Sharpen your skills at the APA Ad Conference

Options are numerous; competition is fierce. Kelly Wirges of ProMax Training & Consulting will teach methods to help salespeople in becoming the media consultant of choice by recommending the right combination of solutions, at the right time, to produce the right results in “Developing a Competitive Multi-Media ADvantage” at the APA Ad Conference March 15-16 at the Winthrop Rockefeller Institute on Petit Jean Mountain near Morrilton.

“I’ll share techniques to establish your personal competitive advantage by offering strategic multi-media advice and developing customized solutions that create a WIN-WIN-WIN, a win for clients, a win for the company, and a win in commissions,” Wirges said.

At another session, “Don’t be an Average Joe (or Josephine!),” she will show the difference between an average and top performer, describing their day-to-day actions, interactions with clients and prospects, as well as their strategies and execution of their plans. This session underscores the outcomes and commissions produced by top performers and how to easily incorporate their successful techniques to ensure you don’t fall into the “average Joe” trap.

In addition to the sessions featuring Wirges, the first day of the APA Ad Conference will include a reception in the Lodge Great Room and a group dinner at the River Rock Grill at the Institute.

A “hot ideas” breakfast will begin the second day of the conference with an exchanges of newspaper promotion, special section and advertising ideas for newspapers of all sizes. The annual APA Better Newspaper Advertising Awards Luncheon will conclude the conference.

Registration is open until March 9. Contact Terri Cobb at terri@arkansaspress.org or 501-374-1500. Online registration is available at www.arkansaspress.org.

Arkansas Tech Senior Sam Hoisington spent the summer of 2016 in Hampton as an intern at the South Arkansas Sun. His work at the newspaper provided extra capacity for the newspaper and gave him real world newspaper experience.

Zach Killian, editor of the South Arkansas Sun, advises other newspapers to apply for the internship grants available from Arkansas Newspaper Foundation (ANF). “Sam did a good job for us. He won a first place award in Single Sports Action Photography and he worked on writing features.” Killian said. “He got experience in all parts of the business.”

Hoisington, a Bentonville native, said his time in Hampton allowed him to slow down, get to know people and put the principles of journalism to work in a thoughtful way. He gained experience in all aspects of newspaper creation, including reporting, ad sales, rudimentary design and even folding and putting twine around the newspapers before delivery.

March 10 is the deadline to apply for one of four 2018 $1,500 internship grants offered by ANA. Selections are made on a first-come, first-served basis. Newspapers applying for the internship grants are required to match the $1,500 from ANF.

Intern applicants must be journalism majors enrolled at Arkansas college or university. Special consideration is given to newspaper journalism applicants. For more information, contact Karen Brown, ANF Executive Director, at arknewspaperfoundation@gmail.com or go to the Foundation tab at the APA website, www.arkansaspress.org.

ANF summer intern helped South Arkansas Sun

Sam Hoisington - Photo courtesy of the Arkansas Democrat-Gazette

Sharpen your skills at the APA Ad Conference

Arkansas

Publisher Weekly
News Media Alliance combats fake news

LastError week the News Media Alliance (NMA) launched the final ad of its Campaign to Support Real News. The new ad puts an exclamation point on the storyline it began in October 2017 with a strong statement: “We Are Real News,” and unlike other so-called publishers, our high-quality investigative journalists are committed to reporting the truth.

The campaign was created to shine a light on the harm to the public caused by fake news and the importance of real news produced by respected, trusted news organizations employing professional journalists.

“The fact is, our members are the ones who are out there investigating the stories people want to know. Without you, there would be no accountability by public officials,” said Alliance President and CEO David Chavern.

Throughout the campaign, the Alliance has unveiled a variety of resources on its website and social media channels to help the public learn how to distinguish real news from fake, and to take action by supporting real news in the form of subscriptions and donations. One resources editors may be interested in sharing with readers is the list of programs, articles, tips and other resources on evaluating news for authenticity, available at www.newsmediaalliance.org/isitrealnews.

HOW DO I KNOW IF A NEWS STORY IS REAL?

The media landscape has become littered with false news stories, making it much harder to find the real news. By seeking news from reputable sources, you are receiving information from quality journalists.

If you find yourself asking “Is this news news?”, remember:

SOURCE:
Seek Out the truth.
Unbiased in their Reporting.
Uphold the Code of Ethics.
Support Real News.
Use a Trusted News Source.

#SupportRealNews
newsmediaalliance.org/isitrealnews

Quality journalists: SOURCE:

Upcoming webinars offer training for editorial and advertising efforts

A 2 p.m. Feb 21 webinar from NewspaperAcademy.com will help reporters move their interviews from ho-hum to memorable. Led by Dr. John Hatcher, the webinar promises solid information that will lead to better reporting.

Another webinar will help convert one-time advertisers into regular advertisers. Led by Tim Smith, this webinar at 10 a.m. on Feb. 23 will give step-by-step directions on cultivating repeat business. Each webinar costs $39. Go to the webinar tab at NewspaperAcademy.com to register.
Register now for SPJ conference March 16-17

Registration for the Society of Professional Journalists (SPJ) Region 12 “Life and Death Journalism” Conference March 16-17 at the Little Rock Marriott is open for members and nonmembers of SPJ, including professional journalists, students and retirees.

