From the Field  **Feature**

**Kelly discovers new boss is old classmate**

When Vicki Kelly, new advertising manager at the *Advance Monticellonian* in Monticello, took the job four months ago, she didn’t realize that she would be working for someone with whom she attended junior high.

Kelly discovered that Tom White, president and publisher at the newspaper, attended the same junior high in Warren that she did and at the same time.

“I was in a grade ahead of Tom,” Kelly said, “and didn’t recognize him until I saw his picture in our old school yearbook. Then I was like, “Oh yeah, I remember you!”

“My family moved to Watson Chapel in 1973 when I was in the ninth grade. Then Tom and his family ended up moving to McGehee when he was in the ninth grade. When we figured out we were both from Warren and attended the same school, Tom brought some of his old yearbooks to the office. It was hilarious!

“My yearbooks burned up in a house fire when I was young. So it was fun seeing photos of old classmates and wondering what happened to them.”

Kelly left the *White Hall Journal* where she had worked since 1985 to work at the *Advance Monticellonian*.

“It was a tough decision,” she said. “Leaving really pulled at my heart strings. I had worked at the *White Hall Journal* for so long that my customers had become my friends – like family. However, this*

**Research reveals high newspaper penetration in state**

**House ads available to run in your newspaper**

The penetration of Arkansas daily and Sunday newspapers and their websites is strong at 71.2 percent, according to an Arkansas Statewide Market/Pulse of Arkansas Reader research study completed earlier this year by Pulse Research Inc. Weekly newspaper penetration came in at 52 percent, which is up one percent from 2011.

About 30 percent of respondents said they or a member of their household had visited their local newspaper’s website in the last 30 days, down from 43 percent four years ago.

The study also revealed that newspapers are still the most favored advertising source readers rely on to find out what’s for sale before going shopping. Although the percentage has dropped from 70 percent in 2011 to 46 percent currently, newspapers are still well ahead of its closest advertising competitor, cable TV at 8.1 percent.

When asked how they prefer to receive advertising supplements, inserts and circulars, 39.1 percent of respondents said newspaper (only down .9 percent from

**continued on page 2**

**continued on page 4**
was a good fit and a great opportunity for me. Plus, I think DLS, Inc. (Smith Newspapers) takes good care of their employees.

“I love that I’m still connected to the White Hall community. Several of my old customers there are advertising with me in Monticello and getting really good response. I appreciate the support I’m getting from White Hall where I have lived now for 12 years.”

While working at The Journal, Kelly was very involved in the White Hall community. She volunteered with the White Hall Chamber of Commerce and served on its board. For 10 years Kelly was active with Arkansas Children’s Dream, an organization that grants wishes to terminally ill children. She was director of the Jefferson County South region.

“My two loves are advertising and kids. So working with Arkansas Children’s Dream was awesome, and my job and volunteer work went hand-in-hand,” she said.

Kelly combined her two passions with an advertising project while at The Journal. She developed art student contests by working with the sixth grade art teachers at four elementary schools.

“I sold the space and the students designed the ads, and then I selected the best ad to run. I awarded first, second and third place prizes to the winning students,” she said. “We did it first around our Letters to Santa special section and later expanded to Mother’s Day. It was very popular and so much fun. It was a win-win, and the kids really enjoyed it.”

Another favorite promotion of Kelly’s was the Founders Day issue she started at The Journal to focus on community growth.

“I may try implementing some similar type promotions in Monticello in the future, but for right now I’m keeping what they have been successful with and will add to that,” she said.

Kelly says newspaper advertising folks have to love what they are doing or should find another career.

“You have to be dedicated and enjoy working with people, because you meet people from all walks of life. You can never give up. ‘No’ is okay because salespersons will get a lot of those, but you have to remember that the seeds you plant today will reap a harvest if you nurture and care for them,” she said.

Kelly said having her day planned before it starts works to keep her organized.

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Ashley Webb was named sales manager of The Paragould Daily Press as of Jan. 4. She has been an advertising sales representative for The Jonesboro Sun for the past 13 years. Her responsibilities will include overseeing the newspaper’s retail and classified advertising and supervision of its ad staff.

“Ashley has proven herself worthy of the challenge of leading The Daily Press to new heights, and I’m excited to have her on board in Paragould,” said David Mosesso, president of the Arkansas-Louisiana-Mississippi Division of Paxton Media Group. “I think our advertisers and readers will reap the benefit of Ashley’s knowledge and work ethic.”

A native of Tuckerman, Webb is a 1998 graduate of Arkansas State University-Newport. Although she earned a degree in nursing, she soon realized sales and marketing were what she is meant to do.

A hard-hitting educational workshop for printers and publishers who prepare Periodicals newspapers has been announced by the National Newspaper Association (NNA) for March 16 in Washington.

Practical and detailed, the event will focus on mail preparation techniques to help newspapers improve on-time delivery in the mail. This education program is one of many steps NNA is taking to address an outbreak of subscriber complaints about mail delivery.

NNA President Chip Hutcheson, publisher of The Times Leader in Princeton, KY, said attendees should come prepared to dig into the details of creating bundles and containers, targeting critical entry times so newspapers do not miss transportation opportunities and utilizing new U.S. Postal Service service hubs. They should also bring their own concerns for top USPS officials to address. NNA will also unravel some of the complexity surrounding electronic documentation and Full-Service IMb.

“We expect this workshop to be pretty specific about best practices, but it also will be general enough that publishers who have so far found postal a somewhat inaccessible topic will get a lot out of these sessions,” Hutcheson said.

The Postal Service also learns from interactions with newspaper printers and publishers, NNA Postal Committee Chair Max Heath said. The workshop will capture follow-up tasks coming from question and answer sessions for NNA or USPS to improve newspaper mail.

“NNA has been engaged for the past year in kaizen (continuous improvement) studies designed to dive into the problems newspapers face in mail processing. We have to be honest with ourselves. While USPS can improve, some of the problems are created by us as we prepare mail. The mail system has changed and newspapers have sometimes not kept up. At the same time, we have to ask for what we need from the Postal Service. We can and we will.

“I urge newspaper printers to send someone to this event. I guarantee you will learn something critical to your business,” he said. “Attendees are also invited to register for the Community Newspaper Leadership Summit the next day so we can carry our concerns to Capitol Hill in time to pass a bill that will prevent further deterioration in service.”

The event will begin with lunch at 11:30 a.m. March 16 at USPS Headquarters in Washington. Attendees must be registered before March 11 to be approved for admittance by USPS security. Cost is $75 for NNA members, $150 for non-members. To register, go to https://nna.formstack.com/forms/printersworkshop.

Tonya Lane is the new advertising manager at the White Hall Journal. A native of Lake Charles, La., Lane is a graduate of the University of Arkansas at Monticello with a bachelor of business administration degree with a concentration in finance.

Lane comes to The Journal from Arkansas Printing where she worked in sales and graphic design since 2011. She worked at the Pine Bluff Commercial in sales immediately after graduating from college.
2011). Respondents’ second choice for receiving supplements is in the mail at 28.4 percent.

Retail store ad readership is very strong at 77 percent along with ad insert readership and classified ad readership both at 75 percent. Sixty-five percent of readers rate online and print classified ads as effective.

A majority of readers (51 percent) recall reading or seeing public notices and legal advertising in newspapers. And people strongly favor having public notices published in newspapers (55.7 percent) over posting on a government website (21.2 percent).

Cable TV is the main source of local news and information at 44 percent compared to newspapers at 26 percent. And cable TV (41.8 percent) also beat out newspapers (21 percent) as the main source of local and state political/election news. When asked what sources they use to get information in deciding how to vote in local, county or state elections, 43.6 percent of respondents said local TV, followed by 36.1 percent who said local/daily newspapers.

When it comes to businesses that advertise, the top three are tire stores, furniture stores and optometrists followed by tax advisors, cupcake stores and electricians. About 17 percent of people wanting to purchase a used car look at a newspaper first. Almost 9 percent of people looking to purchase land or property check newspapers, and 6 percent of people trying to sell their personal residence advertise in newspapers.

Almost 23 percent of people wanting to start going to a dentist or change from the one they have visited, look for ads in the newspaper. Slightly more than 15 percent of auto drivers look at newspaper ads to find a company to insure them.

In order to immediately increase the number of ads sold, John Marling with Pulse Research, suggested calling on those businesses that traditionally advertise more than others as well as focusing on advertising services that people turn to newspapers for when shopping, such as buying/selling real estate and cars.

Arkansas Press Association’s Press Services, Inc. has created six in-house ads in two sizes, three columns by ten inches and three columns by seven inches, touting some of the research study’s results. APA member newspapers can obtain the ads at no charge to run in their publications, in full color or black and white, by going to the APA’s Ad Clearinghouse in the folder named 2016 APA Readership Survey House Ads.

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The 2015 winner of the Perfect Performance Club is The Citizen in Mansfield, which will be rewarded with a pizza party from Arkansas Press Association.

The Citizen was randomly chosen from the 63 newspapers left in good standing at the end of 2015.

The Perfect Performance Club was started several years ago to encourage APA member newspapers to run ads ordered from APA correctly and on time.

“The APA Board of Directors wanted to recognize newspapers that run ads error free,” said Ashley Wimberley, Arkansas Press Services director of marketing. “We want to thank all our member papers for their hard work and partnership throughout the year.”
Don’t use words ‘Super Bowl’ in advertising

The term “Super Bowl” is a trademark owned by the National Football League (NFL), and it is protected very aggressively. What does that mean?

The biggest no-no of all is to use the term “Super Bowl” in any advertising or promotional announcements that are not sanctioned by the NFL. This prohibition includes sweepstakes and contests as well.

Advertisers pay high licensing fees to the NFL for the right to use the term “Super Bowl” in their advertising. You will almost certainly hear from the NFL’s attorneys if you use the term in advertising without explicit authorization from the NFL.

So no “Super Bowl sales” in your ads. These restrictions explain why you often hear it referred to as “The Big Game,” “Super Football,” “The Big Bowl Game” and “Super Sunday.”

Source: David Oxenford, partner in the law firm of Davis Wright Tremaine in Washington, D.C.

Pea Ridge Newspaper celebrates 50 years

By Kent Marts & Annette Beard

EDITOR’S NOTE: The following article ran in The Times of Northeast Benton County on Jan. 6 along with a copy of the newspaper’s first edition 50 years ago.

Five decades ago small towns such as Pea Ridge were thriving, vibrant. Many, many small towns had at least one newspaper, and some two or more. The presence of newspapers was one way to measure the town’s success.

While many small towns around our country have dried up, Pea Ridge has – thankfully – escaped that drought.

The face of Pea Ridge has changed. The school has grown from one campus to four with more students than what was the town’s population 50 years ago. More houses have been constructed. Businesses have opened. Old businesses have changed hands and remodeled.

For the past 50 years, the pages of this newspaper have been filled with the life and love, joy and despair, failure and success of the people who call Pea Ridge – and all of northeast Benton County – home.

The succession of editors, through their efforts to chronical life here – in this singular locale that is so similar, yet so different, than anywhere else – has been a part of writing the history of us.

Today, with the first edition of our 51st year, we pause for a short look back at from where we’ve come. Some of us have been here less than a year, while others can look generations into their past to find ancestors who called Pea Ridge “home.” Together, we share a common link and form a unique tapestry of Peach Ridge of 2016.

Where we’ve come from is important, and as Americans we look back at our history with a sense of pride, a sense of place and a sense of success. But where we’re going, that’s the thing that drives us into the future – in search of the possible, what can be and what might be.

We hope you enjoy looking back at the first edition of our first year. Take a few minutes, reflect on where Pea Ridge was.

Once finished, use those snippets of the past as the building blocks of Pea Ridge’s future.

We look forward to being with Pea Ridge on our joint quest in search of the possible, what can be and what might be.
The Arkansas Newspaper Foundation (ANF), local newspapers and AT&T Arkansas sponsored and challenged Arkansas students, ages 14-19, across the state to write an editorial or opinion column highlighting the dangers of texting while driving and encourage their peers to take the “It Can Wait” pledge. This year’s winner was Kaitlyn Miller, a 10th grader at Union Christian Academy in Fort Smith, Ark.

“We had a very good response to our first ‘It Can Wait’ editorial/opinion writing contest,” said Karen Brown, executive director of the ANF, the non-profit educational arm of the Arkansas Press Association (APA). “Students did a wonderful job with the contest assignment and teachers should be praised for encouraging their participation. For instance, Kaitlyn’s teacher, Cathy Smith, presented the contest information to her class as a real-life writing assignment.”

Melinda Faubel, director—external affairs at AT&T, was instrumental in the success of this program and was pleased with the turnout. AT&T sponsored the prize of $500 for the first place winner, along with a luncheon at The Little Rock Club for her and her parents, Jason and Amanda Miller. In addition, Miller was treated to a guided tour of the Arkansas State Capitol, the Arkansas Newspaper Museum and a private visit with Governor Asa Hutchinson.

Texting while driving is a serious problem. The National Highway Traffic Safety Administration reported that in 2012, driver distraction was the cause of 18 percent of all fatal crashes—with 3,328 people killed—and crashes resulting in an injury with 421,000 people hurt. Despite knowing the risks of texting while driving, 43 percent of teens admit to texting while driving. However, there is an opportunity to change this behavior. Ninety percent of teen drivers say they would stop if a friend in the car asked them and 78 percent say that they are likely not to text and drive if friends tell them it is wrong.
APA’s 2016
Perfect Performance Club

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA’s Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

Alma Journal
Amit – The Standard
Arkadelphia – The Daily Siftings Herald
Ashdown – Little River News
The Atkins Chronicle
Batesville – Arkansas Weekly
Batesville Daily Guard
The Beebe News
Bella Vista – The Weekly Vista
Benton – The Saline Courier
Berryville – Carroll County News
Weekend Edition
Berryville – Carroll County News
Fayetteville – Courier News
Booneville Democrat
Brinkley – The Central Delta Argus-Sun
Calico Rock – White River Current
Camden News
Charleston Express
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clinton – Van Buren County Democrat
Conway – Log Cabin Democrat
Corning – Clay County Courier
Crossett – The Ashley News Observer
Danville – Yell County Record
Dardanelle – Post-Dispatch
De Queen Bee
Des Arc – White River Journal
DeWitt Era-Enterprise
Dumas Clarion
England Democrat
Eudora Enterprise
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Fort Smith – Times-Herald
Glenwood Herald
Gravette – Westside Eagle Observer
Greenwood Democrat
Gurdon Times
Hamburg – Ashley County Ledger
Hanover – South Arkansas Sun
Harrisburg – The Modern News
Harrison Daily Times
Heber Springs – Sun-Times
The Helena-West Helena World
The Hope Star
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Jacksonville Patriot
Jacksonville – The Leader
Jasper – Newton County Times
Jonesboro – The Sun
Lake Village – Chicot County Spectator
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Little Rock – Arkansas Times
Little Rock – The Daily Record
Lonoke Democrat
Magnolia – Banner-News
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
Marshall Mountain Wave
The Maumelle Monitor
McCrory – Woodruff County Monitor-Leader-Advocate
The Melbourne Times
The Mena Star
Monticello – Advance Monticellonian
Morriston – Conway County Petit Jean Country Headlight
Mount Ida – Montgomery County News
Mountain Home – The Baxter Bulletin
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville News
Newport Independent
North Little Rock – The Times
Northwest Arkansas Democrat-Gazette
The Osceola Times
Ozark Spectator
Paragould Daily Press
Paris Express
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pine Bluff Commercial
Pocahontas Star Herald
Prescott – Nevada County Picayune
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
The Sheridan Headlight
Sherwood Voice
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
The Stuttgart Daily Leader
Texarkana Gazette
Trumann – Poinsett County Democrat Tribune
Van Buren – Press Argus-Courier
Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
White Hall Journal
Wynne Progress

Papers Remain in “Perfect” Standing
### February Monthly Sales Planner

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**February 15...**

**National Black History Month.** Call on politicians, libraries and museums (to promote Black History Month programming), local businesses, bookstores (histories, biographies and autobiographies of famous Black Americans).

**National Weddings Month.** Call on bakeries, boutiques, stationery supply shops, event rental firms, special events venues, formalwear shops, restaurants and caterers, florists, jewelers, wedding consultants, wedding chapels, hotels, travel agents, limousine companies, disc jockeys and sound-system companies, party planners, hair and nail salons, day spas, gift shops, shoe stores. Also don’t forget, prom season is right around the corner, so getting in with your advertisers now will help you later.

**Wise Health Care Consumer Month and National Children’s Dental Health Month.** Call on pediatricians, dentists, specialists, pharmacists, insurance agents, health-plan providers, hospitals and medical centers.

**American Heart Month.** Call on health food stores, gyms, dieticians, smoking cessation firms, bookstores (heart healthy and diet cookbooks), sporting goods stores.
It’s a Numbers Game!

EVA BAKALEKOS, NETWORK ADVERTISING COORDINATOR

I recently saw a t-shirt that read: “Five out of four people struggle with math.” I’ve come to believe that five out of four of all potential advertisers also struggle with math, mainly the advertising math formula that teaches:

“One ad run + not enough frequency and or territory = unhappy customer who won’t come back.” Ninety percent of the time the advertiser’s expectations were based on a large response, whereas their ad campaign was based on a small pocketbook.

When selling Arkansas Display Advertising Network (ARDAN) ads or Arkansas Statewide Classified Advertising Network (ARSCAN) ads, it’s important to remember that these programs are designed to give your advertiser the most coverage for the least amount of money.

I talk to sales reps at papers at least once a week, and most have indicated it’s a very tough market – both getting and keeping advertising in their paper.

I always tell customers, “It’s a numbers game.” Sure, it’s possible to run one ad and get response, especially if the ad has a dated event or other deadline creating sense of urgency, or if they are giving away a flat screen TV or iPad with each call, no strings attached. Then, they likely will get more calls than they could possibly imagine! But if they are trying to brand their name or product, or if they are searching for an employee that needs special skills and requirements, one ad, in one small area, is not likely going to give them the results they are looking for.

When speaking with your advertisers in your paper, always ask, “Would you like to also have some exposure in up to 109 other Arkansas newspapers?” Or at least, “Would you like to add in about 25-30 more papers in your area?” If yes, tell them, “If you like, I can also place this as a 2x2/2x4 (or smaller classified) in all of our affiliate press newspapers for you.”

Need more information to close the sale? Get the pricing, sales forms and list of papers for the ARSCAN or ARDAN programs by contacting Eva Bakalekos or Neil McConnell in the APA network department.

Remember: your paper keeps HALF the revenue of the sale! How much does a 2x2 ad cost in your paper? Would your advertising manager and publisher be happy if you made $300-$525 on ONE 2x2 ad or $450-$1,250 on ONE 2x4 sale? That’s how much money your paper could earn on a regional or statewide 2x2 ad.

Contact me for more details at 800-569-8762 x119 or by email, eva@arkansaspress.org.
INSIDE:

Page 8 - Take the APA Network challenge and earn money!

Page 10 - Register Today! APA Ad Conference

CALENDAR

MARCH 10-11
APA Advertising Conference
Winfthrop Rockefeller Institute, Petit Jean Mountain

JUNE 22-25
APA SuperConvention
DoubleTree Hotel, Bentonville

Working for you...

JANUARY
Gross Advertising Sales
$225,296.60

From the Field Feature
Retail experience pays off for new ad consultant

Even though Ed Coates did not have any experience selling advertising, he said it was easy going to work as an advertising representative at the Stone County Leader in Mountain View last December.

“I have known Rusty Fraser (publisher) for 30 years,” Coates said. “When I was managing a variety store and then a grocery store in Mountain View, I advertised in the newspaper. Then the grocery store where I was employed closed. I was looking for something at that time, and Rusty was looking for somebody to work at the newspaper. It worked out for both of us.”

Fraser couldn’t agree more.

“I worked with Ed for many years,” Fraser said. “When he was at the grocery store, Ed put together a four-color double truck ad every week and was very good at it. So I jumped at the chance to hire him as an ad rep. His experience in the retail stores has made it an easy transition as an advertising rep.”

Coates has more than 37 years of retail experience, starting work at a variety store when he was in high school. His job with a different variety store brought him to Mountain View in 1983 from his native Missouri. He had worked at a grocery store in Mountain View from 1989 until he started at the Stone County Leader two months

Centorani to headline ad conference

Mike Centorani, co-founder of Sales Transformation Now, Inc. and the former vice president of sales training and development at Matchcraft, will be the featured speaker at the 2016 Arkansas Press Association Advertising Conference March 10-11. This year’s conference is entitled “Selling in the Real World – How to Make the Right Sale vs. Any Sale.”

Centorani’s presentation is scheduled for the afternoon of Thursday, March 10 beginning at 1:30 p.m. at the Winthrop Rockefeller Institute on Petit Jean Mountain.

Sales Transformation Now offers sales training and sales management consulting for traditional media and search companies throughout the United States and 17 countries worldwide. Centorani brings more than 25 years of print media experience combined with more than 10 years of search engine marketing expertise.

