‘Last Minute’ Nears; Enter Ad Contest now

If you have been waiting until the last minute to submit your entries into the APA’s annual Better Newspaper Advertising Contest, that “last minute” is approaching.

The deadline for entries is less than one week away, on Wednesday, January 31.

You’ll be glad you entered when you stand to have your work recognized at the annual awards luncheon to be held Friday, March 16, at the Rockefeller Institute on Petit Jean Mountain, site for the 2018 APA advertising conference.

The conference actually gets underway right after lunch on Thursday, March 15, when a nationally known presenter will spend the afternoon talking on a variety of topics relevant to making newspapers...making YOUR newspaper and you...more successful. There will also be panel discussions involving APA members who do it right, and of course the popular “hot ideas” session is a fixture at each of these conferences.

There is a lot more information on the ad contest on the APA web site. The link to the contest site is http://www.newspapercontest.com/Contests/ArkansasPressAssociation.aspx.

Members of the Louisiana Press Association who will judge the contest in February will determine the winning entries.

APA contest coordinator Terri Cobb has this reminder for contest participants: “When uploading a multi-page entry (ad campaign and special sections) in the contest, please combine all pages into one pdf. This will allow the judge to open one file to view your entry verses multiple files. Also, it will be helpful if the entry name matches the headline on the ad so the judges can find it easily. If the judges cannot tell what is to be judged, the entry will be discarded.”

As always the contest is divided into several categories, and also divided into weekly and daily newspaper divisions. The categories range from the best single ads to the best online ads. Special sections also have their own category, as do ads that incorporate the use of humor.

If you have questions regarding the contest don’t hesitate to call the APA office for information. Entering is easy and the winning is fun.

But it’s getting late so don’t delay.

Decals Anyone?

Those spiffy Arkansas Press Association “PRESS” decals are now available for 2018. APA member newspapers should have already received a couple of the decals, traditionally sent to the publisher and editor of member newspapers.

Additional decals are available by contacting the APA office. Either call the office or email info@arkansaspress.org.

The decals are intended for “working press” only and do not constitute free admission to anything. There are simply to identify the vehicles of members of the working press.

Apply now to host ANF summer intern

If your newspaper has been wanting to host one of the Arkansas Newspaper Foundation (ANF) summer interns but didn’t know how, now is the time to sign up to be considered as a host for one of the four ANF internships offered up this summer.

Host newspaper applications are due Saturday, March 10.

The Foundation grants are $1,500 each. A match of that amount is required of newspapers receiving the internship grants. What the newspaper gets in return for this amount is some additional summer newsroom help during the 8-10 week project.

For the interns selected, they get valuable hands-on experience working in a real newspaper newsroom to supplement their formal education. The intern applicants must be enrolled at an Arkansas college or university and must be majoring in journalism. Special consideration is given to newspaper journalism applicants.

The Foundation’s internship program has been around for the past decade or so, replacing the former scholarship program that was in place. The program has been a very positive thing overall, both for the host newspapers and for the interns, some of whom actually ended up being hired by their former host newspaper after they graduated.

The internships come at a time when newsrooms are experiencing absences during the summer vacation season in their existing newsroom. The interns fill in nicely for these absences, ensuring no interruption of news coverage while providing the interns with some great “real world” newsroom experience.

If you would like more information about the ANF Matching Grant Program for paid summer internships, email Karen Brown, Executive Director, at arknewspaperfoundation@gmail.com.
Almost everyone in this business, especially those engaged in the newsrooms of newspapers across the country, including those right here in Arkansas, have a take on just what those first two words mean. Those outside the business may be vaguely aware that there is such a thing as “journalism ethics,” but that number has likely been eroded with the annoying expansion of the “fake news” label.

Then again, maybe I’m giving too much credit to those outside the industry. Ethics, after all, aren’t what they (or it) used to be. In far too many areas in far too many cases, ethics is a foreign concept.

Not so in journalism, and certainly not so with those who continue to practice it.

I was happy to see that the Arkansas Pro Chapter of the Society of Professional Journalists (SPJ) is planning a February 22 session on journalism ethics. It is necessary not to lose sight of the ethics of our business, and to re-visit it on occasion just to make sure we’re up to speed on things.

Editors and reporters make decisions all the time about what to write about and what to print in newspapers. It is imperative they all have a working knowledge of “journalism ethics” so that they can apply that knowledge in the dissemination of news to the reading public.

