared about the business of being a journalist. He looked at the world around him, and he tried to report it as it was. He looked at the world around him, and he tried to say in his commentary, ‘We can do better.’”

Fentress’ documentary on Minor, “Eyes on Mississippi,” includes seven new pieces of national footage, including part of a 1962 CBS interview with Evers.

The poster for the documentary calls Minor “the most essential reporter the nation has never heard of.”

Fentress said that much of his coverage for The New York Times and Newsweek “didn’t have a byline. Bill’s stories were the words the nation read.”

And those words helped to change America, she said. “In the end, he became a part of the story he covered.”
Survey
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notices in their local newspaper somewhat often to very often. Totaling all the respondents showed that 81 percent of the respondents read public notices at least some of the time. Contrast this with the number of people who visit their local government website: Forty-six percent said they never visit their local government site. And just 25 percent said they visit their local government website somewhat often to very often.

The local newspaper is an important part of people’s lives, according to the survey. Seventy-five percent of the community newspaper respondents said they look forward to reading their paper. Seventy-nine percent said they rely on it for local news and information. Sixty-seven percent it entertains them, and 89 percent said it informs them. The local paper is also important for those who shop locally. Seventy-nine percent said they find their community paper valuable for local shopping and advertising information.

The survey was conducted by Susquehanna Polling and Research based in Harrisburg, PA. From March 6 to April 5, the company contacted 1,000 households across the country.

Mulling contest changes
Members of a task force to consider changes to the Better Newspaper Contest met recently in Jackson at the MPA office to kick off their work on the project. The group is chaired by MPA board member Tim Reeves (center), publisher of The Vicksburg Post. Members are Amanda Sexton Ferguson, The Winona Times; Nanette Laster, GrenadaStar; Rod Guajardo, Daily Journal; Ben Hillyer, The Natchez Democrat; Alexander Gould, The Meridian Star; Margaret Buntin, The Panolian; David Gustafson, Hattiesburg Post; and Monica Gilmer of MPA-MPS.