Having passed the advanced

continued on page 2
From the field
continued from page 1

ago.

Coates said he is enjoying his new career.

“This job is a lot different than working at the grocery store – not near the headaches, and the pressure is a whole lot less. I have found it to be very enjoyable,” he said.

The new advertising rep believes his many years of retail experience has helped him transition into his new job.

“Being a former advertising client, I have been able to point out things to my customers. I have used examples of ads that worked for me – ones that will catch a reader’s eye and shared with customers. Designing ads comes second nature to me. The most challenging thing has been learning some of the computer programs.

“Probably the biggest thing that has helped me in my new job has been that I have been working with the public in Mountain View since 1983. I know a lot of people in town – even if I don’t know their name, I recognize their faces. I really like getting to see a lot of people, and I have enjoyed the art part.”

As much as Coates likes his newspaper job, he said he is not used to sitting behind a desk this much and is not getting enough exercise. However, the deadlines of producing a weekly newspaper don’t bother him.

“Deadlines are not a big deal,” he said. “I used to have daily deadlines at the grocery store.”

Since the Stone County Leader is a weekly newspaper, the staff is small, which means Coates helps other staff members when he is caught up.

“There’s always something that needs to be done. Work is never completely finished just like it was at the grocery store,” he said. “We cover all of Stone County and spill over into surrounding counties of Izard, Independence, Cleburne, Searcy and Van Buren.

“Something I’m really proud of is that I have been successful in picking up some businesses who used to advertise in the newspaper but hadn’t in a long time. I was able to talk them into coming back by showing them how it will benefit their company. Plus I picked up a new advertiser, a liquor store, in another county since Stone County is dry.”

Coates has been married to his wife, Lisa, since 1985. They enjoy camping in the mountains where it is peaceful.

Ad conference
continued from page 1

Google AdWords Professional Exam, Centorani’s company was chosen by Google to offer sales training to its Google Premier SMB Partners in 2011. He has worked with many of the largest newspapers in the country, such as Scripps, Newsday Media, McClatchy, Lee Enterprises, AdvanceNet and Maine Today Media.

Centorani is known for his “real world” approach to the sales call process and his ability to teach sales reps “how to speak the small business owner’s language” and “make the right sale” based on his specific needs. He now specializes in working with all types of traditional media companies around the world helping them to sell the combination of search and traditional media together.

Centorani earned a bachelor’s degree from the University of Binghamton in upstate New York with a major in English and a minor in advertising.

The Hot Ideas Breakfast will kick things off Friday, March 11 at 8:30 a.m. followed by a session on the Success with APA Statewide Networks presented by Eva Bakalekos and Neil McConnell of the APA staff.

Advertising conference fees are $75 for the full conference (includes reception, Thursday dinner, breaks, Friday breakfast and all conference materials). Tickets for the 2016 Newspaper Advertising Awards Luncheon, which will be held at noon on March 11, are $35 per person. Hotel rooms are $100 per night.

Registration deadline is Monday, March 7. Forms are available online at arkansaspress.org/event/2016AdConference.

Those participating in the competition will be notified of winners’ names by February 26, but specific place award announcements will not be made until the luncheon on March 11.

Questions should be directed to Terri Cobb at terri@arkansaspress.org or 501-374-1500.
**In the News**

**Todd Frantz** is the new general manager of *The Sentinel-Record* in Hot Springs. A native of Illinois, Frantz has more than two decades of experience in the newspaper business.

Frantz’s most recent job was as general manager of a daily and weekly paper in Stephenville, Texas. A graduate of the University of Kansas, Frantz’s first newspaper job was in sales in the *Leavenworth Times* where he worked for nine years, working his way up to advertising director. He went on to work at other newspapers in Kansas, Texas, California and Utah.

“This is a good newspaper,” Frantz said. “That’s one of the things that really attracted me besides the community. The commitment to the news. For a smaller paper in today’s world, I was really impressed with the amount of content.

“I’m looking forward to meeting folks in the community, both community leaders and those who make up our readership.”

The new managing editor of *The Saline Courier* is **Beth Reed**. Born and raised in Hot Springs, Reed graduated from Lakeside High School in 2009 before earning a bachelor’s degree in photojournalism at Arkansas State University in 2012.

While living in Jonesboro, she worked as an intern for the Jonesboro Occasions Publishing Group, which produces four publications: *Jonesboro Faith and Family, Northeast Arkansas Seasons, Jonesboro Living* and *Operation Wolfcash*.

For the last three years, Reed has been employed at *The Sentinel-Record* in Hot Springs. She reported on tourism and was an editor for the *Hot Springs On the Go* magazine.

**Megan Bailey** is the new advertising manager at the *Van Buren County Democrat* in Clinton. She started her newspaper business career as a *Van Buren County Democrat* reporter and eventually became the paper’s general manager.

“It’s great to be back at the *Van Buren County Democrat*, where I have fond memories,” Bailey said. “I learned the foundation of everything I know about newspapers in this place.”

*Van Buren County Democrat* Editor **Joe Lamb** said Bailey is a great asset to the newspaper.

“I’ve worked with Megan before, and I’ve found her to be professional, hard-working and capable. It’s great to have her back.”

Bailey is a graduate of Clinton High School and attended the University of Central Arkansas, where she studied journalism. She has previously worked at the *Log Cabin Democrat* in Conway, *Daily Siftings Herald* in Arkadelphia and *The Saline Courier* in Benton. She currently resides in Greenbrier.

**Andrew R. Berry** recently joined *The Mena Star* staff as an account representative. A native of Long Beach, Calif., he grew up in Benton where he graduated from high school in 1993. He attended Henderson State University and was graduated from the University of Arkansas at Fayetteville in 2004 with a degree in anthropology.

When Berry moved to Mena and applied for the sales job at *The Star*, he discovered that his great grandfather **Bob Berry** wrote for the newspaper for many years and his great aunt, Pat, wrote for the publication from 1944 to 1948. He also found out that his father along with several of his nine uncles and aunts delivered newspapers for *The Star* in their youth.

*The Citizen* in Mansfield celebrated winning the Arkansas Press Association’s (APA) Perfect Performance Club drawing, for running all ads ordered with no errors during the 2015 calendar year, with a pizza party. *The Citizen* was randomly chosen from the 63 newspapers left in good standing. The Perfect Performance Club was started several years ago to encourage APA member newspapers to run ads ordered from APA correctly and on time.
More than 40 registered for APA 2016 Ad Conference

Forty-one are already on board for the Arkansas Press Association’s (APA) 2016 Advertising Conference to be held March 10-11 at the Winthrop Rockefeller Institute on Petit Jean Mountain. Representing almost every area of the state, they are (alphabetically, by location):
• Benton, The Saline Courier: Pat Stuckey, Amy Woods
• Dardanelle, The Post Dispatch: Mary Fisher, Billie Taylor
• Clinton, Van Buren County Democrat: Megan Bailey
• El Dorado, El Dorado News-Times: Greta Bell, Ronnie Bell
• Forrest City, Times-Herald: Chelsea Ball, Amy Hale
• Harrison, Harrison Daily Times: Brandon Cane, Todd Edwards, Jim Perry, Morgan Taylor
• Hot Springs, The Sentinel Record: Todd Frantz, Debe Johnson, Garry Richards, MerryLee Meeker
• Hot Springs Village, Hot Springs Village Voice: Jennifer Allen
• Huntsville, Madison County Record: Opal Dennis, David Hoye, Nancy Hoye
• Little Rock, Arkansas Democrat-Gazette: Debbie Kiser, Kristin Stewart
• Little Rock, Arkansas Press Association: Eva Bakalekos, Terri Cobb, Tom Larimer, Neil McConnell, Rebecca McGraw, Ashley Wallace, Ashley Wimberley
• Mountain View, Stone County Leader: Ed Coates, Lisa Coates, Neal Fraser, Rusty Fraser, Daphne Morton
• North Little Rock, The Times: Teresa Mason
• Pine Bluff, Pine Bluff Commercial: Margie Savage
• Sheridan, The Sheridan Headlight: LeAnn Brown, Millie McClain
• Walnut Ridge, The Times Dispatch: Shantelle Redden

There is still room available, but APA is advising those interested in attending to sign up as soon as possible. The deadline for registering is March 7.

Newspaper inserts drive consumers to action

Recent independent research reveals that newspaper inserts continued to drive traffic for retailers this past holiday shopping season.

Two-thirds of newspaper readers either always or regularly look at inserts, according to Coda Ventures’ Triad research, a Nashville-based research firm specializing newspaper research. Coda Ventures recently reported that fewer than nine percent of newspapers readers state that they “seldom or never” look at inserts.

And, most important to advertisers, newspaper inserts drive action. Nine out of 10 newspaper readers report that they take one or more of a broad range of specific actions after reading or looking at inserts.

Other recent research by Research and Analysis of Media (RAM), an international media research company, confirms the crucial role newspaper inserts play in consumer marketing. RAM data shows that nearly nine in 10 of media consumers use newspaper inserts. This is much higher than the usage of direct mailers. Readers believe they find the best deals in newspapers. Sixty-five percent believe the best deals on products can be found in newspaper inserts. Only 39 percent believe direct mail delivers the best deals. In a fragmented media landscape, newspapers remain an advertising medium with broad audience and reach.

Over many years, a broad range of research has confirmed the trustworthiness and impact of newspaper advertising, including preprints and free-standing inserts (FSIs).

The enduring effectiveness of newspaper inserts also shows up with the continued growth in FSI print coupons. Kantar Media, a global media intelligence firm, documented that while there were fewer pages distributed this past year, there are more coupons per page containing higher value offers. According to Kantar, print coupons still remain a critical promotional tool.

In the past year, new research provided greater clarity on just how actionable newspaper preprint advertising is — and how its impact remains strong, even as digital alternatives to sales circulars have emerged.

For advertisers, “When their boss comes to them with what the difference is in different channels and what’s prompting customers to take action, it’s a much more serious question these days,” says Tom Robinson, chief marketing officer of Coda Ventures. “The overall levels of engagement, when you look at the normative data, speak very highly for newspapers as a medium.”

These studies by Coda/Triad and RAM confirm the effectiveness of newspaper preprint advertising by measuring the actions consumers take.

“A lot of these actions have gone unmeasured,” explains Robinson. “Making the cash register ring is important, but newspapers work in a lot of different ways, and there are actions people have taken they haven’t gotten credit for in the past.”

RAM, which evaluates advertising across multiple channels, has measured the effectiveness of more than 24,000 advertisements since 2006. Of those, approximately 3,000 were newspaper inserts, according to Tanya Holloran, RAM’s U.S. client development manager. To better understand the impact of preprint advertising, RAM conducted a broad-based study of newspaper inserts in late 2015, surveying more than 15,100 readers of newspapers published by 33 U.S. media companies.

Similarly, Coda Ventures launched the Triad Newspaper Ad Effectiveness Service, its syndicated advertising research product, in July 2015. Based on the top 30 U.S. daily newspaper markets, Triad initially focused on run-of-print advertising, but it commissioned a research study in the fall to explore consumer actions based on preprint advertising in more detail, surveying more than 3,600 newspaper readers nationwide.

Source: Newspaper Association of America
Newspapers need Postal Service, print remains important

By Max Heath
National Newspaper Association

Research from the Pew Center just released showed that in three markets of varying sizes, more than half of the readers depend primarily on the printed newspaper. Studies in Sioux City, Iowa; Macon, Ga; and Denver also revealed the following.

Among newspaper print subscribers and readers, the heaviest dependence comes from a particularly vulnerable part of our nation: people over 65, people who have not attended college, and people with an annual income under $30,000. Without the newspaper, their engagement in the community would be tenuous.

This nugget was presented in written testimony by National Newspaper Association President Chip Hutcheson last month before a Senate committee hearing on the U.S. Postal Service, and in support of legislation National Newspaper Association (NNA) backs, yet again, to try to maintain service levels for community newspapers and other mailers.

Pew surveys are widely reported and followed, but they don’t always align with the needs of NNA members. Although NNA has about 230 daily newspaper members, we follow the data. And this research aligns well with NNA’s 2014 research into community newspapers, and it also indicates that if these facts are true for dailies in smaller, mid-size and large markets, they will be even more true for weeklies.

NNA’s last research revealed regular and consistent readership of 65 percent or more in smaller communities. Seventy-eight percent say they rely on the newspaper as their primary source for local news and information, indicating that when local news breaks, even nonsubscribers are picking up the paper at the newsstand or borrowing a copy from another reader.

Only about 45 percent of residents tell us they look at the newspaper website. But among those who go to websites for news, it is the newspaper website that they are most likely to use and trust.

With print as the primary medium for readership and newspaper profits, distribution becomes a critical problem. Getting into the home in our primary and secondary markets with timely delivery is critical. With most of our 2,100 member newspapers (and increasingly small dailies) using mail for newspapers averaging 3,000-5,000 circulation in primarily rural and exurban markets, the Postal Service remains our most crucial supplier.

Distant delivery of newspapers is an age-old problem that is worsening. But delivery of newspapers into secondary markets near our primary market area is more difficult than ever. The primary market for a community newspaper is usually a small town or towns and a county. When the primary town is near a county line, service into both counties can be difficult.

The secondary market usually consists of a series of small towns in a group of counties ringing the primary market. Or out west, with larger counties, it can be towns scattered through the rest of the county, but often served by what were once different “Sectional Center Facilities,” or SCFs. Many of these have closed, replaced by Hubs, which will transfer “Direct” containers that can be “dock-transferred” to other post offices in the service territory without being opened and sorted. This is an important step achieved by NNA for its members.

A quick 2016 Web survey of National Newspaper Association members done specifically for Hutcheson’s testimony expanded upon the urgent postal delivery needs of community newspapers. It revealed:

• 92.5 percent have experienced problems reaching readers on time with their Periodicals newspaper.

• 40.3 percent report delivery problems with First Class or Priority Mail.

• 49.2 percent attribute the problems to a closed or downsized plant; 44 percent don’t know where the problem arises.

• 79 percent describe the Postal Service as critical to their survival.

• 53 percent experienced a problem reaching core-market readers on time—either within their county or within the market but outside the county.

But in what may be a big surprise to some players inside the Beltway, when asked whether USPS should lower the rates under the current exigency increase, or keep service levels higher, 77 percent said “Let USPS keep the money and improve service (even though they didn’t want another increase that big again).”

Without legislation soon, the Postal Service will be forced under court rule to end the exigency assessment judged attributable to the Great Recession. And the resulting shortfall will force them to go ahead with the last round of processing plant closings that will end USPS as we knew it going into this decade.
March 15...

**National Nutrition Month.** Call on health food stores, grocery stores, vitamin and supplement stores, food banks and children’s advocacy groups (for ads soliciting donations), farmer’s markets, diet and nutrition centers, doctor’s offices, restaurants, bookstores (spotlight cookbooks and diet books), kitchen supply stores (for healthy cooking supplies).

**National Craft Month.** Call on arts and craft supply stores, scrapbooking stores, yarn shops, fabric stores, stained glass supply stores, arts centers, art galleries, potters, weavers, quilters, and others who might offer private lessons, community centers and local colleges (for noncredit art and craft classes open to the public).

**National Women’s History Month.** Call on any woman-owned or woman-run account on your list!
APA's 2016
Perfect Performance Club

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA's Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

Alma Journal
Amity – The Standard
Ashdown – Little River News
The Atkins Chronicle
Batesville – Arkansas Weekly
Batesville Daily Guard
The Beebe News
Bella Vista – The Weekly Vista
Berryville – Carroll County News
Midweek
Berryville – Carroll County News
Weekend Edition
Blytheville – Courier News
Booneville Democrat
Brinkley – The Central Delta Argus-Sun
Calico Rock – White River Current
Camden News
Charleston Express
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clinton – Van Buren County Democrat
Conway – Log Cabin Democrat
Corning – Clay County Courier
Crossett – The Ashley News Observer
Danville – Yell County Record
Dardanelle – Post-Dispatch
De Queen Bee
DeWitt Era-Enterprise
Dumas Clarion
England Democrat
Eudora Enterprise
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Fort Smith – Times-Herald
Fort Smith – Times Record
Glenwood Herald
Gravette – Westside Eagle Observer
Greenwood Democrat
Gurdon Times
Hamburg – Ashley County Ledger
Hampton – South Arkansas Sun
Harrisburg – The Modern News
Harrison Daily Times
Hazen – Grand Prairie Herald
Heber Springs – Sun-Times
The Helena-West Helena World
The Hope Star
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Jacksonville – The Leader
Jasper – Newton County Times
Jonesboro – The Sun
Lake Village – Chicot County Spectator
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Little Rock – Arkansas Times
Little Rock – The Daily Record
Magnolia – Banner-News
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
Marshall Mountain Wave
The Maumelle Monitor
McCrory – Woodruff County Monitor-Leader-Advocate
The Melbourne Times
The Mena Star
Monticello – Advance Monticellonian
Morriston – Conway County Petit Jean Country Headlight
Mount Ida – Montgomery County News
Mountain Home – The Baxter Bulletin
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville Leader
Nashville News
Newport Independent
Northwest Arkansas Democrat-Gazette
The Osceola Times
Ozark Spectator
Paragould Daily Press
Paris Express
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pine Bluff Commercial
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
The Sheridan Headlight
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
The Stuttgart Daily Leader
Texarkana Gazette
Trumann – Poinsett County Democrat Tribune
Van Buren – Press Argus-Courier
 Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
White Hall Journal
Wynne Progress

108 Papers Remain in “Perfect” Standing
Plant your seeds now for spring network commissions and bonuses

NEIL MCCONNELL, APS ADVERTISING SALES REP

Network ads can bring your newspaper additional revenue and commissions for the sales staff. At this year’s Ad Conference, we will be conducting a short training session on all three networks – Arkansas Regional Display Ad Network (ARDAN), Arkansas Regional Statewide Classified Ad Network (ARSCAN) and the Daily Connection. We encourage all sales staff to attend this year’s conference to learn more about the networks and how the networks can help our clients grow their business. Networks are a win-win for everyone!

Our clients will make money, the sales person makes money and your newspaper makes money too. Look at your account list and identify five potential clients that you think would benefit from running ads either statewide or regionally. Present them the networks and sit back and collect the cash.

Dear ad managers and sales reps,

Would you like to earn 50 percent of the sales for your newspaper? All of this could be yours and more, if you... “Plant your seeds in the Networks NOW!!

1. Win a “Finders Keepers Fee” Cash Reward. Refer a client to us during the month of March and receive $25 and four adult tickets to Murray’s Dinner Theater in Little Rock. Tickets and cash will be awarded March 31.

2. Win $150 Cash! Do you have a festival or special event in 2016 that would like regional promotion to draw a larger crowd to their area? This could be the very thing that could add "SHAZAM" to any event. It has worked for others and can work for your community too! Sell a 2x2 or 2x4 statewide or regionally and earn cash!

3. Win $200 Cash! Sell a new statewide 2x2 or 2x4 display ad into the network between March 1 and March 31 and win an additional $200. This applies to any account that hasn't advertised in the network in the last 13 months.

Take the APA challenge!

Present the network to five potential advertisers. Do you think you could close 20%? We think you can and you will if you take the APA challenge.

If you have any questions, or need updated rate information on any of the network programs, please call Eva Bakalekos or Neil McConnel at 800-569-8762.

We are here to help!
Arkansas Press Association

2016 Ad Conference

Selling in the Real World
How to Make the Right Sale Vs. Any Sale

March 10-11
Winthrop Rockefeller Institute,
Petit Jean Mountain
THURSDAY, MARCH 10, 2016

1:00 p.m.  Registration Desk Opens
1:30 p.m.  Welcome, Introduction & Announcements

Part 1: Selling in the Real World
Learn how to “make the right sale” vs. any sale
Presented by: Mike Centorani, Rock Theatre

3:00 p.m.  Break
3:30 p.m.  Part 2: Selling in the Real World
Learn how to “make the right sale” vs. any sale
Presented by: Mike Centorani, Rock Theatre

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 11, 2016

8:00 a.m.  Registration Desk Opens
8:30 a.m.  HOT Ideas Breakfast
Governor’s Room

10:00 a.m.  Success with APA Statewide Networks
Presented by: Eva Bakalekos & Neil McConnell, Governor’s Room

12:00 p.m.  2016 Newspaper Advertising Awards Luncheon
Show Barn Hall

2:00 p.m.  Conference Adjourns
# Conference Registration

Register Online or by Mail

Newspaper: 
Mailing Address: 
City/State/Zip: 
Phone: _______________ Fax: _______________

Attendee Name: Email: 
1. 
2. 
3. 

Please list any additional names on a separate sheet.

**Thursday/Friday Conference Fee ($75) Includes:**
- Reception, Thursday Dinner, Breaks, Friday Breakfast, and all Conference Materials.
- Awards Lunch Not Included.