For instance, how do you utilize anonymous sources or do you use them at all? What about graphic images? You know those photos we sometimes publish in the newspaper to which a segment of readers predictably take offense. And what about those conflicts of interest? How do you handle coverage of, say, a school board when the local publisher sits on it?

The SPJ event is actually going to be a contest of sorts, a “What would you do?” game with competitors on two teams applying the SPJ Code of Ethics by playing editor in a variety of sketches designed to test ethical reasoning. That sounds like an excellent exercise to me, and one from which those attending can take some valuable knowledge.

They say you don’t have to participate on one of the teams to attend. Spectators are welcomed at this free education event.

This is the sort of practical, ongoing education that is vital to working journalists. I hope they have a good turnout for the Feb. 22 event at Vino’s Brewpub in Little Rock.

The Arkansas Newspaper Foundation (ANF) if offering up four more internships for Arkansas college students to earn some valuable training and education working at an APA newspaper lucky enough to get one of the paid slots.

The Foundation provides $1,500 matching grants for each of the internships. That means the host newspaper has to come up with the other $1,500 to pay the intern. The host newspaper applications are due by March 10.

I’ve heard a lot of good things in the past from host newspapers and the positive experience it was hosting an intern. Not only does the intern get valuable training and exposure to life in a real newsroom, the newspaper gets some relief help during a time of year, namely the summer, when so many regular staffers are taking vacations.

As an added value for the interns, they not only get some great, hands-on experience they also earn some income to help them with their college expenses.

An added plus of this is that some of these interns have actually ended up being hired by their host newspaper after completing their college, or another APA newspaper.

The ANF internship program is a win-win by any standard. I would encourage any APA newspaper interested in getting some temporary summer help to make application for one of the grants. The host newspapers are selected on a first-come basis, so you might also want to assign your application a high priority to join those APA newspapers that have in the past hosted one of these interns.

For more information on the Foundation’s internship program, go to http://www.arkansaspress.org/page/anfinternships.

The deadline for entries in the 2018 APA Better Newspaper Advertising Contest is January 31. I hope you get your entries in before the deadline.

As usually happens, we have those who want to struggle in after the deadline. They offer a litany of excuses, and indeed there are often extenuating circumstances that lead to late entries. We try to adhere to the deadlines as much as possible. We are, after all, a deadline driven industry. That should also apply to our ad and editorial contest, and in fact it does indeed apply.

The contests, both the advertising contest and the editorial contest, are designed to recognize good work at APA member newspapers. Both contests always produce a lot of that coming from a bevy of very talented people we have at APA newspapers.

The advertising awards will be presented at the annual APA Advertising Conference March 15-16 at the Rockefeller Institute on Petit Jean Mountain. This is always a fun and enlightening event, and the excitement of the awards luncheon is always a plus.

The awards are meaningful to those who enter and who win awards as it is validation of their good work, recognition by their peers for the effort they put into their winning entries. Members of the Louisiana Press Association will be the peers who will be judging the contest this year.

If you haven’t attended an APA ad conference before, this would a good one to make your first. We’ll have top-notch presenters, panel discussion, a fast-paced “hot ideas” session and of course the ad contest awards.

The APA conference returns to the Rockefeller Institute after taking a year off from that venue. I heard several comments from last year’s conference that it was nice, but that several making comments mentioned they missed being on Petit Jean Mountain. Your wish is our command, and back we go to one of the prettiest spots in Arkansas.


Check it out and hopefully we’ll see you atop Petit Jean Mountain.

Have a great week.

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Tom

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Journo ethics topic for SPJ event

The Arkansas Pro Chapter of the Society of Professional Journalists (SPJ) is planning a session on “Ethics for Journalists” scheduled for Thursday, February 22, at Vino’s Brewpub in Little Rock. The event is free.

Anonymous sources, graphic images and conflicts of interest are just some of the ethical issues journalists must navigate on a regular basis. Included in this session will be a presentation on “What Would You Do?” with competitors on two teams learning about the SPJ Code of Ethics by playing editor in a variety of sketches designed to test ethical reasoning. Judges will award points for each response. The team with the most points wins the game.

If you’d like to compete, email Sarah DeClerk at sdeclerk@arkansasonline.com by Friday, February 9.

Spectators are also welcome at this fun and educational event.