“The conference is a great opportunity to visit with other thought leaders and attend more than a dozen sessions, including a super session featuring the journalists who witnessed the recent executions in Arkansas,” said Conference Committee Chair Jennifer Ellis. “Registration is a bargain with a cost of $60 or less for all attendees.”

The conference committee includes Ellis, Bobby Ampezzan, Chelsea Boozer, Syd Hayman, Iveta Imre and Kelly Kissel. They’ve planned a media tour and slam journalism pub crawl for Friday, before the full day of sessions on Saturday. The food writing and photography session will include breakfast at the conference hotel Saturday morning.

Some additional topics for the day include the Freedom of Information Act, ethical decision making, coverage of police shootings and challenges of broadcasting. A reception Saturday evening is sponsored by the Arkansas Democrat-Gazette.

“The Marriott is a beautiful venue,” Ellis said. “Our Saturday evening reception and the Mark of Excellence Awards will be in a room overlooking the Arkansas River.”

For more information, contact Ellis at jellis@arkansasonline.com.

TimelineJS aids in telling visually-appealing stories

Journalists can quickly create multi-media interactive timelines that engage readers in a visually appealing manner with TimelineJS, the open-source tool created by Zach Wise of Northwestern University’s Medill School of Journalism.

To build a timeline, a reporter must complete the tool’s Google Spreadsheet template that allows users to drop dates, text and links to media into the appropriate columns. A user can embed content found on platforms like Twitter, Flickr, Google Maps and YouTube in a timeline simply by copying and pasting a standard URL.

“There are many users, schools, students and researchers who don’t want to tell a story but simply want to visualize events over time and they like how we handle that,” Wise said. “They want to turn off the ‘story’ part. Since TimelineJS is a ‘story’ first design, it means we have a market for a viable spin-off tool.

APA has presence at south Arkansas conference

APA marketing consultant Neil McConnell told about the power of Arkansas newspapers at the Arkansas Festivals & Events Association Annual Conference & Trade Show. The event was held Feb. 7 at the El Dorado Conference Center.

Send APA your staff updates

APA member newspapers are reminded that if you have job openings or if you’re looking to sell a piece of equipment or anything else, you can post it in the APA’s “Jobs Bulletin.”

The deadline to submit information is the close of business on Mondays to be released on Wednesdays. APA members and associates receive an email when the Jobs Bulletin is ready for viewing, and it can be found on the APA web site under the Publications heading at www.arkansaspress.org.

There is no fee for posting job openings or items for sale in the Jobs Bulletin. Items may be sent to info@arkansaspress.org.

Buying or Selling?

I can help you with either one including the value of your property or the publication you are buying.

(850) 532-9466
lfloyd@mediamergers.com
MediaMergers.com

LEWIS FLOYD
Senior Associate

WB established 1959
Grimes & company

TimelineJS aids in telling visually-appealing stories

Journalists can quickly create multi-media interactive timelines that engage readers in a visually appealing manner with TimelineJS, the open-source tool created by Zach Wise of Northwestern University’s Medill School of Journalism.

To build a timeline, a reporter must complete the tool’s Google Spreadsheet template that allows users to drop dates, text and links to media into the appropriate columns. A user can embed content found on platforms like Twitter, Flickr, Google Maps and YouTube in a timeline simply by copying and pasting a standard URL.

“There are many users, schools, students and researchers who don’t want to tell a story but simply want to visualize events over time and they like how we handle that,” Wise said. “They want to turn off the ‘story’ part. Since TimelineJS is a ‘story’ first design, it means we have a market for a viable spin-off tool.

Register now for SPJ conference March 16-17

Registration for the Society of Professional Journalists (SPJ) Region 12 “Life and Death Journalism” Conference March 16-17 at the Little Rock Marriott is open for members and nonmembers of SPJ, including professional journalists, students and retirees.

“The conference is a great opportunity to visit with other thought leaders and attend more than a dozen sessions, including a super session featuring the journalists who witnessed the recent executions in Arkansas,” said Conference Committee Chair Jennifer Ellis. “Registration is a bargain with a cost of $60 or less for all attendees.”

The conference committee includes Ellis, Bobby Ampezzan, Chelsea Boozer, Syd Hayman, Iveta Imre and Kelly Kissel. They’ve planned a media tour and slam journalism pub crawl for Friday, before the full day of sessions on Saturday. The food writing and photography session will include breakfast at the conference hotel Saturday morning.

Some additional topics for the day include the Freedom of Information Act, ethical decision making, coverage of police shootings and challenges of broadcasting. A reception Saturday evening is sponsored by the Arkansas Democrat-Gazette.

“The Marriott is a beautiful venue,” Ellis said. “Our Saturday evening reception and the Mark of Excellence Awards will be in a room overlooking the Arkansas River.”

For more information, contact Ellis at jellis@arkansasonline.com.