**Total Attendees:**

- ____ x $75 Conference Fee $______
  - *Thursday Dinner/Friday Breakfast*
- ____ x $100 Hotel Room $______
- ____ x $35 Awards Lunch $______

**TOTAL $______**

**Payment Options:**

- ____ Check Enclosed
- ____ Bill Me

Credit Card #: 
Expiration Date _______ VCN#_______

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/2016AdConference or send registration & payment by Monday, March 7 to:
Arkansas Press Association, 411 South Victory, Little Rock, AR 72201 or Fax 501.374.7509.
**Madison County Record** takes 2016 Best of Show

**Opal Dennis** of the Madison County Record, Huntsville, took home the Best of Show plaque at the 2016 Arkansas Press Association Advertising Conference March 11 at the Winthrop Rockefeller Institute on Petit Jean Mountain.

Sweepstakes awards were presented to the following newspapers in various divisions:

**Smaller Dailies:**
- First Place – Saline Courier, Benton
- Second Place – Stuttgart Daily Leader
- Third Place – Times-Herald, Forrest City
- Honorable Mention – Camden News

**Larger Dailies:**
- First Place – Arkansas Democrat-Gazette, Little Rock
- Second Place – Texarkana Gazette
- Third Place – The Sentinel-Record, Hot Springs

**Smaller Weeklies:**
- First Place – Nashville News
- Second Place – Pacesetting Times, Horseshoe Bend
- Third Place – Dumas Clarion

**Larger Weeklies:**
- First Place – The Leader, Jacksonville
- Second Place – Madison County Record, Huntsville
- Third Place – Hot Springs Village Voice
- Honorable Mention – Stone County Leader, Mountain View

The Nebraska Press Association judged a total of 771 entries from 29 newspapers. For a complete list of winners, visit www.arkansaspress.org and look in the “APA Latest News” section on the front page.
From the Field

**Diabetes helps ad consultant with details**

Shantelle Redden, advertising consultant at *The Times Dispatch* in Walnut Ridge, was diagnosed with diabetes at the age of 3. She attributes her attention to detail now to that diagnosis.

“My family had to really plan everything around the diabetes,” Redden said. “We had to plan when we could go somewhere and where we could go because I had a set schedule with taking insulin. Thankfully they’ve come a long way in treating the disease today.

“I think growing up with diabetes has helped me be very detailed, which is a good thing in advertising. I’ve had to plan and care for myself my whole life.”

However, the Walnut Ridge native admits when she went off to college (and was away from her mother who was a nurse), she didn’t take care of herself like she should have and gained weight. Since graduating from Arkansas Tech University in Russellville in 2009 and getting married three years ago, Redden has lost 65 pounds, works out a lot and feels she is in good shape now.

Redden had started college at the University of the Ozarks in Clarksville, but the school was too small and was not a fit for her. So she transferred to Arkansas Tech in Russellville where she earned a bachelor’s degree in public relations.

“I found my calling at Tech,” she said. “I joined a sorority and got very involved in school and sorority activities.”

Redden had vowed to never move back to Hoxie where she had graduated from high school, but she did move back the summer following college graduation to help care for her parents. Her dad was diagnosed with a rare autoimmune disease, and her mother had a brain tumor.

“I am an only child so I needed to move home, and I needed a job,” she said. “So in August 2009 I emailed *The Time Dispatch* and gave them my credentials, told them I could be an asset and asked them to hire me. I was hired within a week. It was a blessing.”

Redden started out writing articles and taking photos at the newspaper. Then the advertising representative left the newspaper so Redden started selling a few ads. Eventually advertising was taking up more of her time and became her full-time job although she still helps editorial out occasionally.

She said she enjoys the customer contact that she has with advertising and likes creating the ads, too.

“I’m a little OCD, articulate and detailed. I get a lot of satisfaction out of working with a customer and making sure he likes his ad. It’s all about building relationships. I have one customer who liked his ad so much he asked me to design his business card.

“You have to get to know your clients – find out what they like and don’t like – know what they value most. You have to learn how to read people so you know how to talk to individual clients. I find it helps me tremendously.

“Some people are all business. Others are more social, let their guard down and are more open. I want my customers to feel comfortable enough with me that they will tell me if they don’t like something. I want to make their ad perfect.”

Redden said she likes to work ahead on specials and promotions, which helps space out her time. Right now she is working on four special sections: spring sports, graduation, spruce it up and farm family.

“That way I’m not working on all the ads all at once. I want to put as much effort into designing a 2x2 ad as I do in a full page.”

Redden is still very involved in sorority activities, serving as historian-reporter for the Jonesboro Zeta Tau Alpha alum group and is social advisor for the Zeta Omicron Chapter at Arkansas State University (ASU) in Jonesboro. Redden was instrumental in establishing the Zeta Tau Alpha sorority on the ASU campus four years ago.

Moving back to Walnut Ridge actually turned out to be a good thing. That’s when Redden met her husband, Kyle, and her parents are still living there, too.

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**In the News**

Lindsey Neel has taken over the sales position at the *Greenwood Democrat* and will be working in Greenwood as well as in Charleston for the *Charleston Express*. According to a spokesman for the *Democrat*, this will be the first time either newspaper (both owned by GateHouse Media) has had a dedicated sales representative in years. Neel is a graduate of Greenwood High School and earned an associate’s degree from the University of Arkansas at Fort Smith.
Arkansas Press Association 2016 Better Newspaper Advertising Contest Award Winners

FIRST PLACE DAILY WINNERS at the 2016 APA Ad Conference are (front row from left) Amy Hale, Times-Herald, Forrest City; Suzie Winn, Saline Courier, Benton; Staci Miller Franklin, Arkansas Democrat-Gazette, Little Rock; Vicki Morgan, Arkansas Democrat-Gazette, Little Rock; Debbie Melvin, Arkansas Democrat-Gazette, Little Rock; Lorinda Gray, Northwest Arkansas Democrat-Gazette, Fayetteville (back row from left) Amy Woods, The Saline Courier, Benton; Pat Stuckey, The Saline Courier, Benton; Erin Mize, Arkansas Democrat-Gazette, Little Rock; Wendy Miller, Arkansas Democrat-Gazette, Little Rock; Leanne Hunter, Arkansas Democrat-Gazette, Little Rock; Sherry Zollo, Harrison Daily Times; Margie Savage, Pine Bluff Commercial; Rick Meredith, Texarkana Gazette; MerryLee Meeker, Sentinel-Record, Hot Springs; Michael Hall, Arkansas Democrat-Gazette, Little Rock; Michelle Cothern, Arkansas Democrat-Gazette, Little Rock.

FIRST PLACE WEEKLY WINNERS at the 2016 Ad Conference are (front row from left) Lorinda Gray, Westside Eagle Observer, Gravette; Natasha Worley, The Nashville News; Shantelle Redden, The Times Dispatch, Walnut Ridge; Stacy Fields, Arkansas Weekly, Batesville; Jennifer Allen, Hot Springs Village Voice; (back row from left) Opal Dennis, Madison County Record, Huntsville; Carrie Johnson, Pacesetting Times, Horseshoe Bend; Karen Sherrell, Pacesetting Times, Horseshoe Bend; Rusty Fraser, Stone County Leader, Mountain View; John Henderson, The Leader, Jacksonville.
Newspapers recognize ad award winners

Following this year’s Arkansas Press Association (APA) Better Newspaper Advertising Contest, several member newspapers shared their success with their readers.

The Madison County Record in Huntsville, The Saline Courier in Benton, The Nashville News and The Arkansas Weekly in Batesville were among the newspapers that recently ran articles and photos to recognize their employees for winning awards.

“It’s beneficial for newspapers to let their readers know they are working hard to produce attractive and award-winning publications,” said Ashley Wimberley, Arkansas Press Association marketing director. “The APA Better Newspaper Advertising Contest gives our member newspapers an opportunity to shine and be recognized for excellence. Sharing their success with readers builds integrity and pride in their publications.”
When it comes to boosting employee creativity, the search-engine company Google is one of the best in the world. Here are a few Google employee tricks you can adapt to boost your own creativity:

• First: Doodle during meetings. Google employees are surrounded by white boards and writable surfaces so they can write, draw or diagram whenever they feel inspired. Studies show that doodling helps get you out of a mental rut, and doodling while you learn new information can help you retain 30-percent more! Your best bet, start drawing in the lower right-hand corner of the paper. We’re used to writing from left to right, so starting in an unexpected place gives your brain a big creative jolt.

• Then there’s playtime. Google engineers often play with Legos, which improves spatial reasoning, and energizes the problem-solving area of your brain. If your office doesn’t have a play zone, try squeezing a stress ball. Studies show that tensing and relaxing your muscles improves focus. Or start knitting during your lunch hour, any activity that engages both hands and both sides of your brain reduces stress and boosts creative thinking.

• Another way Google boost employee creativity? They call it: 20 percent time. Basically, one day out of the week, which is 20 percent of their time, employees can work on a project that’s outside of their job description. They can use the time to develop something new, or if they see something that’s broken, they can use the time to fix it. And workers on ‘20 percent time’ came up with the technical juggernauts, Gmail and Google Earth. You probably can’t spend one workday a week on other projects, so give yourself one hour. Having a limited amount of time helps you become more innovative, because you’re forced to focus.

Source: Intelligence for Your Life

Google employee tricks to boosting creativity
April Decorating Month, National Garden Month and National Lawn Care Month. Call on home improvement stores, farmer’s markets (often have plants and seedlings for sale), décor shops, florists, garden shops, lawn service companies, landscape designers, interior design firms, antique dealers, home-party salespeople (such as Southern Living at Home, PartyLite candles, Pampered Chef, etc), fabric shops, custom drape and blind shops, wallpaper and paint stores, home staging companies, handymen for hire, cleaning services.

National Card and Letter Writing Month and National Poetry Month. Call on card shops, custom printing firms (for personalized stationery), scrapbooking shops, new and used book stores (focus on collected letters, published diaries, books of verse), art supply shops (for blank books, colored pens, embellishments).

Stress Awareness Month, National Minority Health Awareness Month, and Physical Wellness Month. Call on day spas, hot tub and pool retailers, health food stores, doctor’s offices (any sort, for checkups), gyms, sporting goods retailers, shoe stores, diet centers, yoga studios, chiropractors, hypnotherapists, martial-arts studios, kitchen stores (for healthy cooking supplies), bookstores, consumer electronics stores (for exercise DVDs, MP3 players).
APA's 2016 Perfect Performance Club

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA’s Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

| Alma Journal          | Glenwood Herald  | Nashville Leader |
| Ashdown – Little River News | Greenwood Democrat | Newport Independent |
| The Atkins Chronicle  | Hamburg – Ashley County Ledger | Northwest Arkansas Democrat-Gazette |
| Batesville – Arkansas Weekly | Hampton – South Arkansas Sun | The Osceola Times |
| The Beebe News        | Harrisburg – The Modern News | Ozark Spectator |
| Berryville – Carroll County News Midweek | Harrison Daily Times | Paragould Daily Press |
| Berryville – Carroll County News Weekend Edition | Hazen – Grand Prairie Herald | Paris Express |
| Blytheville – Courier News | The Helena-West Helena World | Pea Ridge – The Times |
| Booneville Democrat   | The Hope Star | Perryville – Perry County Petit Jean Country Headlight |
| Brinkley – The Central Delta Argus-Sun | Horseshoe Bend – Pagesetting Times | Piggott/Rector – Clay County Times-Democrat |
| Camden News           | Hot Springs Village Voice | Pocahontas Star Herald |
| Charleston Express    | Huntsville – Madison County Record | Rison – Cleveland County Herald |
| Clarksville – Johnson County Graphic | Jasper – Newton County Times | Salem – The News/Areawide Media |
| Clinton – Van Buren County Democrat | Jonesboro – The Sun | Searcy – The Daily Citizen |
| Conway – Log Cabin Democrat | Little Rock – Arkansas Business | Siloam Springs – Herald-Leader |
| Corning – Clay County Courier | Little Rock – Arkansas Democrat-Gazette | Stamps – Lafayette County Press |
| Crossett – The Ashley News Observer | Little Rock – Arkansas Times | Star City – Lincoln American |
| Danville – Yell County Record | Little Rock – The Daily Record | Star City – Lincoln Ledger |
| Dardanelle – Post-Dispatch | Manila – The Town Crier | The Stuttgart Daily Leader |
| De Queen Bee          | Mansfield – The Citizen | Texarkana Gazette |
| DeWitt Era-Enterprise | Marianna – Courier-Index | Trumann – Poinsett County Democrat Tribune |
| Dumas Clarion         | Marshall Mountain Wave | Van Buren – Press Argus-Courier |
| England Democrat      | The Maumelle Monitor | Waldron News |
| Eudora Enterprise     | McCrory – Woodruff County Monitor-Leader-Advocate | Walnut Ridge – The Times Dispatch |
| Eureka Springs – Lovely County Citizen | The Melbourne Times | Warren – Eagle Democrat |
| Fairfield Bay News    | The Mena Star | White Hall Journal |
| Farmington – Washington County Enterprise-Leader | Monticello – Advance Monticellonian | Wynne Progress |
| Fayetteville Free Weekly | Morrilton – Conway County Petit Jean Country Headlight | |
| Fordyce News-Advocate | Mountain View – Stone County Leader | |
| Forrest City – Times-Herald | Murfreesboro Diamond | |
| Fort Smith – Times-Herald | | |

Papers Remain in “Perfect” Standing
EVA BAKALEKOS, NETWORK ADVERTISING COORDINATOR

A Real Mountaintop Experience!

It was so great to see everyone who attended the network presentation at the Arkansas Press Association (APA) Advertising Conference! I admit I do not travel well. I can’t see well in rain/dark, I got lost in the fog, my GPS tried to re-route me through the river and under the woods! On the way out someone said “Have a nice trip” and I immediately tripped off the curb and landed on the hood of a really nice Nissan Altima. We discussed whether I should leave a note but I was told “No need, because your fingerprints are here... here...and your face imprint is here...and the security cameras are right above us...” After I limped to my car, I got lost in the golf course, which must also double as a cow pasture because a heard of cows came stampeding towards me! I didn’t realize the feed truck (which looks a lot like my car) was close behind me...But I digress.

The mountain top was beautiful, the facility was extremely nice, the food was wonderful, and our network presentation which involved APA Neil McConnell, myself and our clever assistant, Teresa Mason, who learned her part in less than two minutes. Neil was an ailing advertiser whose business is weak and sick. I am “Dr. Dan” and Teresa is acting as my nurse, handing me the Display Advertising Network (DAN), Statewide Classified Network (SCAN) and ad copy forms “STAT!” We quickly revived Neil’s business by placing a DAN and SCAN into 109 community newspapers all over Arkansas at a rate that Neil could afford!

If this had been an actual sale, It would have been $1,250 for the DAN 2x2 and $275 for the SCAN, 25 word ad, and the newspaper rep would have earned half the revenue for their paper ($775 total for a 2x2 and a line ad). Would your ad manager and publisher be happy if you sold a 2x2 and a line ad for $775? If so, then just ask your advertiser with confidence (whether you feel confident or not), “Would you like to also have your ad in up to 109 other newspapers in Arkansas that are affiliates of ours through APA? Because I can do that!”

Then shoot an email to eva@arkansaspress.org with a subject line of “Help!” and I will walk you through the process. Neil will also be glad to help you!

For those of you who sell our DAN and SCAN ads, thank you! For those of you who print our DAN and SCAN ads, thank you! For those of your who attended our ad conference, thank you!

If your paper does not belong to any of our network programs, now is the time to join! Your paper will receive half the revenue of all network sales! The salesperson will receive additional bonus money paid straight from APA to the sales associate. On the above scenario, the bonus money would be $50 for the statewide 2x2 and $25 for the statewide line ad on the first run. Pickup rate bonus money is also available for renewals up to six times!

If you missed the program and would like more information on the DAN and SCAN program, call us at 1-800-569-8762 to learn more!

Congrats Network Sales Reps!

Congratulations to Suzie Winn and Cathy Brangman of the Saline Courier, Benton, Diane Newcomb of Carroll County News, Berryville, and Steve Knox of The Osceola Times who all made DAN sales in March. You will be receiving bonus money soon!
Being a millennial has its advantages these days for newspaper advertising employees. Just ask Garry Richards, advertising manager at The Sentinel-Record in Hot Springs. Because the digital world has grown so big so fast, Richards says being younger and growing up in it has helped him in his job. “It’s a delicate balance,” he said. “You have to know your customers. A lot of people still want just newspaper and magazine ads, but some customers who have never been in the newspaper seem to get really excited about digital advertising. If they don’t want to run in the paper, we offer a digital option. And they can package digital with print, of course. “Being a little younger than some of my sales reps has enabled me to help them understand the digital realm.” A native of De Queen, Richards graduated from high school there and received a degree in business administration from Lyon College, in Basteville, where he played on the baseball team. He has worked at The Sentinel-Record since graduating from college in 2011.

The Arkansas Press Association (APA) last week announced the preliminary schedule for the 2016 SuperConvention to be held at the Doubletree Hotel in Bentonville. More information is now available online at the APA website (www.arkansaspress.org). Those interested can find a link to the original announcement, a downloadable schedule of events, host hotel reservations information and a link to make online reservations in the “APA Spotlight” section.

Among the highlights for the 2016 SuperConvention are:
• The annual Awards Luncheon featuring the announcement of the winners of the 2016 Better Newspaper News-Editorial Contest;
• A reception, dinner and tour at the world-renowned Crystal Bridges Museum of American Art in Bentonville.
  • The Honors Banquet recognizing recipients of the Distinguished Service Award, Freedom of Information Award and Golden 50 Service Award;
  • A session on community journalism by Penny Abernathy of the University of North Carolina.
Richards began his career as a sales assistant. After several months he started selling ads and was promoted to advertising manager two years ago. His staff consists of five retail reps and two reps on the classified side.

“It’s hard to hit the streets in this position, but I still handle some accounts. I love talking with customers, so I try to do that as much as possible. I enjoy helping businesses develop a marketing plan that is effective for them. Coupling print and digital advertising is the best option,” he said.

“There are so many advertising outlets these days. It’s my job to figure out what will be best for my customers. I’m passionate about helping business owners who don’t have a clue about marketing.”

Richards says to be successful a salesperson must believe in what they are selling.

“There are so many advertising outlets these days. It’s my job to figure out what will be best for my customers. I’m passionate about helping business owners who don’t have a clue about marketing.”

Richards manages his time by making a daily list of things that have to get done that day and prioritizing the items.

“It’s easy to get overwhelmed,” he said. “So I have found I’m most successful by keeping a list.”

Every July The Sentinel-Record runs a special promotion where advertisers can run a full-page ad for half of the normal cost.

Richards says to be successful a salesperson must believe in what they are selling.

Richards and his wife, Maribeth (who he met in college), have an 11-month-old son named Dawson.

SuperConvention

Chapel Hill, author of Saving Community Journalism;

- For those arriving on the first day of the event, there will be a dinner and tour of the Museum of Native American History in Bentonville;
- A number of timely educational forums including a Question and Answer Session on legal issues for newspapers, a discussion of emerging newspaper technology and ethics in journalism and a round table discussion;
- The Annual Arkansas Newspaper Foundation Golf Tournament at Lost Springs Golf & Athletic Club in Rogers;
- A political candidates forum, details to be announced later;
- The annual Passing of the Gavel Ceremony and installation of the new president;
- And many other activities.

The SuperConvention will be held June 22-25, and those interested in attending are advised to make plans now to do so.

Elliot promoted at Baxter Bulletin

Former Baxter Bulletin sports editor Sonny Elliott was named the newspaper’s editor on Wednesday, according to Paul Berry, the newspaper manager.

Elliott began his journalism career at the age of 17 when he wrote his first article for The Bulletin’s sports section. The Twin Lakes native who graduated from Mountain Home High School in 1989 was hired as a sports writer in 1991. Two years later in 1993, he was named sports editor.

Elliott held the sports editor position at The Baxter Bulletin for 20 years, with a one-year break when he served as news director for a local television station. Elliott was named news director at KTLO, a local radio station, in December of 2014, a position he held until being named managing editor of The Bulletin.

“I’m ecstatic to return to The Bulletin where I basically grew up. It feels like coming home in a way as I’ve spent most of my adult life at the corner of Sixth and Hickory,” Elliott said. “I wrote my first story for The Bulletin when I was 17 years old and I was immediately hooked on journalism.

“Since 1901, The Bulletin has been the eyes and ears of the Twin Lakes Area. I look forward to helping our newsroom tell the stories of the residents of the Ozarks, with accuracy and fairness to all. Mountain Home is my home, and I genuinely care about its success as Baxter County continues to grow. Journalism is a changing industry, with methods of delivery of the news continuing to evolve. The Baxter Bulletin will be here throughout it all, bringing the news to our readers, keeping the pulse of the Twin Lakes Area, while maintaining a watchful eye on our community.”

“I’m proud to bring Sonny back to The Bulletin,” said Berry. “We searched across the country for the right person to lead this team. I’m thrilled that we found that person right here in Mountain Home.”
EDITOR’S NOTE: This article is reprinted from the Press Argus-Courier.

