Tomorrow is deadline to register for APA Ad Conference

The registration deadline is tomorrow for the APA Ad Conference to be held on March 15-16 at the Winthrop Rockefeller Institute on Petit Jean Mountain near Morrilton. For more information or to register, contact Terri Cobb at terri@arkansaspress.org or 501-374-1500. Online registration is available at this link: https://preview.tinyurl.com/y83ckmh5.

As of Tuesday, those registered for the conference include:

**Advance Monticellonian**, Monticello: **Tom White**

**Camden News**: Sue & James Lee Silliman

**Carroll County News**, Berryville: **Bob Moore**

**El Dorado News Times**: **Ronnie & Greta Bell**

**Harrison Daily Times**: Todd Edwards, Jon-Claude & Gena Whillock, Sheri Underdown, Jim Perry and Brandon & Allie Collins

**Hot Springs Village Voice**: Jennifer Allen, Summer Benedict and Stephanie Dodson

**Madison County Record**, Huntsville: **Shannon Hahn** and Opal Dennis

**Monroe County Herald**, Brinkley: **Beth Taylor**

**Pine Bluff Commercial**: Teresa Hicks and Renee Durham

Saline Courier, Benton: Kelly Freudensprung, Patricia Stuckey and Julie Allbritton

The Times Dispatch, Walnut Ridge: Shantelle Redden

The Sentinel-Record, Hot Springs: Debe Johnson, Kevin King and Amanda Howell

The Sheridan Headlight: Millie McClain and LeAnn Brown

Stone County Leader, Mountain View: Rusty & Neal Fraser, Lori Freeze, Daphne Morton and Ed & Lisa Coates


The annual APA Better Newspaper Advertising Awards will be presented at the conference. Here are the newspapers who will be recognized:

**Smaller Dailies**: Batesville Daily Guard; Saline Courier, Benton; Camden News; El Dorado News; Harrison Daily Times; Magnolia Banner-News; Malvern Daily Record and Paragould Daily Press.

**Larger Dailies**: Northwest Arkansas Democrat-Gazette, Fayetteville; The Sentinel Record, Hot Springs; Arkansas Democrat-Gazette, Little Rock; and Texarkana Gazette.

**Smaller Weeklies**: Dumas Clarion; Pacesetting Times, Horseshoe Bend; Westside Observer, Gravette; Washington Co Enterprise-Leader, Farmington; Advance Monticellonian, Monticello; Herald-Leader, Siloam Springs; and The Sheridan Headlight.

**Larger Weeklies**: Arkansas Weekly, Batesville; Carroll County News, Berryville; Johnson County Graphic, Clarksville; Hot Springs Village Voice; Madison County Record, Huntsville; Stone County Leader, Mountain View; and The Times Dispatch, Walnut Ridge.

Featured speaker Kelly Wirges, founder of ProMax Training & Consulting, will share practical techniques that help newspapers thrive in the increasingly competitive advertising environment. A reception, followed by a group dinner at the River Rock Grill at the Institute, will be held Thursday evening. Friday morning there will be a “hot ideas” breakfast with exchanges of newspaper promotion, special section and advertising ideas for newspapers of all sizes.

Arkansas judges needed for Louisiana editorial awards

Judges are needed to determine the winners of the Louisiana Press Association Better Newspaper Contest. All entries will be judged online, and March 16 is the deadline to volunteer.

Contest categories include news, feature and sports writing; advertising; photography; print quality; and design. To sign up, register online at www.arkansaspress.org/event/JudgesSignup or contact Terri Cobb at (501) 374-1500 to let her know what categories you’d like to judge.
Arkansas ads available for download for Sunshine Week

Arkansas Press Association has developed state-specific ads for Sunshine Week set for March 11-17. Both black and white and color ads are available in two sizes – 3 column by 5.5 inches and 5 column by 7.5 inches.

“You can download the ad from the APA website under the Ad Clearinghouse tab and in a folder named 2018 Sunshine Week Ads,” said Ashley Wimberley, APA executive director. “Or email me at ashley@arkansaspress.org and I’ll email them directly to you.”

The American Society of News Editors and the Reporters Committee for Freedom of the Press leads this annual national celebration of access to public information. “It’s Your Right to Know” is this year’s theme, and, in addition to the new ads, APA members can participate through stories, editorials, columns, cartoons and urging others in the community to participate.

“Freedom of information isn’t just a press issue,” said Wimberley. “It enlightens and empowers people to play an active role in their government at all levels. It helps keep public officials honest, makes government more efficient and provides a check against abuse of power.”

ANF internship application deadline extended to March 20

The Walnut Ridge Times Dispatch and Northwest Arkansas Democrat-Gazette will host Arkansas Newspaper Foundation (ANF) interns this summer. Two additional internships are still available.

“The deadline has been extended to March 20,” said Karen Brown, ANF Executive Director. “All divisions of newspaper careers are welcome, including advertising, online journalism and graphic arts. Internships will be awarded on a first-come, first-serve basis to those applicants showing professional promise.”

ANF provides $1,500 in matching funds to the host newspapers, with the newspapers providing $1,500 in salary for the interns. Those eligible include journalism majors or recent high school graduates interested in print advertising, reporting or other newspaper-related careers who are enrolled in accredited colleges and universities. Other students may be pre-approved by a host newspaper.

For more information, contact Karen Brown by email at arknewspaperfoundation@gmail.com or go to the Foundation tab at the APA website, www.arkansaspress.org.