Using ‘Super Bowl’ in ads still a no-no

If you have an advertiser looking to capitalize on the Super Bowl, you really need to remind them that they will need to call it “the big game,” or some such other moniker other than “Super Bowl” in their advertising. You also can’t use the Super Bowl logo or the NFL shield. Team names and designs are also trademarked.

While the name “Super Bowl” can be used in news coverage without fear of trademark infringement, incorporating the name in advertising is taboo.

Not all advertisers understand this prohibition, but reminding them that they, as well as the newspaper would be liable for using the name in promoting a local promotion or sales event is always a good idea.

The name can be used with permission and after paying a “licensing fee,” but it is highly unlikely a local advertiser is going to want to pay the amount of that fee.

SPJ Awards Program honors Public Service Journalism

The Society of Professional Journalists (SPJ) “New America Award” honors public service journalism that explores and exposes an issue of importance to immigrant or ethnic communities currently living in the United States.

To be eligible, work must have been published or broadcast during the 2017 calendar year. SPJ welcomes entries from media outlets, journalists, community and issue advocacy groups, individuals and others concerned with ethnic issues.

The deadline for the New America Awards is Monday, February 19. Each entry must include a cover letter explaining the significance of the issue and why it was chosen. The letter should explain any obstacles encountered and benefits gained. The letter can also provide background about the entrants and talk about the effects of the journalism produced.

For more information on the New America Awards entries, go to https://tinyurl.com/ydyf6hxj.
Arkansas Press Association

2018 Ad Conference

March 15-16
Winthrop Rockefeller Institute
Petit Jean Mountain
CONFERENCE SCHEDULE

THURSDAY, MARCH 15, 2018

1:00 p.m.  Registration Desk Opens
1:30 p.m.  Welcome, Introduction & Announcements
          Session 1: Don’t be an Average Joe (or Josephine) Part 1
2:15 p.m.  Break
2:30 p.m.  Session 2: Don’t be an Average Joe (or Josephine) Part 2
3:15 p.m.  Break
3:30 p.m.  Session 3: Developing a Competitive Advantage

6:00 p.m. Reception
          Lodge Great Room
7:00 p.m. Group Dinner
          River Rock Grill
8:30 p.m. Group Gathering
          Lodge Great Room

FRIDAY, MARCH 16, 2018

8:00 a.m.  Registration Desk Opens
8:30 a.m.  HOT Ideas Breakfast
9:30 a.m.  Round Table Discussions
12:00 p.m. 2018 Newspaper Advertising Awards Luncheon

GUEST SPEAKER

Kelly Wirges
For more than 25 years, Kelly has assisted companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies.

She has authored more than 50 training programs, has customized materials for hundreds of companies, and has helped over 200,000 ProMax alumni increase their success. Kelly is known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results.

Kelly understands the challenges and opportunities that exist in today’s competitive and complex environment. With this knowledge she prepares and shares practical techniques that can be put-to-work immediately for increased success.

Maintaining partnerships with leading organizations across the country, Kelly has received national notoriety for her program development, interactive and fun workshops and content-rich materials. Kelly’s educational background includes an advertising, marketing and business degree from the University of Nebraska, as well as a graphic design degree from Platt College.
Sign Up Today!

Newspaper: ____________________________
Mailing Address: ________________________
City/State/Zip: _________________________
Phone: __________________ Fax: _______________________
Attendee Name: _________________________ Email: _________________________
1. __________________
2. __________________
3. __________________
4. __________________

Please list any additional names on a separate sheet.

Conference Fee ($125) Includes:
Reception, Thursday Dinner, Breaks, Friday Breakfast, Awards Banquet, and all Conference Materials.

Total Attendees: ___ x $125 Full Conference Fee  $___
___ x $110 Hotel Room  $___
___ x $40 Awards (Lunch Only)  $___
TOTAL  $_____

Payment Options: _____ Check Enclosed  _______ Bill Me
Credit Card # __________________ VCN# _______
Expiration Date ___________

Room 1: Double / King  Circle One
Person 1
Person 2

Room 2: Double / King  Circle One
Person 1
Person 2

Room 3: Double / King  Circle One
Person 1
Person 2

Please list any additional names on a separate sheet.

Register online at http://www.arkansaspress.org/event/2018AdConference or send registration and payment by Friday, March 9 to:
Arkansas Press Association, 411 South Victory, Little Rock, AR 72201 or Fax 501.374.7509.