Press Argus-Courier’s much-respected advertising director retired April 1 after 38 years in advertising sales for local newspapers.

Judy Weese had been advertising director for the Press Argus-Courier for 16 years, working in the advertising department at the Courier and Southwest Times Record a total of 38 years.

Weese has enjoyed her years working for the two papers, making friends of colleagues and clients over the years, she said.

“I like working at a community newspaper because you get to know your clients; I have clients that are good friends,” Weese said. “Because you work with so many types of businesses, you learn a lot.”

Many of Weese’s customers sent her farewell messages over the last couple of weeks of March. The messages commend her work, thank her for her efforts and wish her well in the future.

Mary Blount with Citizens Bank & Trust Co. is one of the clients who will miss Weese’s work and camaraderie, she said.

“When I was new to handling the marketing accounts at the bank, Judy was so patient and helpful to me,” Blount said. “She is absolutely wonderful, and we are going to miss her tremendously.”

Because of hard work and dedication to her clients, Weese earned the respect of co-workers such as Debbie Foliart, a former advertising salesperson for the Courier.

“Her professionalism in her career and with her clients over the years have given her relationships that have improved the newspaper product, not to mention the businesses she has helped to grow through her knowledge of advertising and marketing,” Foliart said.

Weese began to gain her experience in advertising after she went to work at the Southwest Times Record in 1976, working there for 10 years before she took some time off to be a stay-at-home mother.

Weese, and her husband, David, moved to Alma during that time – both are originally from Crawford County. When Weese decided to go back to work in 1988, she applied at the Courier.

“I was hired by Jim Peoples as a salesperson,” Weese said. “That was back in the day before emails, and I remember when we thought we were really ‘big town’ when we got fax machines.”

Weese became advertising director in 2000 after Peoples retired.

Kenneth Fry, Press Argus-Courier editor, first worked with Weese at the Times Record at the beginning of their careers in newspapers, he said. They were reunited when he joined the Courier staff in 1992.

“Throughout the years, it has been a pleasure to work with Judy because of her dedication to the newspaper and her overall desire to make her clients happy,” Fry said. “Judy always has wanted to do what was best for her clients.”

Weese has developed life-long friendships with her colleagues, including Foliart.

“When I came to Press Argus in 1988, Judy and I found that we had much in common right away,” Foliart said. “She was and has always been a true friend that has become like a sister to me.”

Weese is thankful to her clients for their trust over the years and is going to miss working each day at the Courier, she said.

“I am going to miss working with my customers, and I’m going to miss working with my fellow employees,” Weese said. “Working in a small office, you become like family.”

Family is the reason for Weese’s retirement. Weese decided to retire April 1 – no joke – to help her daughter and son-in-law with their soon-to-be born twin sons, she said.

Weese also looks forward to spending some time catching up on her sewing, reading and home remodeling projects.

“The Press Argus-Courier wishes Judy the best in her retirement,” Fry said. “But, rest assured, she will be missed by those who depended on her from day-to-day.”

Send us your updates for AdNews!

New employees? Employee promotion? Retirement party?

Let APA know what’s new in your office. E-mail your office updates to Ashley, ashley@arkansaspress.org.
May Monthly Sales Planner

1 2 3 4 5 Cinco De Mayo 6 Nurses Day 7
8 Mother's Day 9 10 11 12 13 14
15 16 17 18 19 20 21 Armed Forces Day
22 23 24 25 26 27 28
29 30 Memorial Day 31

May 15...

National Good Car-Keeping Month. Call on new and used auto dealers, detail shops, wheel and tint shops, car audio dealers, tire dealers, break and muffler shops, auto parts and accessories shops, mechanics.

National Physical Fitness and Sports Month. Call on gyms and fitness centers, personal trainers, weight loss centers, nutritionists, sports therapists, youth sports teams (for recruitment ads), cheerleading instructors.

National Military Appreciation Month. Call on anyone! This one would be good for a multiple-advertiser theme page.
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Berryville – Carroll County News Weekend Edition
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Booneville Democrat
Brinkley – The Central Delta Argus-Sun
Calico Rock – White River Current
Camden News
Charleston Express
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clintondale – Van Buren County Democrat
Conway – Log Cabin Democrat
Corning – Clay County Courier
Crossett – The Ashley News Observer
De Queen Bee
DeWitt Era-Enterprise
Dumas Clarion
England Democrat
Eudora Enterprise
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Fort Smith – Times Record
Glenwood Herald
Gravette – Westside Eagle Observer
Greenwood Democrat
Hampton – South Arkansas Sun
Harrisburg – The Modern News
Harrison Daily Times
Hazen – Grand Prairie Herald
The Helena-West Helena World
The Hope Star
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Jasper – Newton County Times
Jonesboro – The Sun
Lake Village – Chicot County Spectator
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Little Rock – Arkansas Times
Little Rock – The Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
The Maumelle Monitor
McCrory – Woodruff County Monitor-Leader-Advocate
The Melbourne Times
Monticello – Advance Monticellonian
Morrilton – Conway County Petit Jean Country Headlight
Mount Ida – Montgomery County News
Mountain Home – The Baxter Bulletin
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville News
Newport Independent
Northwest Arkansas Democrat-Gazette
The Osceola Times
Paragould Daily Press
Paris Express
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pine Bluff Commercial
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Texarkana Gazette
Trumann – Poinsett County Democrat Tribune
Van Buren – Press Argus-Courier
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
White Hall Journal
Wynne Progress

Papers Remain in “Perfect” Standing
Cooperative (co-op) advertising is a partnership established between the manufacturer and retailer to share the cost of advertising at the local level. For example, it’s a partnership between Volvo Corporate and the Volvo dealership, or it could be between a retailer that sells a certain product and the product’s manufacturer. Co-op funding gives advertisers more exposure without increasing their internal advertising budget. Note that there are Capitol Equipment and a Volvo ads running in the Arkansas Display Advertising Network Program (ARDAN) now being paid for with co-op funds.

Co-op presents local advertisers with a huge opportunity. With more than 4,500 co-op programs in the U.S. alone, co-op as an advertising industry segment is estimated to be worth $50 billion annually. Now don’t you want just a small piece of that pie? In the past co-op has been thought to not be a very viable form of local advertising, presumably due to the perceived difficulties in gaining access to co-op funds and creating co-op compliant advertisements. Following the compliances is crucial for reimbursement, and if done correctly, can bring more advertising dollars to your paper. The reason manufacturers are willing to subsidize ad campaigns is because their products are marketed in the ad. Some co-ops have strict brand requirements that are meant to control the look and feel of the ad, ensuring that both the message and format are consistent with the manufacturer’s branding. Some guidelines may include depiction of a current product, inclusion of manufacturers approved logo or inclusion of specific promotional text and disclosures.

Two different ways co-op funds are offered to your clients include Accrual Dollars and Shared. Accrual Dollars are funds manufacturers make available to dealers or retailers based on the number of items (and respective prices of those items) that the dealer sells. The funds made available can be based on the current or prior year’s purchases, or another set time frame. Local retailers can accrue co-op funds based on their purchases from a manufacturer. When the retailer runs an ad featuring the manufacturer’s product, the manufacturer reimburses the retailer for a predetermined portion of the ad cost up to the accrual amount. Shared co-op programs are where manufacturers typically subsidize 30 to 50 percent of retailer advertising costs. Some manufacturers may offer between 75 and 100 percent. Manufacturer-sponsored co-op subsidies are essentially “free money” so not taking advantage of such an opportunity constitutes as a waste of money.

Now that you know a little more about co-op advertising, I challenge you to ask your clients the next time you’re in front of them this simple question: “Do any of the manufacturers of the products you sell offer co-op?” I think you’ll be surprised on the number of your clients who will say yes. To get started, all you will need is to get the co-op guidelines from the manufacturer and the rest is simple as long as you follow them precisely.

If you have any questions regarding co-op advertising in ARDAN, please feel free to contact me at 501-374-1500 or by email at neil@arkansaspress.org.
From the Field **FEATURE**

**Allen succeeds at integrating print, digital ads**

Digital advertising has exploded during the five years **Sarah Allen** has been with the *Log Cabin Democrat* in Conway. And the multi-media account executive has been successful in integrating print and digital advertising.

In 2015 Morris Communications Corp, the parent company of the *Log Cabin Democrat*, recognized Allen’s success by selecting her for the President’s Club Award as Sales Rep of the Year. Her award included getting to attend a conference to further her career. So Allen attended the Arkansas Press Association’s (APA) Advertising Conference at Petit Jean in March.

“It was my first time to attend the APA conference,” Allen said. “The information I gained has been very useful. The speaker – Mike Centorani – was fabulous. I learned a lot and came back and shared what I had learned with other sales reps at the newspaper.”

Allen said when she joined the *Log Cabin Democrat* in 2011 as an ad sales executive, her job was just selling print ads with an occasional online ad. However, newspaper advertising has changed and is now focused as much on digital advertising as on print.

Allen and several other *Log Cabin Democrat* sales reps attended a Google Adwords training about 18 months ago.

**SuperConvention Online Registration Now Open**

The Arkansas Press Association (APA) 2016 SuperConvention begins in less than four weeks at the DoubleTree Suites Hotel in Bentonville. More information is now available online at the association’s website (www.arkansaspress.org). Those interested can find a link to the original announcement, a downloadable [updated] schedule of events, host hotel reservation information and a link to make online reservations in the “APA Spotlight” section. The SuperConvention is set to run June 22-25. Online registration opens today, too, and those wishing to sign up can do so at www.arkansaspress.org/event/2016APASuperConvention.

The theme, “#Newspapers: Read All Over!” plays on the merging of newspaper platforms, from the traditional print to the new age digital versions. The “Read all over!” part, of course, comes from the old descriptor of a newspaper as being “black and white and read all over.”

APA is encouraging members to mark their calendars and make plans to join their colleagues when the annual gathering convenes for the first time in Bentonville.

Among the highlights for the 2016 SuperConvention are:

- The annual Awards Luncheon featuring the announcement of the winners of the 2016 Better Newspaper News-Editorial Contest;
- A reception, dinner and tour at the world-renowned Crystal Bridges Museum of American Art in Bentonville.
- The Honors Banquet recognizing recipients of the Special Awards;
- A session on community journalism by Penny Abernathy of the University of North Carolina, Chapel Hill, author of Saving Community Journalism;
- A number of timely educational forums including a Question and Answer Session on legal issues for newspapers, a discussion of emerging newspaper technology and ethics in journalism and a round table discussion; and
- The Annual Arkansas Newspaper Foundation Golf Tournament at Lost Springs Golf & Athletic Club in Rogers.
“A Google rep came to Conway for about two weeks and taught a class for our newspaper reps. The training was very helpful, and it has been great to be able to have the knowledge I gained through that class,” she said.

“We became experts in search engine optimization (SEO) and search engine marketing (SEM), which has enabled us to sell print and digital together very effectively.”

Allen wasn’t planning on pursuing advertising as a career when she entered Arkansas State University (ASU) in Jonesboro. She graduated in 2010 with a degree in health education and psychology. While attending high school at Marvel Academy, she worked for Cingular Wireless in a mall kiosk, and while at ASU she worked for Regions Bank. She moved to Conway after graduating from ASU to attend graduate school and transferred with Regions. However, shortly after moving to Conway, she started working as an ad sales executive at the Log Cabin Democrat.

“I worked at the bank for seven years as a teller, teller monitor and in new accounts. I went on a few outside sales calls with the bank manager and enjoyed the customer interaction. There wasn’t a chance for advancement at the bank. So when I saw an ad in the newspaper for an advertising sales job at the Log Cabin Democrat, I applied.

“I sort of stumbled into newspaper advertising sales, but I fell in love with it, and it has stuck. So I never went to graduate school because I have a real passion for advertising. I love the customer aspect of it. I’m big on customer service. I would never sell clients something I didn’t think would work for them. I want my customers to feel special. Outstanding customer service truly makes a difference in sales. So it is my top priority.”

Allen said salespeople definitely must have a heart for customer service to be successful.

“You have to be very self-motivated and put out great effort to see results. You have to work harder to increase sales. Sales reps basically become a mini ad agency. We don’t just sell an ad. We work with a lot of small- and medium-sized businesses so we have to be advertising experts for them. Most of them don’t have an ad agency or marketing department. So we wear many hats to give our customers successful ad campaigns.

“Our most successful ad promotion at the Log Cabin Democrat is our annual ‘Best Of’ campaign. It’s huge. In April we start running ‘Best Of’ ballots in the newspaper and on our website. There are a hundred categories. A lot of our customers buy extra papers to hand out to their customers. When we run the results in May, we contact all the winners about running thank you ads.

“We present plaques to each winner, plus first and second runner-ups. This year we are running the results in its own tab. The ad campaign has been so successful, we are thinking about turning it into an event next year where the winners are announced live.”

Allen said managing time with a busy job and a family can be challenging.

“I try to attend as many local events as possible because it’s great networking,” she said. “Luckily I have a great husband who can keep our 3-year-old daughter Bailey on the evenings I attend those events.”

Allen’s husband, Billy, is a Marine veteran who served a year in Iraq. He now works for Falcon Jet. Born in Little Rock, Allen moved to East Arkansas with her family when she was in the sixth grade. She loves to cook (trying new recipes) and spending time with her extended family at Lake Hamilton.
WEHCO Media announces changes
Lea named CEO; Hussman remains board head, publisher

WEHCO Media, Inc. President Nat Lea has been named chief executive officer of the company, assuming the role previously held by board Chairman Walter E. Hussman Jr.

Hussman has been the head of WEHCO Media, parent company of the Arkansas Democrat-Gazette, since 1981. He will remain as publisher for the newspaper and continue to serve as chairman of the 10-member board.

Lea, who was selected as CEO during the company’s annual meeting Friday, has been serving as president of WEHCO Media and its approximately 2,000 employees since January 2014. Lea, 49, joined the company in February 2002.

WEHCO Media owns the Arkansas Democrat-Gazette and operates other newspapers in Arkansas, Tennessee, Texas and Missouri.

“Nat really knows our company inside and out,” Hussman, 69, said. “He’s worked for a lot of our newspapers and cable operations. He’s had a really good career. He’s really earned this position. It’s not something we’re giving him. He’s really earned it.”

Readers of the Arkansas Democrat-Gazette and other newspapers owned by WEHCO Media should not notice a difference, said Lea, who began working for WEHCO Video as general manager in 2002. Hussman and his family remain owners of the privately held media company, Lea said.

Lea’s tenure with WEHCO Media includes stints as general manager of both the El Dorado News-Times and The Sentinel Record in Hot Springs. Hussman has credited Lea for an emphasis on circulation revenue that helped offset a loss of advertising revenue seen industrywide.

“I feel really grateful for the opportunity that Walter and his family gave me to move to Arkansas and move to WEHCO Media,” Lea said. “I feel gratitude to them. I feel very grateful and proud of the work that all of our people do in all of our communities that we serve. I’m real proud of all the hard work and dedication that goes into everybody’s work for the company.”

There are no plans currently to name a new chief operating officer of WEHCO Media, a position that Lea holds. Lea said his goals for the future of WEHCO Media include continuing to find the right mix of digital and print journalism.

Outside of the newspapers that it owns, WEHCO Media continues to grow its Cable Lynx broadband services, Lea said.

The company also views its 121 Digital Marketing company as an avenue for growth.

“I’m excited about the possibilities for our whole company,” Lea said. “Everybody that works for our company should be proud of the way that we are making it through the transitions in the newspaper industry. During that period our company has created alternate revenue sources and strategies that I think will pay off in the long-term. There are really good things happening across the company.”

Hussman, who was named Publisher of the Year by Editor & Publisher in April 2008, said the leadership change does not signal his pending retirement. He plans to “be at the office every day, being more involved in trying to make sure we produce a quality, relevant product.”

When Hussman entered the newspaper business at age 27, his father had recently purchased the Arkansas Democrat. He credits the newspaper’s success in the 42 years since to advice that his father gave him: to always consider the interest of readers before any other stakeholders in the newspaper.

“He told me newspapers face a lot of difficult decisions. There are competing interests, and it’s important to remember that your readers come first, followed by your advertisers, employees, creditors, and your shareholders are fifth. ... Most companies put the shareholders first. Ironically in the news business if you do that you don’t get good long-term results,” Hussman said. “I think that was great advice, and I’ve tried to follow that. We’ve been successful. Our shareholders have done just fine.”

Hussman guided the newspaper through a 17-year newspaper war with the Arkansas Gazette until 1991, when the Gazette closed and the Democrat purchased its assets.

He also engaged in a battle with Stephens Media in Northwest Arkansas that resulted in a joint operating agreement between the two media entities from 2009 until this month. WEHCO Media announced May 5 that it was buying Stephens out of the remaining 50 percent of Northwest Arkansas Newspapers.

“We have worked to address every challenge as it comes up,” Hussman said. “We have a huge challenge with Internet disrupting advertisers. We’re not the only ones. We’ve seen 12 newspaper companies go bankrupt. We’ve avoided that. We’ve stayed solvent and profitable. Now the challenge is to become more innovative and creative. We want to be more efficient.”

In recent years the organization has worked to expand its online presence. Pay walls for the company’s newspapers have become slightly more relaxed, and WEHCO Media properties have been more active on social media, a directive overseen by Eliza Gaines, vice president of Audience Development for WEHCO Media.

Board members named Gaines, 29, as secretary of the 10-member board Friday. Gaines, formerly the executive editor of The Sentinel Record, assumed the newly created role of leading audience engagement in 2015.

“It’s great to be involved in the business side of things a little bit more and have some more responsibilities,” said Gaines, who is Hussman’s daughter. “I think it says a lot about Nat and my dad that they’ve adapted with the changing news industry. They’ve been great mentors. I think the future is bright.”
Nashville newspapers purchased, to merge

EDITOR’s NOTE: This article is reprinted from Arkansas Business.

The great Southwest Arkansas newspaper war is over. John Robert Schirmer, editor of the once-upstart Nashville Leader, has fired the last shot.

Schirmer is buying the assets of Graves Publishing Inc. from the children of Louis “Swampy” Graves after a 13-year small-town fight for news and advertising that had aspects of a family feud.

The Graves’ assets include four papers, primarily the Nashville News, the oldest continuously operating business in Howard County. The News will cease publications after 138 years. Its successor will be the Nashville News-Leader, according to Schirmer, who edited the News before defecting along with Louie Graves, one of the 10 Graves siblings, to create the Leader 13 years ago.

Graves became publisher of the Leader, choosing to go head-to-head against his siblings, including Lawrence Graves, who became publisher of the News. That left a town of about 5,000 people with two newspapers, the Leader printing weekly and the News publishing twice a week.

The other properties involved in the sale are the Murfreesboro Diamond, the Glenwood Herald and the Montgomery County News in Mount Ida. The tentative closing date on the deal is May 31. No financial details were available from the privately held company.

“There will be one paper in Nashville, starting June 1, the Nashville News-Leader,” Schirmer said, noting that word of the sale had seeped out locally.

“As people in town heard about a possible sale, they’ve contacted Louie and me and the response has been overwhelmingly positive.”

Schirmer, a longtime Nashville High School teacher who taught journalism and English before resigning to edit the Nashville News in 2000, said “people are excited about having one paper again.”

“Advertisers are happy about what we’re doing,” he added. “They won’t have to split advertising dollars between the papers, or choose one paper over the other. Likewise, subscribers will have one source to go to. I think this will be good for our community.”

Schirmer said that he does not expect to make wholesale changes in the product.

“What we’ve done has worked for us since 2003, and I look for that to continue. We plan to incorporate some of the features which the News has offered, such as its Early Files column, which is a local history feature,” he said. Early Files highlights a photograph and a few paragraphs from stories dating back 100 years, 50 years and so on.

“People like that, and I want to continue,” Schirmer said. “There are some other features we will try to keep from the News, along with some of the staff.”

Allen Jones take reins at News-Leader, Bulletin

Springfield native Allen Jones has been named president of Springfield News-Leader and The Baxter Bulletin.

Jones has been with Gannett, the News-Leader’s and The Baxter Bulletin’s parent company, since 2005. He started in advertising sales in Visalia, Calif. He moved back to the Springfield area in 2008 where he led automotive, real estate and retail teams. He was named the News-Leader Manager of the Year twice during his time in the role.

Most recently, Jones worked with Gannett’s corporate office as the director of automotive advertising for the company’s West/ Central Group, overseeing more than $80 million in business.

“I am convinced that we are all united in our determination to use whatever influence we have to serve the greater good of Springfield and the surrounding area,” he told News-Leader and Baxter Bulletin employees shortly after the announcement.

“Our mission is not to do that which is right in our own sight, but to look through the eyes of our readers, advertisers and our community down to every child — and to do what is right by them. To be their voice and to fulfill their needs.”

Jones replaces Dan Norselli who served as publisher until September 2015.