Facebook announces pilot project to help newspapers build digital subscriptions


Publishers will convene in-person once a month, receive coaching from digital subscription experts and participate in weekly trainings covering digital subscriptions marketing activities. Working with program coaches, publishers will then design individual projects that tackle their unique business needs. Grant funding will empower each publisher to implement solutions that help elevate their subscription business.

Digital media consultant and journalist Tim Griggs will lead the project, and the Lenfest Institute for Journalism will share case studies of the project through the Local Media Consortium, Local Media Association and the News Media Alliance.
Newspaper Academy Webinars Offer Editorial and Advertising Training

The Newspaper Academy has training webinars scheduled in March to cover several timely topics for those working in advertising, editorial or circulation areas. At only $39 per webinar, these online classes are a great way to train employees at a low cost by some of the industry’s top experts.

Here are the webinars scheduled for March:

**Kevin Slimp – Getting People to Pick Up Your Paper**
Getting people to pick up your paper is the top priority of many newspapers right now. It is difficult to sell ads if there are no readers. Learn what would make someone subscribe to your paper and what would turn them off from subscribing.
Scheduled for: 1-1:45 p.m. on March 14.

**Ed Henninger – Beyond the Basics: Becoming a Master Designer**
Successful newspaper publishers go beyond the basics of editorial and design. Widely known as the leader in community newspaper design, Henninger shares his techniques and gives you an opportunity to learn from the best.
Scheduled for: 10-10:50 a.m. on March 15.
To register, visit this link: [http://newspaperacademy.com/webinar/ed-beyond/](http://newspaperacademy.com/webinar/ed-beyond/)

**John Hatcher – Getting Better Interviews: Honing Your Interview Skills**
John Hatcher covers the basics and throws in veteran tips to improve interviewing. Whether you are new at the craft or a veteran reporter, you’ll go away with solid information to make you a better professional.
Scheduled for: 2-2:45 p.m. on March 21.
To register, visit this link: [http://newspaperacademy.com/webinar/john-hatcher-getting-better-interviews-honing-interview-skills/](http://newspaperacademy.com/webinar/john-hatcher-getting-better-interviews-honing-interview-skills/)

**Tim Smith – Managing Time to Increase Your Newspaper Ad Sales**
One of the most popular website leaders for the Newspaper Academy, Smith leads a webinar on increasing ad sales. Perfecting the way you manage your time could be the difference between positive results and disappointment.
Scheduled for: 10-10:50 a.m. on March 22.
Stick to the basics: Present all sides of the story

By Jim Pumarlo
Newsroom Writing Trainer

Most reporters can likely relate to this scenario. Someone speaks up at a public meeting to unleash criticism about an individual or organization. Reporters have little difficulty presenting a balanced report – recording all sides of the story – if the accused is at the meeting.

But what happens if the individual is not present? And what if deadlines do not permit time to get the other side of the argument?

It’s the classic case of a “single source” story. These types of stories are no doubt the easiest to write, and they are the most likely to prompt calls of “foul play” from readers – for good reason.

Consider this editor’s note which prefaced a story.

Note: The following article pertains to a presentation which represented one side of a highly controversial topic. Representatives for the alternative position were not available to contest or counter statements made and statistics shared. As such, that perspective is not a component of this report.

Give the newspaper credit for acknowledging the shortcomings in its report, but say what?

The editor’s note – the newspaper’s lack of initiative in pursuing and presenting the other side of the story – is rather remarkable in today’s 24/7 communications landscape. Multiple avenues are available to get the opposing view from picking up the telephone to sending an email to checking out organization websites.

Blind-sided attacks are a common occurrence in reporting the news. Newsrooms, as the clearinghouse of information in your communities, are often in perfect position to anticipate the circumstances and double down your efforts to present all sides of a story.

A simple brainstorming session at a staff meeting can reveal additional opportunities for broader coverage. The more voices in a story, the more balanced a report. Coverage of public affairs affords ample opportunities for including multiple voices.

A school board is prepared to act on a recommendation to switch from half-day to all-day kindergarten; the packet of materials accompanying the agenda details the reasons. A preview of the meeting is a chance to provide “pro” and “con” arguments including interviews with a variety of individuals. Follow-up reports on a variety of board actions present similar opportunities.

Review other everyday coverage in your newspapers.

A community’s selection of a “citizen of the year” is an automatic feature story – usually a one-on-one sit-down with the honoree. Inject some flavor to the story by including comments from other individuals.

A big-box retailer comes into a town with great fanfare. A sidebar is appropriate to capture the sentiments of those who believe existing local retailers will be helped or hindered.

Most items in police blotters are sufficiently summarized in a few sentences. On occasion, take the time to quiz police on some incidents, and the circumstances can lead to an interesting story.

Tracking down all the voices – all the perspectives – of a story is just the first step, however. Two other points are important in the spirit of fairness.

No. 1, give the opposing voices equal prominence. Court proceedings are a great example. In other words, don’t put the prosecutor’s arguments on page one and bury the defense’s rebuttal on jump page. Readers’ attention is limited on the web, too; present the opposing viewpoints in the first few paragraphs.

No. 2, don’t be afraid to hold a story if it means delivering a more complete – and more fair – report. That’s especially the case with nondaily newspapers where it can be a few days to a week before readers receive the “other side.” In these cases, the web is a great friend. Newspapers can wait a few hours to pursue all the voices and still deliver a timely report.

Seeking and incorporating the many varied – yet pertinent – voices in a story is not always easy. It can take time and hard work – solid journalism that benefits the newspaper and readers alike.