Gannett West North Regional President Kathy Jack-Romero said Jones, 34, was the “absolutely perfect candidate.”

“This team deserves a strong leader that rolls up their sleeves and digs in,” she told employees. “I’m confident that with Allen’s focus, the News-Leader and Baxter Bulletin will continue to post strong results and re-engage in the community in an even bolder and prouder way.”

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Jack-Romero said Jones understands the complexity of advertising and marketing and wants to be part of a winning team. Jones is a Missouri State University graduate. He and his wife Heather have three daughters all under the age of 4: Paige, Emily and Kendra. The family resides in Ash Grove. Jones grew up in Pleasant Hope where he graduated high school.

While speaking to employees, Jones referenced the First Amendment rights of free speech and press.

“With great freedom comes great responsibility,” he said. “Let us understand that the power of the press has been a guiding hand within our land, for good or for bad, since before the birth of our nation.”

Jones also spoke about his vision for News-Leader and Baxter Bulletin.

“I believe we are most successful when we build bridges that expand our talents and our products to new frontiers versus erecting walls that isolate and restrain us from reaching our full potential,” he said.

Karen Ferguson, Gannett’s West Group president, said Jones’ commitment to the community will serve the organizations well.

“He is really engaged with the staff here. He knows this community. He only wants success for this organization,” she said. “I don’t think there could be anybody else that could be a better fit.”
June Monthly **Sales Planner**

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<td><strong>First Day of Summer</strong></td>
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**June 15...**

- Great Outdoors Month
- National Camping Month
- Month of the U.S. Open
- Beginning of Summer

Call on clothing and shoe stores (for gear), home-improvement stores (patio supplies and grills), camera shops (for action shots!), sporting goods stores, outdoor stores, ATV, 4-wheeler dealers, and motorcycle dealers, bicycle shops, RV dealers and rental outfits, canoe rental, campsites and cabins, trail riding operators, paintball ranges, bait shops and fishing stores, golf courses and driving ranges.
APA's 2016
Perfect Performance Club

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA’s Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

Alma Journal
Amity – The Standard
Ashdown – Little River News
The Atkins Chronicle
Batesville – Arkansas Weekly
The Beebe News
Berryville – Carroll County News
   Midweek
Berryville – Carroll County News
   Weekend Edition
Blytheville – Courier News
Booneville Democrat
Brinkley – The Central Delta Argus-Sun
Calico Rock – White River Current
Camden News
Charleston Express
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clinton – Van Buren County Democrat
Conway – Log Cabin Democrat
Corning – Clay County Courier
Crossett – The Ashley News Observer
De Queen Bee
DeWitt Era-Enterprise
England Democrat
Eudora Enterprise
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County
   Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Fort Smith – Times Record
Glenwood Herald
Gravette – Westside Eagle Observer
Greenwood Democrat
Hampton – South Arkansas Sun
Harrisburg – The Modern News
Harrison Daily Times
Hazen – Grand Prairie Herald
The Helena-West Helena World
The Hope Star
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Jasper – Newton County Times
Jonesboro – The Sun
Lake Village – Chicot County Spectator
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Little Rock – Arkansas Times
Little Rock – The Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
The Maumelle Monitor
McCrory – Woodruff County Monitor-Leader-Advocate
The Melbourne Times
Monticello – Advance Monticillian
Morrilton – Conway County Petit Jean
   Country Headlight
Mountain Home – The Baxter Bulletin
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville Leader
Nashville News
Northwest Arkansas Democrat-Gazette
The Osceola Times
Paragould Daily Press
Paris Express
Pea Ridge – The Times
Perryville – Perry County Petit Jean
   Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pine Bluff Commercial
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Texarkana Gazette
Van Buren – Press Argus-Courier
Walnut Ridge – The Times Dispatch
White Hall Journal
Wynne Progress

Papers Remain in “Perfect” Standing
Building eye catching ads can be a challenge. More than anything a good ad should stop the reader. If not then all production work and expense have been wasted. An ad has five to 10 seconds to “jump off the page” and grab the reader attention. That’s how long the average reader looks at a newspaper page before settling on something to read or turning to another page. Below we have listed the physical features every display ad should encompass.

**Headlines and subheads:** The function of the headline is to attract attention and stop readers, summarize the selling message, stimulate interest in the ad proposal, draw readers into the copy and pull prime prospects from among all readers. Headlines usually get strong typographical treatment. In layouts, they should be given about the same size and weight they’ll have in the finished ad. Subheads elaborate on the headline.

**Illustrations:** These are intended to work with the headline to make the ad’s theme instantly recognizable, attract reader attention and select prospects from among all readers. In layouts, block out areas in roughly the same size and shape that the illustration will occupy in the finished ad. The heavier the illustration will look in the ad, the darker the space should be on the rough layout.

**Copy:** This tells the sales story in detail for the reader. Placement of copy blocks should help the ad achieve balance and symmetry. On rough layouts, copy blocks in bold type should be indicated as darker gray.

**Signature:** This is the standard logo of a store with other pertinent information such as store hours, credit card information, address, phone number, map, etc. These are found at the bottom or top of ads, sometimes both.

**Borders and ornaments:** Plain or fancy, the intent of a border is to define the space an ad occupies and enclose its contents. Ornamental borders are often used when no other art is available. Simple, straight lines usually do the job without diverting attention from the ad’s most important parts.

**White space:** Just as music isn’t music without space between the notes, so copy and art is just black ink without the contrast of white space around it. Without enough white space around the black ink, the message is difficult to read. Use of white space to balance black ink is important in making a visually appealing ad.

Most good display ads have a sense of urgency and tell the reader to do something. A good ad promotes the store name while visually creating an image for the store. A good ad speaks to a specific group of people it’s trying to reach. A good ad gives readers all facts they need to make a purchase decision. It tells things such as available sizes, colors and prints. It tells when the store is open, where it’s located and its phone number.

We hope this helps new sales people and reminds the experienced with building eye catching ads. If you have more questions about designing ads for the Arkansas Display Advertising Network, call Neil or Eva at 501-374-1500.

**Congrats May Network Sales Reps!**

**Sheena Perritt, Batesville Guard – New SCAN Adoption Advertiser**

**Curtis Sanders, Harrisburg Modern News – New DAN Advertiser**
Rhonda Worrall has worked 38 of the past 39 years at the Carroll County News. You could say she is the rock of the newspaper – surviving several changes in ownership as well as the evolution of newspaper production from hot type to digital.

Worrall, who is currently circulation and production manager, was hired fresh out of high school by newspaper owner Ted Larimer to be the receptionist. Tom Larimer, current executive director of the Arkansas Press Association, was editor of the Carroll County Tribune at the time, which later merged to become what is now Carroll County News.

"I worked for the Larimers for 11 years before they sold the newspaper." - Rhonda Worrall

Rhonda Worrall, circulation and production manager at the Carroll County News in Berryville, double checks display ads for the next edition of the paper.

From left: Karen Lair, Lee Dunlap, Jeff and Jane Dunlap Christenson.

From the Field Feature

Worrall: The rock of Carroll County News
19 in 1966 when he found himself employed at the Paris Express as a “printer’s devil.” Working with hot lead in the 1960s, offset printing in the 1970s and through the introduction of computers in the newsroom, Beshoner is a pro at adapting to change.

During his 50-year career, he has performed many different tasks from sweeping floors in the early years to selling ads over the computer these days. On Dec. 31 Beshoner’s 50-year journey in the newspaper business will come to an end when he retires to take a well-deserved vacation and enjoy the grandkids.

Bob Qualls, adjunct journalism instructor at Lyon College for 17 years, was named Journalism Educator of the Year. After almost 30 years in the newspaper business in Arkansas, first at The Log Cabin Democrat and then The Baxter Bulletin, Qualls became director of public relations and communications at Lyon College.

He retired from the PR position in 2013, but still serves as the college’s only journalism instructor. The Journalism Concentration at Lyon has produced numerous professional journalists in print, broadcast and online media as well as those who went on to careers in public relations and the law. Qualls is also a freelance writer and news reporter for Talk Business & Politics magazine, the Batesville Daily Guard and for WRD Entertainment radio stations in Batesville.

Doug Thompson, enterprise editor and political writer for the Northwest Arkansas Democrat-Gazette, took home the Freedom of Information Award. A resident of Fayetteville, Thompson served as editorial page editor of Northwest-Arkansas newspapers from 2009 to 2011. Before that, he was a political reporter and columnist for the Morning News of Northwest Arkansas. He was also formerly a member of the Capitol Bureau for the Arkansas Democrat-Gazette.

The Distinguished Service Award was presented to Gerald Jordan, associate professor in the Walter J. Lemke Department of Journalism at the University of Arkansas. Jordan worked as a reporter and editor at three metropolitan dailies until 1995: Kansas City Star, Boston Globe and Philadelphia Inquirer. He was the first and only University of Arkansas faculty member to receive the U of A national award as Volunteer of the Year in 2003. In 2010 Jordan was honored with the Silas Hunt Award for contributing to the diversity of the institution and for professional achievement.

He has been honored as Teacher of the Year by the Associated Student Government and given the Lifetime Achievement Award by the Northwest Arkansas Martin Luther King Jr. Planning Committee. He and his wife, Elizabeth, have worked closely with the chancellor to recruit, retain and support talented African American and other minority students, staff and faculty to campus.

Chad Day, former reporter for the Arkansas Democrat-Gazette, won the I.F. Stone Award for investigative reporting. Ben Krain of the Democrat-Gazette won Photo of the Year honors; and Brandon Allen, former quarterback at the University of Arkansas, was named Headliner of the Year.

The Chicot County Spectator and Eudora Enterprise have a new full-time editor and general manager, Angela “Angie” H. Cutrer joined the newspapers June 1.

She comes to Chicot County from a lecturing position at Mississippi State University, where she taught journalism and communication courses. In the past, Cutrer worked as a reporter, columnist, page and designer and managing editor for newspapers in Missouri, Louisiana and Mississippi. She also has worked in public relations at Southern Miss in Hattiesburg, Miss., and River Parishes Community College in south Louisiana.

Cutrer was born in Baton Rouge, but mainly grew up in LaPlace, La., and later in Magnolia, Miss.

“My children are grown now – one daughter has three children, while the other expects her first in November – so it’s time for me to embrace a slower pace of life and stop moving around,” said Cutrer on why she chose Chicot County newspapers as her new home.

“Since I wanted to find a place to stay for good – join a church, find some hobbies, get me a dog – I was looking for a weekly paper set in a town that is as friendly as I could find, and I think I’ve found it within Chicot County,” she said.

The Van Buren County Democrat has appointed Alex Kienlen as its new editor.

Kienlen, an award-winning journalist, expressed excitement about the move.

“I've had Van Buren County dirt on my boots for more than 25 years,” he said. “And now having the privilege of reporting the stories and times of this place is a tremendous blessing and opportunity.”

Kienlen has a number of hobbies and interests. He is a life-long aviator with ratings as a pilot and as an aircraft inspector. He also, after learning to play at Dawson Music in Clinton, likes to play and perform with friends and at various events. One of the places he often plays is at state prison worship service as one of his roles as a chaplain's assistant for the Arkansas Department of Corrections. He is also a many-time state champion on Bicycle Motocross (BMX) racing.

His most recent journalism award was a first place in freelance writing by the Arkansas Press Association. He recently delivered a sermon on goal setting to the inmates at a chapel service at Cummins Prison.

Former editor Joe Lamb had departed in order to pursue legal studies.
2016 Arkansas Press Association
Better Newspaper Editorial Awards

Daily Winners

(Front Row, Left to Right) Bruce Guthrie, The Daily Citizen, Searcy; Wendy Jones, The Daily Citizen, Searcy; Angelia Roberts, Batesville Daily Guard; Lacy Mitchell, Batesville Daily Guard; Michael Storey, Arkansas Democrat-Gazette, Little Rock; Beth Reed, The Saline Courier, Benton (Back Row, Left to Right) Greg Harton, Northwest Arkansas Democrat-Gazette, Fayetteville, Steve Watts, The Daily Citizen, Searcy; Jeanette Anderton, Log Cabin Democrat, Conway; Brenda Bernet, Northwest Arkansas Democrat-Gazette, Fayetteville; Dave Perozek, Northwest Arkansas Democrat-Gazette, Fayetteville; Ronnie Bell, El Dorado News Times; Rusty Turner, Northwest Arkansas Democrat-Gazette, Fayetteville; Gretchen Ritchey, Malvern Daily Record.

Weekly Winners

(Front Row, Left to Right) Lori Freeze, Stone County Leader, Mountain View; Annette Beard, The Times of Northeast Benton County, Pea Ridge; Kim Break, Salem News; Tammy Curtis, Villager Journal, Cherokee Village; Brandon Howard, The Weekly Vista, Bella Vista; Christy Hendricks, The Leader, Jacksonville; Harold Coggins, Advance Monticellionian, Monticello (Back Row, Left to Right) Jim Perry, Harrison Daily Times; Steve Leavell, The Dover Times; Dustin Graham, Greenwood Democrat; Will Gilbert, Sun-Times, Heber Springs; David Scolli, The Leader, Jacksonville; Dewayne Holloway, Montgomery County News, Mount Ida; John R. Schirmer, Nashville Leader; Matt Shelnutt, Madison County Record, Huntsville; Janelle Jessen, Herald Leader, Siloam Springs; Kent Marts, The Weekly Vista, Bella Vista; Graham Thomas, Herald Leader, Siloam Springs.
I had good teachers,” Worrall said. “Plus, I had another connection with that family. My aunt was married to Tom Larimer’s brother Roy.”

Worrall has had many different jobs at the Carroll County News. She moved from receptionist to typesetter. Then she worked in advertising and commercial printing and as composition manager before moving to her current position about five years ago. The one year she didn’t work at the Carroll County News, she worked at a newspaper at Holiday Island. However, when it was sold, she returned to the News.

Worrall was born and raised in Berryville and feels the Carroll County News papers are very important to residents of her hometown and county. The Carroll County News has two editions – the Midweek newspaper is published on Tuesday morning and the Weekend edition is published on Saturday morning – plus a shopper called the Ozark Mountain Trader.

“Our readers depend on our newspapers to see grocery ads and read local news,” she said. “About the only difference in the Midweek and Weekend editions is that the Weekend paper contains church pages.”

Worrall has five delivery employees who take newspapers to their racks around the county. The Ozark Mountain Trader is delivered to the driveways of residents in Berryville, Green Forest and Holiday Island.

As with other weekly newspapers, Worrall has many responsibilities including preparing run sheets, doing page layouts, checking display ads, doing the postal report, scheduling ads and handling circulation. She puts ads on the bulletin board for the newspaper website and even still sells advertising to a few customers who just want to deal with her. Her favorite job over the years was composing ads.

When Worrall began work at the Carroll County News in 1977, type was set on one-inch tape and coded, then converted to film. Later the newspaper was produced using Compugraphics, and of course now computers are used to produce their publications.

Worrall’s daughter Krystal has been working alongside her mother at the newspaper for almost a year.

“She is learning about everything I do at the newspaper,” Worrall said.

Worrall and her husband Jeff also have a son, Kristopher, who lives in Green Forest. Worrall said she spends most of her free time with her eight grandchildren and her horses.
APA Convention Candids

1 Hector Cueva lines up a putt as Tom Larimer looks on at the Arkansas Press Association (APA) golf tournament, a fundraiser for the Arkansas Newspaper Foundation.

2 Nat Lea takes in the Crystal Bridges gallery after a group outing at the museum.

3 Doug Thompson, Kelly Kissel and Gerald Jordan (from left) share a laugh after the Friday night Honors Banquet.

4 This room was the setting for the APA dinner and reception at Crystal Bridges.

5 Nancy Kemp takes the audio tour during the early bird event held at the Museum of Native American History.

6 Rusty Turner facilitates the Saturday morning panel discussion, Timely Topics in the Newsroom.

7 The APA Board invited Bentonville Mayor Bob McCaslin (front row, second from right) to join them while cutting the convention ribbon.

8 Glenn Bolick with the Arkansas Highway and Transportation Department visits with Liz and Steve Leavell, from The Dover Times, at the APA trade show.
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July 15...

**National Grilling Month.** Call on propane suppliers, home stores, meat markets, farmers’ markets, grocery stores, kitchen supply stores, gourmet stores, bookstores (for cookbooks).

**National Recreation and Parks Month.** Call on outdoor supply and sporting goods shops, day and overnight camps, local state parks (to promote programs), canoe rental companies, trail rides (horse rental), bicycle shops.

**National Independent Retailers Week, July 17-23.** Call on everyone. How about a nice theme page or special section spotlighting locally owned businesses?
**APA’s 2016 Perfect Performance Club**

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA’s Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

| Alma Journal | Forrest City – Times-Herald |
| Amity – The Standard | Fort Smith – Times Record |
| Ashdown – Little River News | Glenwood Herald |
| The Atkins Chronicle | Gravette – Westside Eagle Observer |
| Batesville – Arkansas Weekly | Hampton – South Arkansas Sun |
| The Beebe News | Harrisburg – The Modern News |
| Berryville – Carroll County News | Harrison Daily Times |
| Midweek | Hazen – Grand Prairie Herald |
| Berryville – Carroll County News | The Hope Star |
| Weekend Edition | Horseshoe Bend – Pacesetting Times |
| Booneville Democrat | Hot Springs – The Sentinel-Record |
| Brinkley – The Central Delta Argus-Sun | Hot Springs Village Voice |
| Calico Rock – White River Current | Huntsville – Madison County Record |
| Camden News | Imboden – The Ozark Journal |
| Charleston Express | Jasper – Newton County Times |
| Cherokee Village – Villager Journal | Jonesboro – The Sun |
| Clarksville – Johnson County Graphic | Lake Village – Chicot County Spectator |
| Clinton – Van Buren County Democrat | Little Rock – Arkansas Business |
| Conway – Log Cabin Democrat | Little Rock – Arkansas Democrat-Gazette |
| Corning – Clay County Courier | Little Rock – Arkansas Times |
| De Queen Bee | Little Rock – The Daily Record |
| DeWitt Era-Enterprise | Manila – The Town Crier |
| England Democrat | Mansfield – The Citizen |
| Eudora Enterprise | Marianna – Courier-Index |
| Eureka Springs – Lovely County Citizen | The Maumelle Monitor |
| Fairfield Bay News | McCrory – Woodruff County Monitor-Leader-Advocate |
| Farmington – Washington County Enterprise-Leader | The Melbourne Times |
| Fayetteville Free Weekly | Monticello – Advance Monticellonian |
| Flippin – The Mountaineer Echo | Morrilton – Conway County Petit Jean Country Headlight |
| Fordyce News-Advocate | Mountain Home – The Baxter Bulletin |
| | Murfreesboro Diamond |
| | Nashville Leader |
| | Northwest Arkansas Democrat-Gazette |
| | The Osceola Times |
| | Paragould Daily Press |
| | Paris Express |
| | Pea Ridge – The Times |
| | Perryville – Perry County Petit Jean Country Headlight |
| | Pine Bluff Commercial |
| | Pocahontas Star Herald |
| | Rison – Cleveland County Herald |
| | Russellville – The Courier |
| | Salem – The News/Areawide Media |
| | Searcy – The Daily Citizen |
| | Siloam Springs – Herald-Leader |
| | Stamps – Lafayette County Press |
| | Star City – Lincoln American |
| | Star City – Lincoln Ledger |
| | Texarkana Gazette |
| | Walnut Ridge – The Times Dispatch |
| | White Hall Journal |
| | Wynne Progress |

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80 Papers Remain in “Perfect” Standing
Melba Tomlinson, advertising executive for the South Arkansas Sun in Hampton, recently drove to APA Headquarters, in Little Rock, for a one-on-one Display Advertising Network (DAN) and Statewide Classified Advertising Network (SCAN) training with Eva Bakalekos, network advertising coordinator.

Melba has quite a history in her town and has the drive and ambition to want to service her print customers with the best and most coverage for the money. With a short session, she now has the basic knowledge to sell the DAN and SCAN ads, moving her paper from a “rebate-only” revenue, to a potential unlimited revenue by upselling customers or identifying new prospects who need a broader coverage area than just the Hampton vicinity.

Motivated, enthusiastic, energetic and ambitious, she felt a strong urge after the meeting to go shoe shopping, automatically sensing that she had some big advertising shoes to fill! We look forward to your first DAN or SCAN sale, Melba!

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WANTED:
ad reps to sign up for a one-hour DAN/SCAN training at Arkansas Press Association Headquarters to help facilitate DAN SCAN sales at your paper! We will work with your schedule.

“By Phone or email training also available.”

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“Are you earning what you’re worth?”

Make bonus money from anywhere in the office simply upgrading local line or display ads to regional or statewide ads! Product virtually sells itself!! Absolutely free one-on-one DAN/SCAN training at the Arkansas Press Headquarters in LR. $10,000 in sales per week potential!***! Your newspaper receives 1/2 the revenue of the sale! House ads drive customers directly to your desk!”

For information, contact Neil or Eva at 1-800-569-8762, or fill in the coupon to the left and fax this page to: 501-374-7509 neil@arkansaspress.org eva@arkansaspress.org

**Actual sales and earnings depend on your perseverance, commission arrangement with newspaper and your ability to say the words “DAN”, “SCAN” and “DAILY CONNECTION”. Mouth and phone required, some faxing and computer skills necessary. Experience in overcoming objections and listening and identifying customer needs a plus. Your newspaper must be a network member to qualify.

YES! I am interested in attending the 1 on 1 Network Training at the ARKASAS Press Headquarters
(NAME)____________________________________________
(NEWSPAPER) ______________________________________
EMAIL ADDRESS:___________________________________
phone#____________________________________________
email address_________________________________________
From the Field Feature

Barth brings 40 years of experience to new job

Bob Barth, advertising director at the Northwest Arkansas Democrat-Gazette, literally grew up in the newspaper business. At the age of 18 his first job was working in the mail and press rooms at the Bismarck Tribune in Bismarck, N.D. Forty years later he is still going strong in the industry.

During the 11 years Barth worked at the Tribune, he moved up the ladder to retail sales rep and then to classified advertising manager. He left the Tribune to take the ad director’s job at the Montana Standard in Butte, Mont., where he oversaw not only the newspaper’s advertising department, but also three shoppers, commercial printing and silk screening operations plus statewide direct mail.

After nine years in Butte, Barth moved south to Lubbock, Texas, to work at the Lubbock Avalanche-Journal as advertising and classified manager. Eleven years later his boss in Lubbock took the publisher’s position at The Topeka Capital Journal in Topeka, Kan., and took Barth with him to be the ad director there. He left Kansas after 11 years for his current job at the Northwest Arkansas Democrat-Gazette in March of this year.

continued on page 2

Former Weevil Outlet editor recalls good times

By Sue Rogers Rownd
Arkansas A&M Class of 1942

EDITOR’S NOTE: This article is reprinted from the Advance-Monticellonian.

Had you known me in high school you would never have thought that I could have stood before the entire student body of my college and made a political speech. But I did!

I was asking those students of Arkansas A&M College in Monticello for their votes to elect me as the editor of the college newspaper, the Weevil Outlet.

I had been on the staff of the Outlet for one year, but had no knowledge of what it took to put out a newspaper.

My platform was based on the promise to include all students in the publication, not just the popular ones. In addition, I said that I needed this job. I don’t know which idea touched the students, but I won the election by a large margin, the first female editor in the history of the school.

This was 1941, my senior year and jobs for the three previous years had included sweeping floors for the college housekeeper “Miss Emma,” working in the greenhouse – also for Miss Emma – and biology lab assistant for my biology professor, Dr. W. C. Hobgood. These jobs only defrayed my expenses, while the editor of the Outlet earned a full ride.

It sounded like a walk in the park, but I found that it was a big park, and there were only 24 hours in a day and night. My staff was good and reliable, but I was personally responsible for an editorial column and a gossip column, entitled “Slingin’ It” continued on page 2
Barth said he likes the diversity of products and services the Democrat-Gazette offers and markets. He has 25 employees working in classified, retail, art and copy, advertorial and online divisions.

“Fayetteville is a fantastic area to live in,” Barth said. “And I have the finest advertising staff that I have had in many years. Their dedication to their jobs with a can-do attitude makes my job easy. They are very strong at what they do, but they are also open to learning and becoming better.”

Overseeing several divisions and being fairly new to his job, Barth said he is getting “up to speed,” which has been made easier due to the excellent managers working for him.

Barth encourages his sales reps to listen and learn everything they can about the changing newspaper industry and their customers.

“Many businesses face multiple challenges and don’t know much about marketing,” he said. “So by listening and learning everything they can about the newspaper industry and about their customers, sales reps can analyze options and give clients the best solutions for whatever they are trying to achieve.

“Newspaper advertising staffs are now full multi-media experts and can offer any and all solutions with various outlets. We aren’t your grandfather’s newspaper. We are a strong, viable business that is growing every day.

Weevil outlet editor

in each issue. That gossip column was what helped me keep my campaign promise. I had to keep in touch with the help of some trusted spies, with who was sitting on “The Rocks” with whom, and who took a date on the Green Dog bus to town for a movie. Many names appeared in that column for their first time, and no slander charges were filed!

The Outlet was printed on the premises of the Advance-Monticellonian on the court square in town. It was my first time inside a real print shop. It was the first time I had seen a linotype, or heard one, and the first time to smell the ink. Two issues later I was a veteran and hooked on the excitement of it all.

Gathering the material was mundane, but putting it into print was fantastic. The linotype operator became my hero, as he transformed my copy into hot slugs that said something. Putting the paper to bed meant that the slugs were placed into a frame with the type upward, then a copy of that article was made for me to edit. Learning the codes for editing was easy since I had experience in grading papers in practice teaching.

It took several trips to town to complete the layout and have it ready to print. Fillers had to be put in to complete columns and advertisements placed in advantageous spots. My business manager, Charlotte Tillar, took care of selling ads and making up the ads as the customer wanted them. She was my opponent in the election and was a talented newspaper person. She and her husband later were the publishers of the Dumas Clarion for many years. Charlotte also became a congresswoman in the State Legislature.

My good luck was that I am a “night person,” because that is when I did most of my writing. My dorm room was a gathering place, so I wrote after lights out at 10 p.m.

Several months ago, I found the copies of the issues of the Weevil Outlet that I had been responsible for putting into print. The yellowed, fragile pages took me back to my college days, memories of friends not thought of for years: escapades of the “Wandering Weevils,” our unconventional football team which toured the United States in a green school bus, not winning games but entertaining for crowd with acrobatic entries onto the field, crazy formations – and trips into the stands to visit with fans; a “Sadie Hawkins Day” race, proms and scavenger hunts requesting the coach’s pajamas and the librarian’s girdle. What a life we led!

Although my career was short, I treasure the experience and marvel at how the publishing of newspapers has changed in seven decades.

EDITOR’S NOTE: Mrs. Rownd, 95, came to Monticello to college from Grady in the late 1930s. She graduated with a bachelor of science degree in biology, with a minor in English. She turned in this article a few years ago when she began writing life stories for a course at Life-Quest in her current hometown of Little Rock. She offered it to the Advance-Monticellonian, and we were more than happy to publish her work.
**In the NEWS**

Tom Stallbaumer, Times Record publisher in Fort Smith, recently resigned to take a job with public relations firm inVeritas in Rogers. Stallbaumer had been at the Times Record since May 2013 when he replaced retired publisher Gene Kincy.

Stallbaumer was publisher of The Morning News in northwest Arkansas from 1994-2010. Following his tenure in Springdale, Stallbaumer became publisher of the Ames Tribune in Iowa. He then served as director of sales and marketing for Stephens Media in Las Vegas, where he was also publisher of Las Vegas CityLife and Best of Las Vegas.

In Rogers, Stallbaumer will be vice president of business development for the Little Rock-based public relations firm.

“I just had a good opportunity,” Stallbaumer said. “My wife’s parents are in Rogers, and they’re needing a little bit of help on a regular basis.”

Delivery of quality content and engagement with the community are goals for the new publisher of the Times Record.

Crystal Costa, former advertising and marketing director for the Northwest Arkansas Democrat-Gazette, took the helm of one of the oldest newspapers in the state recently. She is the first woman to hold the distinction in the publication’s 132-year history. Tom Stallbaumer’s last day as publisher was June 6 after three years on the job.

Recognizing the challenges for many newspapers and media groups in an ever-shifting environment, Costa said the goal continues to be creating a reader-focused product with community-based journalism as its primary focus.

“Reporting on the community ... that is our core,” Costa said. “We can’t forget that. Readers first, and content first. ... And then how do we configure other parts of our business to make sure we’re supporting that and still moving forward as a good strong business.”

Creating “good quality journalism” in a way that readers want to consume is another aspect of the job that Costa will continue to address as the publisher.

“Newspapers and media groups everywhere are experiencing the same kinds of challenges,” Costa said. She went on to say it was imperative to ensure the newspaper and quality journalism are “relevant” parts of the community.

A 2000 University of Arkansas at Little Rock graduate with a master’s in technical writing, Costa went on to spend many years with the advertising department at the Arkansas Democrat-Gazette in Little Rock after she was the deputy managing editor of The Leader in Jacksonville. Costa became the promotions and marketing director for the Democrat-Gazette’s central office in 2003 at the time when Sync Weekly and Arkansas Life Magazine were created. She also ran the section’s three weekly community newspapers.

In 2010, following the 2009 merger of several newspapers into the Northwest Arkansas Democrat-Gazette, Costa was tapped for the advertising and marketing director position that she held for nearly six years. She most recently was the marketing director for McLarty Daniel Automotive in Bentonville.

Rust Media promoted Patti Sanders, advertising manager for The News/Areawide Media in Salem, to general manager on July 1.

“I am excited about this opportunity. I look forward to the continued work of our local newspapers and our communities,” Sanders said. “The communities that we serve and work for are the core of our success. I encourage everyone to reach out to me to improve not only the newspapers but our communities.

“When I first started working around the newspaper, which I called the old Salem Headlight building, there was Gary Clayton, Janie Flynn and Betty Albright, then came Debbie Perryman and Wanda Yarnell, all who are pillars of this company and its successes.”

Quinton Bagley has returned to the Little River News, in Ashdown, after a 16-month absence. Bagley left the newspaper in March 2015 to pursue another opportunity.

“I am glad to be back at the Little River News,” Bagley said. “I wish I had never left, but that is behind me now, and I am looking forward to getting back to work.”

Bagley’s duties at the newspaper will be reporter and will assist in advertising sales.

The Madison County Record has hired Wes Tate, of Huntsville, as its new general assignment reporter, while promoting Preston Tolliver to the paper’s managing editor following the departure of former Editor Matt Shelnutt.

Tolliver started at The Record as a reporter in November 2012. Earlier this year, he was promoted to the paper’s online editor, tasked with bringing a wider audience to the paper’s website, mcrecordonline.com. Since his promotion, online readership has more than doubled.

“I look forward to serving the Madison County community as the managing editor of its flagship newspaper,” Tolliver said. “We’ve been doing a lot of great things here, and I’m excited to build on that as we move forward.”

Tate, originally of Tulsa, attended Oklahoma State University, writing for its student publication, The O’Colly. Tate’s duties at The Record will be to cover general assignment stories, as well as bring a new narrative to the Huntsville School District’s various athletic events.

“I’m grateful for the opportunity to be able to become a part of the community through the newspaper and its readership,” Tate said.
## August Monthly Sales Planner

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### August 15...

Arkansas’ Tax Free Weekend is scheduled for Aug. 6-7. The timing of the event is ideal for parents who need to pick up school supplies, art supplies, clothing, shoes and other back-to-school shopping items. The Tax Free Weekend applies to clothing and footwear priced less than $100 per item, accessories priced at less than $50 per item and school supplies.

American Adventures Month. Call on anything that can be interpreted as an “adventure” provider of whatever sort, anything out of the usual daily routine… day camps, canoe rentals, horseback riding, campgrounds, martial arts classes, art and pottery classes, climbing walls, sports lessons, activity centers, go-kart tracks, roller rinks.
APA’s 2016
Perfect Performance Club

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Camden News
Charleston Express
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clinton – Van Buren County Democrat
Corning – Clay County Courier
De Queen Bee
DeWitt Era-Enterprise
England Democrat
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Fort Smith – Times Record
Glenwood Herald
Gravette – Westside Eagle Observer
Hamburg – Ashley County Ledger
Harrisburg – The Modern News
Hazen – Grand Prairie Herald
The Hope Star
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
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Little Rock – Arkansas Business
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Manila – The Town Crier
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MARIANNA – COURIER-INDEX
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Paragould Daily Press
Paris Express
Perryville – Perry County Petit Jean Country Headlight
Pine Bluff Commercial
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Texarkana Gazette
White Hall Journal
Wynne Progress

Papers Remain in “Perfect” Standing

Send us your updates for AdNews!
New employees? Employee promotion? Retirement party?
Let APA know what's new in your office. E-mail your office updates to Ashley, ashley@arkansaspress.org.
Building Client Relationships

NEIL MCCONNELL, APS ADVERTISING SALES REP

I’ve been in advertising sales for more than 15 years and what I’ve learned is building a relationship with your client is essential in growing your revenue. Each relationship you develop will be different. Some clients you might have lunch with once a month and there are some you will only communicate with via email or phone. Advertisers buy from people they like and feel they can trust and who consistently provide top notch customer service.

Here are seven tips that will help you build those relationships.

• Be patient in building new relationships. Relationships take time. Resist overdoing the schmoozing, as it can be a severe put-off. Instead, take the time to get to know your client, and share a little bit of yourself. Find out their likes and dislikes. Are they married, do they have kids and when is their birthday. Simple things like asking how their kids are and acknowledging their birthday, shows you’re genuinely interested in them.

• Get to know their industry and company. You don’t have to be an expert, but this will help you speak the same language as the client, understand what keeps them up at night, and cater your interaction and offerings accordingly.

• Go the extra mile. As you grow your business and your client relationships, there will be times that you’ll have to go above and beyond for the client. Clients remember the times you came through for them and it may open up additional revenue streams and new product offerings you had not previously considered.

• Treat every client as your most important one. Simply put, happy clients are more likely to make referrals. Provide all clients with your best service, regardless of whether they are a Fortune 500 company or a small business. You never know who your clients may know or to whom they will refer you.

• Respond promptly. When a client emails you, acknowledge the receipt of the email as quickly as possible, even if you do not have the answer they are looking for. You will give them comfort by simply acknowledging the receipt of their request and by communicating that you’re on it.

• Be more than an email address. Email communication can often be misconstrued, especially during stressful situations. Sometimes we work with clients we don’t know very well, so consider a phone call or a face to face meeting. Putting a face to a name and email address works wonders.

• Always summarize next steps. No matter how quick or trivial a client meeting seems, always recap the conversation with next steps. Don’t skip this step. You think you’ll remember all of the details, and maybe you will but a brief recap keeps you both on the same page and should prevent embarrassment and more work down the line.

I hope this helps new sales people and reminds the experienced about the importance of client relationships. If you have more questions about customer relationships or questions about the Network programs, call Eva or me at 501-374-1500.
**From the Field Feature**

Graves named Gatehouse group publisher

Ed Graves, recently named Gatehouse Media senior group publisher in Pine Bluff, had only visited Arkansas before this year, but now he is looking forward to making the state his home.

Most recently Graves had been doing contracted marketing consulting since the closure in 2015 of USA Weekend magazine where he was vice president-affiliate sales relations in the Washington, D.C. area. He had held that title for eight years and grew the publication by 25 percent during his tenure.

Prior to that he was president and publisher of the Jackson (Miss.) Sun from June 2000 through December 2007 where he was awarded the Gannett Company’s President’s Award of Excellence as publisher in 2004 and 2006. He worked as vice president of circulation for three years at The Greenville News Media Group in Greenville, S.C., before moving to Jackson. While in Greenville, Graves increased daily circulation by two percent and the Sunday newspaper saw a 3.2 percent positive growth in circulation.

Graves joined the Gatehouse Media team the end of July.

“Even though I had been out of the main stream

continued on page 2

**Courier-Index marks 145th year of publication**

The Courier-Index began its 145th year of publication in Lee County on July 27. The newspaper, which was first printed in 1872, is published each Wednesday morning at its parent company, Times-Herald Publishing in Forrest City. Times-Herald Publishing purchased the Courier-Index in May 1986.

This year, the Courier-Index has welcomed a pair of new staff members.

D.J. McMickle is the new staff reporter/photographer and Lisa Vowan is the new office manager. Chelsea Jones Ball is the paper’s advertising sales representative.

McMickle is a native of Marianna, having graduated from Lee Academy in 2008. He continued his education at Ouachita Baptist University, earning a bachelor’s degree in Christian studies before returning to his hometown. He began working with the Courier-Index in June.

“My main goal with the Courier-Index is to help produce a great product of news for a community that I am passionate about,” McMickle said.

Vowan joined the Courier-Index in April. She is also a Lee County native, having graduated from Lee Senior High School. She and her husband, Carl Vowan Jr., have two sons, Adam and Jon.

Ed Graves, recently named Gatehouse Media senior group publisher in Pine Bluff, is now overseeing several weekly and daily Arkansas newspapers.
From the field
continued from page 1

business of newspapers for several years while at USA Weekend, I dealt heavily with newspaper publishers,” Graves said. “I have a love for the newspaper business, which has changed a great deal on the production side over the past seven to eight years. But I’m excited to be back working with newspapers. Pine Bluff has a lot of potential.”


His goal for all of these newspapers is to be local, relevant and engaged with the community.

“I like the fact that all these papers are in mid-sized communities so our readers can look to us as one of the guiding forces in the community,” Graves said. “We can be that conduit for advertisers to reach customers either through print or online. We have to cover local news. In places like New York City there are a million other sources people there can get their news. They can get on their iPhone or laptop and get national news faster than reading the print version of the New York Times.

“For that reason I think there is a danger that newspapers in larger cities could die. However, in places like Hope and Arkadelphia, the majority of the community go to their local newspaper to see what’s going on in their area and what local advertisers have to offer.”

Graves said for advertising sales reps to be successful these days they must immerse themselves in the total medium, which includes print, online and social media.

“The scope is much broader today. Print may not even be the best option for a particular customer. So you have to get to know your customers’ business and their target markets, which may respond better to the digital side,” he said.

“That is the uniqueness of our business. We can evaluate the customer’s business, do a needs analysis and figure out the best places that customer needs to advertise. Then we can develop and present a full comprehensive advertising package.”

He said newspaper sales reps need to keep foremost in their minds how valuable they are to customers. They are a great resource for businesses who don’t have a marketing department.

Being a senior group publisher for Gannett will pull Graves in many directions each day. However, he knows how to manage his time.

“When I first started in this business, a manager told me to always surround myself with good people. And I have tried to do that throughout my career,” Graves said. “I know I alone cannot be successful. As publisher I have to have the vision for the publications. Then success comes with the right team in place to execute that vision.

“That’s what I’m working towards here in Arkansas. I want to generate excitement and emphasize our importance to the community and move forward from there.”

A native of Louisville, Ky., Graves graduated from Eastern Kentucky University where he majored in art and minored in business. He also attended the American Press Institute.

In high school he delivered missed copies to subscribers and was editor of his school newspaper.

“I never thought that a newspaper career would be my calling, but you never know where life will lead you,” he said. “In college I worked in circulation at the Lexington Herald Leader.

“I think the reason I have enjoyed newspaper work so much is something is different every day. No two days are ever alike. When you go into work, you may have to ‘put out a fire,’ then be creative – all this while putting out a product every single day. Even though you produce the same product every day or every week, you face different challenges every day. I’ve always liked this business because it gets your adrenaline flowing, which makes the job exciting.”

Graves said his art background has actually come in handy throughout his career. He and his wife, Kim, whom he met in college are art collectors and enjoy going to art galleries. They are looking forward to visiting Crystal Bridges Museum of American Art. The Graves also enjoy cooking and traveling.

The couple are moving to Pine Bluff from Palm Coast, Fla., which Graves calls “interesting” in light that the city was only established in 1997. Graves is also a presidential library historian and has visited all 13 presidential libraries in the United States.

Graves and his wife have two grown children and two grandchildren.

New Shopper Formed in NEA

Velma Herren, a 43-year veteran of the Clay County Courier, holds up the first issue of The Northeast Arkansas Trading Post. Herren was on staff for one year when The Northeast Arkansas Merchandiser was founded. The new publication is the product of a merger between The Northeast Arkansas Merchandiser and the Randolph County Randco Trading Post. The edition provides advertising brought to you by businesses and individuals from Corning, Pocahontas, Clay, Randolph and surrounding counties.
Frank Fellone returns to reporter job

EDITOR’s NOTE: This article is reprinted from Arkansas Business.

The Drivetime Mahatma is no longer a pooh-bah at the Arkansas Democrat-Gazette.

After about 20 years as deputy editor, Frank Fellone is back out in the newsroom as a reporter, working basically half-time. Fellone, who will continue writing the popular weekly traffic and highway column that gave him the title Mahatma, had been a boss at the paper since becoming state editor in 1980.

“I was a senior editor here for a long time,” Fellone said, “and recently I decided to step back from being a guy in a suit. I’m a reporter again, and many people here think I’m crazy.”

Doubts about sanity aside, Fellone figured it was time for a change at age 65. He largely stopped writing his monthly op-ed column a year ago.

“I didn’t have anything else to say that I hadn’t said before,” he said. “I wrote an opinion column occasionally, but that’s a moot question now.”

He’s happy to keep up Drivetime Mahatma though.

“T h a t ’ s lasted more than nine years now, and much to my surprise it’s still going strong.”

Fellone, one of the paper’s longest-serving veterans, said he has written a fair number of feature articles over the past five years to keep up his reporting and writing chops.

“Right now I’m plowing through a giant spreadsheet of data on the state’s population of women prison inmates. I have no idea what I’m doing, but it’s a lot of fun. I may learn something before I’m done.”

Fellone’s old office space has been taken over by Kim Christ, who now holds the bulky title of deputy managing editor for features and administration.

“I’m in Frank’s old office, but I haven’t taken over all his old duties,” Christ said. “I have plenty, but we shared some of them around the newsroom.”

GateHouse Media offers voluntary buyouts

GateHouse Media is offering voluntary buyout packages to most of its employees nationwide, and other staff cuts may be in the pipeline.

The voluntary severance would give journalists who accept it by Aug. 29 one week of severance pay for every year of employment. Under the terms of the offer, employees would leave the company by Sept. 16. A memorandum about the offer was issued to employees on Aug. 16 by GateHouse CEO Kirk Davis.

The company, which described the buyouts as part of its “ongoing efforts across our organization to reduce costs,” said that layoffs are a possibility if the voluntary program falls short.

“In the event that a sufficient number of employees do not end up ultimately participating, an involuntary reduction in force may occur,” GateHouse said in an information packet distributed to employees.

The buyout offer was not extended to several GateHouse operations, including its digital division, Propel Marketing, or its bridgeTower Media business-to-business arm, formerly called Dolan, which includes the company’s business, legal, construction and political news journals.

Publicly traded Gatehouse Media LLC, headquartered in suburban Rochester, New York, owns the Southwest Times Record in Fort Smith, the Pine Bluff Commercial, the Daily Siftings Herald in Arkadelphia, the Hope Star and the Stuttgart Daily Leader, along with more than a dozen Arkansas weeklies. The chain has 125 daily newspapers among its 620 publications nationwide.
September 15...

**National Coupon Month.** Encourage your advertisers to include coupons in their ads this month. Plan a coupon special section, where every ad has a coupon promotion of some sort.

**National Skin Care Awareness Month.** Call on dermatologists, day spas, salons, estheticians, beauticians, Avon, Mary Kay and Arbonne representatives, boutiques carrying lotion and bath-product lines.

**County Fair time!** Always good for a local theme page. Call on everyone on your list.

**National Rice Month.** Call on agriculture and seed suppliers, but also kitchen and cookware stores, health-food stores.
APA's 2016
Perfect Performance Club

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA's Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

Alma Journal
Amity – The Standard
Ashdown – Little River News
The Atkins Chronicle
Batesville – Arkansas Weekly
The Beebe News
Berryville – Carroll County News
Midweek
Berryville – Carroll County News
Weekend Edition
Brinkley – The Central Delta Argus-Sun
Calico Rock – White River Current
Camden News
Charleston Express
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clinton – Van Buren County Democrat
Corning – Clay County Courier
De Queen Bee
England Democrat
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordsyce News-Advocate
Forrest City – Times-Herald
Fort Smith – Times Record
Glenwood Herald
Gravette – Westside Eagle Observer
Hamburg – Ashley County Ledger
Harrisburg – The Modern News
Hazen – Grand Prairie Herald
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Little Rock – Arkansas Times
Little Rock – The Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
McCrory – Woodruff County Monitor-Leader-Advocate
The Melbourne Times
Monticello – Advance
Monticellonian
Morrilton – Conway County Petit Jean Country Headlight
Mountain Home – The Baxter Bulletin
Murfreesboro Diamond
Nashville News-Leader
Northwest Arkansas Democrat-Gazette
The Osceola Times
Paragould Daily Press
Paris Express
Perryville – Perry County Petit Jean Country Headlight
Pine Bluff Commercial
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
White Hall Journal
Wynne Progress

Papers Remain in “Perfect” Standing

Send us your updates for AdNews!

New employees? Employee promotion? Retirement party?

Let APA know what’s new in your office.

E-mail your office updates to Ashley Wimberley, ashley@arkansaspress.org.
I know making cold calls and prospecting can be challenging and frustrating, but it’s totally necessary in order to be successful in sales. It’s a must. Here are some tips that can help you to stay focused on prospecting and cold calling. No matter how long you’ve been in sales you still need to prospect. Accounts come and go, and that’s why it’s important to always have prospects in you sales funnel.

1. **Consistency counts:** Prospect daily! Prospecting is the art of opening new relationships. New relationships mean new business opportunities that later turn into sales. Those sales were originally identified through prospecting making prospecting the lifeblood of sales. Improving your prospecting results begins with setting aside the time and the energy to prospect each and every day. Plan your days and schedule prospecting time.

2. **Know what you’re going to say:** I’m not saying to write a script but you should have a basic outline on what you will say once you have a potential new prospect on the phone or in person. You never want to sound scripted or mechanical; you want to sound real and authentic. Also, always have a list of client objections ready because you’re going to need them. Your effectiveness is greatly improved by choosing carefully the words that you use.

3. **Finding prospects:** Look everywhere; you never know where you’ll find your next client. There are many lead generating resources like billboards, TV, radio, newspaper, the internet, magazines, phone book, brick and mortar stores, Facebook, friends and family. You can also ask current clients for referrals. If your client is getting good results then they should be happy to refer you to their friends that are business owners that are in need of your products and services.

4. **Turn off the distractions:** Turn off the Internet. Turn off your email. Turn off your Phone. Focus!! If you’re checking emails or text messages while you prospect, you will get distracted. Don’t let co-workers distract you either. This time is valuable and it’s important to stay on task.

5. **Focus on the outcome:** Yes, prospecting is about building new relationships, but that’s not what we are focused on. Sales people should be focused on getting the appointment. This means that you don’t allow your prospecting calls to turn into a needs analysis, a presentation, or a long discussion about your product or service. It means you apply a laser-like focus on scheduling the appointment.

6. **Get good at cold calling:** Cold calling is still one of the fastest ways to schedule appointments and to open relationships. Never tell yourself that you dislike or hate cold calling because as humans we don’t like to do things that we dislike or hate. Instead, tell yourself you LOVE cold calling and you’re the BEST one at it. If you start telling yourself that you are the BEST then you will be the BEST. And remember, the very best salespeople are the very best at cold calling.

7. **Nurture relationships:** Business relationships are built over time. Your consistent pursuit of your dream clients is part of a longer-term plan for success. Some of your best relationships and biggest deals will take time and your consistent nurturing of these relationships will open opportunities for you. Be consistent and reach out to potential clients regularly. This proves to them that you are not going to disappear like so many of your peers and that you’re truly interested in working with them. You are a professional who executes well and is determined.

Even when you use all of the ideas above, you are still going to hear “no.” You are going to hear it a lot. Cold calling is a numbers game. The more calls you make the more appointments you’ll make. Now go make some cold calls. If you have more questions about sales calls or questions about the Network programs, call Eva or me at 501-374-1500.
From the Field FEATURE
Two couples purchase Spring River Chronicle

What do a farmer, a real estate appraiser, a radiographer and a graphic designer have in common? Family, a love of the Spring River and now a small weekly newspaper.

The Spring River Chronicle in Hardy has new owners: David Pique and Dawana Goings Pigue and Brad and Deanna Owen became the proud owners of Leap Frog Publications, LLC on Sept. 2. Leap Frog is the parent company that will be publishing the newspaper. The foursome all have very diverse career backgrounds, and are expected to contribute a multitude of skills to the company.

Dawana and Deanna are identical twin sisters, and Brad and David grew up together, attending the same school and church. Brad and Deanna have been married 10 years and approximately three years ago Brad introduced David to Dawana. When the couple married in November of 2014, the boyhood friend became family.

“Life is funny. Never in my wildest dreams could I have told you that David and I would someday end up married to twins and owning a newspaper together,” laughed Brad, “but here we are.”

APA launches 15th cover photo contest

For the 15th year the Arkansas Press Association (APA) is kicking off a photo contest among APA members and associates to find the cover photo for the 2017 Arkansas Media Directory now in production.

“Over the years we have had some outstanding photos submitted for consideration, and from these we’ve been able to select some amazing photos to adorn the cover of the annual Directory,” said Tom Larimer, APA executive director.

The top three entries will receive cash prizes including $100 for first place, $50 for second, and $25 for third.

A panel of experts will judge the photos.

The window for entering photos for consideration opened Sept. 15, and the deadline for photos to be considered is Friday, Oct. 14. There is no fee to enter.

To compete, APA member newspapers and associates should email their photo entries as an attachment to graphics@arkansaspress.org. Each contestant may submit up to seven photos.

The winning entry will appear on the cover of the Arkansas Media Directory when it is published early in 2017. The other top entries will be featured throughout the directory on a space available basis.
The two couples blend well together. Both men are quiet and reserved, and the twins are lively and animated. David and Dawana own a weekend cabin, The Lily Pad, on the Spring River in Hardy. Brad and Deanna have spent almost every weekend at the cabin as the two couples pursued their love of kayaking and enjoying the river.

“It is truly our happy place,” said Dawana, “and we are thrilled that we have been able to share it with our friends and family.”

Dawana said that everyone who has visited the cabin has fallen in love with it and the Spring River, which hasn’t surprised her.

“Spring River is one of the most beautiful places that I have ever seen,” she said.

David and his family own a farm in eastern Greene County. They farm approximately 6,000 acres of rice, corn, soybeans and peanuts. When the new couples were discussing the new organization and deciding on business titles, David had a specific title in mind. Silent partner was the designation that he wanted.

“While I may have some input in various things, I expect my role to be a primarily silent one, at least until after harvest season,” he said.

Dawana is a certified residential real estate appraiser. She lived in Sharp County for almost 20 years and spent a brief couple of years as newspaper reporter.

“I loved the newspaper business,” said Dawana, “but family and other obligations pulled me back into the real estate appraisal business.”

She said she is looking forward to her role as editor and hopes to write a weekly column, editorials, feature stories and the occasional news story.

David and Dawana live on David’s farm in Greene County where Dawana’s real estate appraisal offices are located.

“We are very excited about this new business venture,” said Brad. “We have lots of ideas, not just about the newspaper, but other things that we are hoping to implement as well.”

The company will be offering graphic design services for businesses, such as business cards, brochures, catalogs and other printing services. Brad’s first job after graduating from Arkansas State University (ASU) with a degree in fine arts was at a small daily newspaper in Paragould.

“I have been very fortunate,” Brad said. “I was able to enter into this career at a time when I was able to see the printed publication move into the digital world. The first Mac computer that I used was one of the first all-in-one Apple computers introduced by Steve Jobs.”

Brad also worked in the dark room at the newspaper, developing film. He later worked for other companies and was involved in producing printed materials, signs, ad specialties and wearables.

“Being in this business enables you to interact with people from a wide range of interests and professions. You are never doing the same job twice,” he said.

In addition to graphic design, Brad plays music with a couple of bands.

“I have had the joy of using two forms of art as my career. What others may call a hobby is something that has made me a living for more than 30 years,” Brad said.

His calm demeanor and his artistic personality, coupled with his graphic design background made him the obvious choice for publisher.

Deanna spent more than 20 years in sales and marketing before deciding to go back to school five years ago. She graduated from ASU with a bachelor of science degree in radiologic sciences.

“I miss sales and marketing, even though I love my new career,” said Deanna. “I like figuring things out, organizing and making things happen.”

Deanna will assume the role of sales and marketing manager and has been getting the office organized. She will also be in charge of adding promotional products to the services that will be offered by the new company.

The newspaper business isn’t exactly a new business for the twins, in fact, it was their first job. The women were newspaper delivery girls at the age of 12 for the Jonesboro Sun back in the late 1970s.

“Back then it was an evening newspaper and there were still bicycle routes,” said Deanna. “But you shouldn’t get any visuals of us riding a bicycle,” Deanna said sheepishly.

The women recalled the days of running a newspaper route. Each of the girls had a route and so did their older brother, Mike.

“Our mother would pick us up from school at Annie Camp Middle School, and the routes would start right at the school. Mom would drive, and we took turns throwing the newspapers,” explained Deanna.

“We were at an age when we thought it was embarrassing to be picked up from school in a car full of newspapers,” Dawana said.

“It was!” exclaimed Deanna, and both women laughed.

The women said starting to work and having obligations at such an early age helped to mold them into the women they are today.

“We used the money that we made from the newspaper routes to buy the clothes that we wanted and to have spending money,” said Deanna.

“It helped us to understand the value of hard work,” Dawana said.

All four of the new owners will retain their full-time jobs and work part-time at the newspaper. The new company will employ a managing editor, sports writer, delivery person and a salesperson.
**Daily Record CEO stepping down**

Don Bona, CEO and managing owner of the *Daily Record*, has announced he will be stepping down from the day-to-day activities of running the 91-year-old publication. His decision was based upon his desire to spend more time with family and concentrate more on health issues.

Bona served on the board of the Arkansas Press Association for a number of years, culminating in his election as president in 2011. He was also a member of the American Court and Commercial Newspaper Association and served as a board member of the organization for eight years.

For the past 15 years, he was publisher of the *Hamilton County Herald* in Chattanooga, Tenn. In this role he served on the Government Affairs Committee of the Tennessee Press Association (TPA), where he was instrumental in the growth of the TPA public notice website.

Before moving back to Little Rock and joining the *Daily Record* 20 years ago, Bona was the general manager of the CBS affiliate KREX TV in Grand Junction, Colo. In 1994 the Colorado Broadcasters Association honored him with the Golden Nugget Award for outstanding achievement in the profession.

He is a member of the National Newspaper Association and former member of the Downtown Little Rock Rotary Club (Club 99).

“I have the utmost confidence in our management team of Bobby Burton, Robin Hill and Jay Edwards,” Bona says, “who have worked closely with me over the past decade and who I know will continue to create the high-quality publication our subscribers have come to expect, and one that we are all proud of.”

**Old newspapers found**

Charles Walthall (left), president of the Columbia County Historical Society, and David Reynolds, president of the Ouachita County Historical Society, pose near the old Linotype machine at the *Banner-News* with newspapers recently found in the Ouachita archives. The papers date back as far as 1877, with *Columbia Banner* newspapers from 1891, 1893 and 1895. In the 1890s the subscription rate for the *Columbia Banner* was $1.50 per year.
Manuel Mann retires at Booneville Paper

A near seven-decade newspaper career came to a close on Sept. 16 when Manuel Mann retired from the Booneville Democrat.

The 78-year old advertising manager left the Democrat for the second time after an 18-year tour.

Publisher, Vicky Wiggins, says, “I have a great admiration for the man. I’ve never seen someone who doesn’t give up about something, but Mann didn’t give up on an advertising project, even if he had to go back to a client three times.

“I can also say he had that attitude about other areas of life in general – your health, job, finances, faith. Mann has truly been an inspiration to me.”

Mann was previously the publisher of the paper from August of 1968 through August of 1978 during which times he put out multiple “progress editions” that were 60 or more pages.

“We used the old linotype and a flatbed Mehle press and had to hand feed every page,” Mann recalls.

During his time as publisher, Mann convinced Bobby Scarrow to relocate from Eureka Springs to Booneville to operate the commercial printing portion of the business. Scarrow stayed with the paper operating the commercial presses for decades after the printing of the paper was transitioned to the Times Record press in Fort Smith.

“One of the best sales jobs I did was to talk Bobby into coming here. It was a stroke of luck, and he ran the printing department for more than 30 years,” said Mann.

Though the print shop has been closed for a decade, Scarrow actually still works part-time helping with the production of the paper, now done via cloud-based software programs and printed in northwest Arkansas.

Mann was back at the paper in 1999 when the staff put together an 80-page 100th anniversary edition which was the largest newspaper edition in the state that day.

Even before his association with the Democrat, Mann worked in the industry through Donrey and also sold Yellow Pages advertising.

Before that the newspaper story began as a 9-year-old paper boy throwing morning and evening editions of papers, including the Dallas Morning News, the Hope Star, the Hope Journal, the Texarkana Gazette and the Arkansas Gazette.

“I would get up at 4 a.m. and eat six eggs and run my route throwing the papers and get back and eat six more. Or I’d eat oats if we didn’t have enough eggs,” Mann said. “I did that until I was 16.”

So accomplished was Mann at the route organization he was often rewarded with show tickets to the biggest events and movies to visit Hope.

If all of the local papers weren’t enough, Mann also sold the nationally produced Grit magazine as well during those teen years.

At age 15, the family moved to Van Buren, where Mann later attended a Dale Carnegie sales course – and met his wife of 57 years Betty. He moved to Fort Smith so she could finish high school at Northside.

While the newspaper industry has long been a dominant interest in Mann’s life, it wasn’t always first. When he left the Democrat in 1978, it was to pastor a church in southern Arkansas.

After doing that for four years, Mann moved his family back to Booneville to allow his son to graduate with the class with which he had started.

Ever the salesman, Mann worked selling insurance after moving his family back to Logan County – that is until 1983 when he felt led to organize Southside Assembly of God Church, located on South Broadway.

Manuel and Betty Mann have two children, a daughter, Belinda, who lives in Booneville, along with son, Danny, who currently resides in a small town about 30 miles from Syracuse, N.Y.

The Mena Star celebrates 120 years

The Mena Star celebrated its 120th birthday on Aug. 26. On the same date in 1896, the first Mena Weekly Star was published, exactly one week following Mena being recognized as a town.

The newspaper was founded by A.W. St. John, who had recently sold a newspaper in Carthage, Mo. The original location for The Mena Star was on the south side of Maple Avenue, half-block east of Mena Street. In 1899 the building was moved to 602 Main Street and expanded.

In 1918, it moved to 501 Mena Street into the former home of The Odd Fellows Lodge Hall. Remodeled, it remains there today.

A.W. St. John’s son Virgil took over as editor in 1907 from his father and passed the mantle to his son, Ernest W., who remained editor until his death in 1957. Ernest’s son Richard “Dick” St. John took the helm until his retirement in 1972.

The paper was sold to Tom Freeman in 1972, then to the Enterprise Group of Louisiana in 1976.

Derwood Brett took over as editor/publisher until 1987 when the paper was sold to Indian Nations Communications Inc. of McAlester, Okla. Perry Quinn was named editor/publisher.

Currently, Clark Smith serves as publisher for Mena Newspapers Inc., which now produces five newspapers in the local area including The Mena Star, The DeQueen Bee, The Mansfield Citizen, The Waldron News and The Ouachita Trading Post.

Sarah Wilson serves as editor of The Mena Star.

“Celebrating 120 years in service to Mena and Polk County is quite a milestone, and it is one we are certainly proud of. While none of us were around 120 years ago, the current staff is an example of the dedicated folks who have contributed over the years to making this newspaper what it is today,” Wilson said.

“During those 120 years, many outlets have come and gone. Many more will come and go in the future. We look forward to celebrating the next 120 year milestone. Being allowed to serve Mena and Polk County for more than a century is a true reflection of the trust people have in The Mena Star, and we sincerely thank you for your trust and your readership.”
Texarkana Gazette moves to new office, gets upgrade

By Aaron Brand
Texarkana Gazette

After more than 85 years at its downtown Pine Street office, the Texarkana Gazette has a new home in the historic Landmark Building.

The Gazette’s business, circulation, advertising, creative services and editorial departments now occupy the first two floors of the Landmark Building at 101 E. Broad St. in Texarkana, Ark. The newspaper’s printing press and distribution center operations will remain about two blocks away at 315 Pine St., giving the Gazette a presence on both sides of State Line Avenue.

For the Texarkana Gazette, the new building offers a more modern, spacious setting with digital upgrades and room to grow in the dynamic, 21st-century new industry.

For the public, reaching the Gazette will still be easy. The Gazette’s new main telephone number is 870-330-7550, and the fax number is 870-330-7570. The main number provides a directory to reach individual staff members and options to reach specific departments.

Last week, staff members packed their belongings and moved down the road to get situated in these new surroundings. The transition is a long time coming, and employees have walked with a little more bounce in their steps this past week.

As the Gazette’s general manager, Kirk Blair oversaw the move. “This is a move that we planned or started looking at more than two years ago,” Blair said. “We really took our time in choosing the right place, where we wanted to be.”

It was important to consider how the move would affect both the community and the newspaper. “We wanted to make sure that we maintained a presence in Texas and had a presence in Arkansas,” Blair said.

For news coverage, this has always been true. Now the Gazette has a physical presence in each state. Each night more than 100 newspaper carriers will still go to the old Gazette building to pick up papers and deliver them to the public.

On the flip side, the Gazette’s day-to-day business and editorial operations now call the Landmark Building home. As it was in the previous location, the newsroom is on the second floor, with the business side on the ground floor. Operating hours are the same – 8 a.m. to 5 p.m. Monday through Friday.

“The facility is gorgeous. It’s a beautiful facility. We’ve gone through it ourselves and remodeled it to meet our needs and to meet the needs and changes that are going on in the news environment,” Blair said. “By that I mean it’s allowing us to move into the digital side and be much stronger on the digital side. The print side, we’re still what we’ve always been.”

The sports and copy desk departments now have their own modern office areas. The classified department’s digital capabilities are increased, too.

“They’re able to sell packages that include digital, as well as print,” Blair said. “We’re really concentrating more on that as we move to this location.”

The Gazette enjoyed plenty of foot traffic on Pine Street. “Every day, we had a large amount of people who came and left this building,” Blair said, adding that the foot traffic via North State Line Avenue and Broad Street at the new Gazette home this past week has been incredible. More traffic means more exposure, he said.

Blair praised both Texarkana cities, Gazette employees and contractors for the outstanding job done on this transition. The move was largely completed by Friday. The transition went in phases during the week.

“We will have an opening and a ribbon-cutting for the public to view this beautiful facility that we have,” Blair said. That should happen sometime after the Gazette’s soft opening.

“I’m really excited about the enthusiasm of having a beautiful place to work for the employees. I know that they’re going to do a better job because it’s such a marvelous location and a great place to be,” Blair said. “I don’t think we could’ve found a better place.”

Why move? The old building requires improvements, Blair said, and the owners and Gazette’s parent company, WEHCO Media Inc., decided that couldn’t be done while employees were working. WEHCO Media will decide what happens next with the building, but the printing plant will remain.

“I know we’re always going to have a presence there,” he said.

The Hussman family wants to be good stewards for the community and leave it in good condition, said Blair, who said the Landmark is actually older than the Gazette’s Pine Street building. Inside and out, though, it looks much newer.

“What we did is we’ve made this building state-of-the-art,” Blair said.

Steve Williams maintenance supervisor at the Texarkana Gazette wheels a filing cabinet down Pine Street on Sept. 9 to the new Gazette office at 101 E. Broad St. in the Landmark Building.

How do Gazette employees – from reporters to classified works to copy editors – feel about the new home? For people committed to bringing news to the public, this move is cause for enthusiastic celebration.

“I know how the staff feels. The staff’s been coming to me, and they’re so appreciative. You know these people who we have they work in the newspaper industry because they love this industry,” Blair said. “They don’t have a lot of choices, other than move to different towns to work at newspapers, and they choose this as to what they want to do.”

Newspapers are vital to the community, he said, because people in town get their local news from the newspaper. Here in Texarkana, the Gazette does the reporting and has the largest news-gathering staff, he said.

“Our employees, their enthusiasm right now is at an all-time high,” Blair said. “They’re excited about the things they’re going to be able to do.”

continued on page 6
Natural State Media to buy Northwest Business Journal

By Kyle Massey

EDITOR’S NOTE: This article is reprinted from an edition of Arkansas Business.

The Northwest Arkansas Business Journal of Springdale will be acquired by the owners of Talk Business & Politics, the two publications announced on Sept. 1.

Under the deal, expected to close in the fourth quarter of this year, the business journal’s CEO and publisher, Rob Gutteridge, will become a co-owner of the combined operation’s parent company, Natural State Media, which is based in Fort Smith.

Financial details were not released for the deal, in which Natural State, led by Roby Brock, purchased the business journal’s parent company, Gray Matters LLC of Springdale, from Darin and Tami Gray.

Darin Gray is chairman and CEO of CJRW of Little Rock, one of the state’s top marketing and advertising agencies.

The result of the transaction will be what the publications described as “one of the largest Arkansas media companies focused on business and politics.”

Brock, Natural State’s publisher and CEO, thanked the Grays for “their trust and willingness to sell a company they had spent many years growing.” His comments were quoted in an article published jointly by Talk Business and the Business Journal.

In an email to Arkansas Business, Darin Gray referred to the article when asked for a statement, adding that “Tami and I wanted to make this story more about TB&P, Roby, Rob and the other staff members as opposed to us.”

But he confirmed that Natural State Media will own all of Gray Matters’ publications, including the Northwest Arkansas Book of Lists, the Northwest Arkansas Newcomers Guide and the Northwest Arkansas Guest Guide, “as well as The A List, 40 Under 40 and the C-Suite events.”

Gutteridge thanked a reporter for questions but referred them all to Brock.

“As you can imagine, we are all very excited for the future, but today will be crazy,” Gutteridge said in an email. Brock said he would be “in and out of meetings all day” but would respond to questions as time allowed.

In the joint article, Brock said that he and Talk Business Executive Editor Michael Tilley, who is also a co-owner of Natural State, had no immediate plans for changes at either company, but he noted “opportunities to build upon the successful elements of a combined operation.”

Talk Business recently announced that it would become a once-a-year print magazine while focusing on its online presence. The Northwest Arkansas Business Journal has a web presence in addition to publishing in print every two weeks.

Texarkana

continued from page 5

to be able to do now in this market. It’s just going to be a great experience for us. I’m looking forward to it.”

Gazette Editor Les Minor welcomes the change with his new staff enjoying a new home. The move hasn’t and won’t affect news coverage in any way, he said.

“If anything we have better tools to work with now and a new environmental in which to collaborate,” Minor said. “There will be some initial challenges. I’m still figuring out how to use the phone system, for example. But most of these technical issues will work themselves out quickly.”

For the news staff, the vast change is that the old, open newsroom is no more. With the old floor plan, news-side staff members could all see and communicate with each other across the floor.

“For years, we basically worked in one large news-gathering warehouse,” Minor said. “Now, we’ve moved into an office complex and the old, organic newsroom connections are gone, but staff members will manage through it.

“We’re going to have to create pathways to meet and work on things together,” Minor said, noting newsroom employees have been really upbeat about the move.

In the 35 years he’s been at the Gazette, news gathering has been situated in the second floor.

“Now we’re on the second floor of the Landmark Building, so we didn’t really change a lot there,” Minor said – except maybe the elevator ride.

For anyone who visited the Gazette in recent times and took the elevator up to the newsrooms, the experience may have felt like an adventure. Sometimes people came off the elevator looking rather glad to find more solid footing, the editor quipped.

“The elevator’s a lot less interesting here than it was over at our old place,” Minor said.

Signage is now up marking both Gazette entrances at the Landmark. The public can enter the Gazette via Broad Street – the main entrance – or North State Line Avenue.

Blair anticipates good things ahead for the Gazette family.

“I think in terms of news gathering, I think in terms of advertising . . . I think our readers are going to see an improved product and improved results simply because of the move and the technology and what’s going on in the marketplace and the enthusiasm of the group of people who we have,” Blair said.
### October Monthly Sales Planner

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**October**

#### 15...

**Halloween Safety Month and Halloween!** Call on costume rental shops, party supply stores, arts and crafts stores, fabric stores, u-pick orchards, bakeries and caterers.

**Adopt-A-Shelter-Dog Month.** Call on your advertising list to run an ad featuring a photo of a shelter dog. They get exposure and community involvement while your local animal shelters get the help.

**Women’s Small Business Month.** Do a “Women in Business” section. Call on any of your local woman-owned businesses for ads! Also call on the Chamber of Commerce or city officials and see if they’d like an ad saluting women-owned businesses in the community.

**National Pizza Month.** Local pizza shops can run coupons or specials. Movie theatres and DVD rental shops can team with the pizzerias to promote a “Dinner and a Movie” daily deal.
APA's 2016 Perfect Performance Club

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA's Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

Alma Journal
Amity – The Standard
Ashdown – Little River News
The Atkins Chronicle
Batesville – Arkansas Weekly
The Beebe News
Berryville – Carroll County News
Midweek
Berryville – Carroll County News
Weekend Edition
Brinkley – The Central Delta Argus-Sun
Calico Rock – White River Current
Camden News
Charlestown Express
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clinton – Van Buren County Democrat
Corning – Clay County Courier
De Queen Bee
England Democrat
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Fort Smith – Times Record
Glenwood Herald
Gravette – Westside Eagle Observer
Hamburg – Ashley County Ledger
Harrisburg – The Modern News
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Little Rock – Arkansas Times
Little Rock – The Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
McCrory – Woodruff County Monitor-Leader-Advocate
The Melbourne Times
Monticello – Advance
Monticellonian
Morrilton – Conway County Petit Jean Country Headlight
Mountain Home – The Baxter Bulletin
Murfreesboro Diamond
Nashville News-Leader
Northwest Arkansas Democrat-Gazette
The Osceola Times
Paragould Daily Press
Paris Express
Perryville – Perry County Petit Jean Country Headlight
Pine Bluff Commercial
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
White Hall Journal
Wynne Progress

Papers Remain in “Perfect” Standing

Send us your updates for AdNews!

New employees? Employee promotion? Retirement party?
Let APA know what’s new in your office.
E-mail your office updates to Ashley Wimberley, ashley@arkansaspress.org.
Increase your sales revenue, earn extra bonus money and give your customers additional coverage!
Earn $50 extra bonus money by selling the highest dollar amount of network Display Advertising Network (DAN), (Statewide Classifieds Advertising Network (SCAN) or Daily Connection ads between October 1 and November 21. Ads must run no later than the week of Nov. 28th!

Congratulations to our most recent Network Sellers!

Janice Hibbard
*The Times Dispatch*, Walnut Ridge
Janice sold two regional employment ads and earns $50 bonus cash!

Sheena Perritt
*Batesville Daily Guard*
Sheena sold two statewide adoption ads and earns $50 cash!

Ginnie Tyson
*Atkins Chronicle*
Ginnie sold two regional festival ads and earns $50 cash!

Does your area have a fall festival? Festival of lights? Or other attractions coming up? *Now* is the time to promote your customer’s events with a DAN or SCAN or Daily Connection ad! Other categories that make good Network sales are: employment, auctions, estate sales, holiday gifts, real estate or businesses for sale. Don’t delay! For info, sales materials, or help contact, *Eva Bakalekos* or *Neil McConnell* at the Arkansas Press Association, 800-569-8762.
INSIDE:  
Page 2 - Newspapers still tops for local news  
Page 3 - ArkLaMiss registration deadline today  

From the Field FEATURE  
Mize finds art career possible without starving  

Erin Mize had always heard the term “starving artist.” So when she went to college at Harding University in Searcy, she initially majored in psychology rather than art. However, she took a lot of art classes as electives and ended up changing her major to graphic design.

“I’ve always been artistic, but I wasn’t sure I could find a job doing art and be able to support myself,” Mize said.

When Mize graduated from Harding in 2011 with a Bachelor of Science degree in graphic design, her mother saw an ad in the newspaper for a graphic design job at the Three Rivers edition of the Arkansas Democrat-Gazette.

“I sent in my resume, and two weeks later I was working in this field that I love,” she said. “I discovered it is possible to work in an artistic career and make money doing it.”

Mize has been the graphic designer for the Three Rivers edition of the Democrat-Gazette for five-and-a-half years now. The Three Rivers edition is delivered to Democrat-Gazette subscribers who live in the

Charleston editor retires after 22 years with paper  

Paul David Gramlich, PD to most, is hanging it up after 22 years with the Charleston Express. His last day on the job was Sept. 16. Gramlich studied agriculture and journalism at the University of Arkansas.

“My idea at the time was to go to work out of college at a farm magazine,” said Gramlich. “My major was in animal science, and my minor was in journalism. All I ever wanted to do was write, take pictures and farm. I grew up on a farm with cattle and that was the only thing I ever wanted to do.”

After college, Gramlich found work at an Otasco store in 1978 which he eventually purchased and ran until 1994 when he liquidated the inventory.

It was then that he took a job at the Charleston Express working with his sister Dolores James, who was the editor at that time. Gramlich started out selling ads for the paper and doing some writing on the side covering football games.

“I was born and raised in Charleston so I already knew everyone in town,” Gramlich said. “So selling ads was not a big deal.”

In 2003 Paul’s sister became ill and he began helping out with the paper writing more and taking on more responsibility. Dolores passed away in 2005, and Gramlich became the full-time editor.

Earlier this year the Charleston Express moved to Greenwood to share office space with the Greenwood Democrat in order to cut costs at the paper.

“I dreaded moving the office to Greenwood,” said Gramlich. “Almost my entire life I drove five minutes to work. I drove five minutes to Otasco. I
From the field

continued from page 1

counts of White, Cleburne, Independence, Sharp, Jackson, Stone, Izard and Woodruff along with the cities of Jacksonville and Cabot. The edition is printed twice a week – on Thursday and on Sunday.

A native of Shirley, Ark., Mize said she really enjoys her job because it is not monotonous.

“Even though I’m designing and proofing ads every week, it’s different every day,” she said. “We have some contract customers who run the same ad for multiple weeks, but we always have new ads that have to be designed. If we have a special section, it could mean creating up to 100 new ads just for that section.

“I try to keep ads fresh and new. I’m always looking for new ideas and checking the Internet to see what is trending.”

Mize said her favorite special section is called “What Women Want.”

Charleston editor

continued from page 1

drove five minutes to the paper. So I thought, ‘Oh, this is going to be terrible,’ but it was not as bad as I thought. So that did not really factor into my decision at all.”

Gramlich said he opted to take a voluntary severance offer which Gatehouse Media, the parent company of the Charleston Express, offered to all of its employees recently.

“I would have preferred that they offered the severance in another year or so, but they offered it now so I am going to take it,” he said.

Gramlich said he has no big plans for the immediate future, but for what he has done for the school district, but for what he has done for the community of Charleston.

Newspapers still tops for local news

By Erik Sass

Local newspapers are still the top source of news about readers’ communities, including their branded websites and social media channels, according to a recent survey of 1,000 local media users commissioned by AMG/Parade, publisher of newspaper insert magazines and conducted by research outfit Coda Ventures.

Newspapers led online consumption for local news, the Coda survey found, with 40 percent of local news consumers saying they had visited a newspaper website in the past 30 days, compared to 29 percent for local TV station websites, 16 percent for local radio station websites, and 15 percent for magazines.

Similarly, 32 percent of local news consumers had visited a newspaper’s social-media channels in the last month, versus 21 percent for TV stations, 17 percent for magazines, and 15 percent for radio.

Local papers also lead the way when it comes to advertising effectiveness. Asked which media they consider the best source of information for sales and deals, 47 percent of local media users cited newspapers, compared to 32 percent for TV and 27 percent for direct mail.

Turning to specific ad categories, local media users named newspapers as their “most relied on” source for deals across a range of goods and services, including apparel and accessories (33 percent), automotive (32 percent), electronics (31 percent), groceries (44 percent), home furnishings (30 percent), home improvement (35 percent), lawn and garden (44 percent), and office supplies (36 percent). In each category newspapers bested TV, magazines, radio, direct mail, and social media.

Importantly, the high value placed on newspapers as sources of news and information was echoed by younger media users. AMG and Coda surveyed 305 millennial media users and found that 49 percent said newspapers did the “best job” providing local news and information, slightly ahead of TV at 48 percent and more than double radio at 24 percent.

Further, 42 percent of millennial media users said they had visited a newspaper website in the past 30 days, compared to 28 percent for TV websites, and 41 percent had visited a newspaper’s social media presence, compared to 25 percent for TV social channels.

Source: Newspaper Association of America

2 | October 2016 AdNews
In the NEWS

A Nov. 3 webinar on the change to the overtime rules under the Fair Labor Standards Act is free to National Newspaper Association (NNA) member newspapers. The new rule governing overtime pay for employees will create disruption at small newspapers and will likely lead to more job cutbacks. The new rule is set to go into effect this December.

The program will begin at 10 a.m. CST on Thursday, Nov. 3. Tonda Rush will explain the new rule, which is due to take effect on Dec. 1, and how it changes current federal labor laws. She will describe which types of newspapers and employees are exempt, the policy implications of the change, and the limited options employers have to minimize its financial and operational impact.

The program is free for NNA members and $65 for non-NNA members. Register now for this webinar by going to https://www.regonline.com/NNAOTRules.

Gena Gillaspy has joined the Mena Newspaper Group as an account executive. Gillaspy will be based out of Waldron, serving The Waldron News, The Citizen, The Ouachita Trading Post, along with special publications, including the yearly Booneville and South Sebastian County magazines, among many others.

Gillaspy spent six years working with Ross Kent State Farm in Booneville and five years in sales management with AT&T. She also has an extensive newspaper background with The Bald Knob Banner, The White County Record, The Free Press and The Funny Paper, all of which were the family business for Gillaspy.

Gillaspy attended Waldron High School and said she has always considered Waldron her home.

Priscilla Campbell, multi-media account executive for the North Little Rock Times, has successfully made the transition from the editorial side of the newspaper to advertising. She works on seven different weekly papers. A graduate of the University of Central Arkansas, Campbell says to be successful you have to “hit the streets every day and never give up.”

Dustin Graham was recently promoted to editor at The Charleston Express replacing Paul Gramlich who retired last month. Graham has been an employee of Gatehouse Media since August 2015. He has worked in journalism in one form or another since he was in high school.

“Replacing Paul David will be hard, but I think Dustin will do an excellent job as editor,” said Kristyn Sims, Charleston Express publisher.

Graham studied journalism at Westark College where he worked on the school paper, the yearbook, various student-published art magazines and worked as the school’s photographer. He cut his teeth in the news business with the Greenwood Democrat while attending Greenwood High School.

“I spent many nights in what is now a storage closet developing pictures for then publisher Richard White,” Graham said. “Mr. White published some of my pictures, and I was hooked! I love the newspaper business so this job was tailor-made for me.”

The “In The News” column for September contained an error.

Geneva McDaniel was recently honored for 40 years of service with the Malvern Daily Record. She did not retire as the item indicated. The AdNews regrets the error and is happy to set the record straight.

ArkLaMiss conference scheduled for Nov. 10-11

Gary and Helen Sosniecki to address multiple topics

This year’s ArkLaMiss Circulation, Marketing & Audience Development Conference is scheduled for Nov. 10-11 at the Ameristar Hotel and Casino in Vicksburg and will include informative sessions for both daily and non-daily publications, large and small.

Gary and Helen Sosniecki will address the conference on USPS changes, mailing savings and what is and isn’t working with respect to paywalls.

“As in recent years, a round table for newspaper managers will kick things off at 9 a.m. Nov. 10. This session will touch on a number of topics,” said Aaron Armand, vice president of circulation at The Advocate in Baton Rouge and 2016 conference chairman.

“We are grateful to David Specht Jr. of Specht Newspapers for moderating this program. There is no cost to attend, but advance registration is required.”

The first conference session will begin at 1:30 p.m. Nov. 10 with Helen Sosniecki reviewing USPS changes that have happened recently and those on the horizon. She will also be sharing money-saving tips for submitting your periodical postage forms. So bring your forms.

One-on-one sessions with Helen to review your 3541s will be available by appointment for the rest of the conference.

At 3:30 p.m. on Nov. 10, Gary Sosniecki will moderate an interactive discussion about the digital side of circulation, touching on paywalls, e-Editions, bundling with print and industry trends. He will also teach you how to increase circulation revenue from your website. Gary will take appointments to answer your postal issue questions.

The Hot Ideas Exchange will start the day on Nov. 11 at 8:30 a.m., followed by a potpourri discussion moderated by Armand at 10:30 a.m.

The Ameristar Hotel is offering a great room rate of $69 per night. Please call 1-855-888-7281 by Oct. 31 and use the Group Code of SARKLA6 to get this discounted rate.

Registration for the conference is only $95. Registration materials are available on the Arkansas Press Association’s website: arkansaspress.org. Or you can visit arklamissconference.com. Conference registration deadline is also Oct. 31.
Creating a positive digital advertising experience

By Michael Maloon

Recently, readers in Sweden found themselves in the dark. That’s because 90 percent of the country’s news outlets joined forces to collectively block users who enable ad-blocking technology for the entire month of August. It’s a strong message from publishers about the advertising revenue needed to support news content.

Most consumers don’t realize that the convenient software is also blocking an entire business model. A recent survey from IAB found that 56 percent of consumers didn’t know that their decision to use the technology resulted in a loss of revenue for websites.

We’re facing a cultural disconnect that we must address directly. Many consumers believe that quality news – like so much of the internet – should be free. This belief is likely to keep them from paying for a subscription or disabling their ad blocker.

Our approach to fighting ad blocking must be multi-layered. We should address this perception among our audience while also building a better advertising environment and standing up to deceptive ad blocking practices.

At the Newspaper Association of America, we took a hard stance against ad-blocking companies with misleading or illegal business models. We worked with our members to issue a cease-and-desist letter to Brave Software, notifying the company that its plan to swap advertising on publishers’ sites with that sold through its own network is blatantly illegal. We filed a complaint and requested that the FTC investigate specific companies with unfair trade practices, including Eyeo. And we initiated a meeting with Apple, along with several members, to discuss solutions to minimize ad blocking on mobile technology.

However, there is also a responsibility to listen to our consumers. There’s a reason ad blocking has become popular. Recent eMarketer research estimates that 69.8 million Americans will use an ad blocker this year, and that number is expected to soar to 86.6 million in 2017.

Why? Three key reasons why consumers download and use ad-blocking software, according to new research from HubSpot, are:
1) Avoid disruptive ads
2) Protect themselves from security concerns
3) Save data and bandwidth

To effectively protect the interests of our consumers, especially as it relates to security and data concerns, it’s time that we hold ourselves and our partners to higher standards of advertising. By establishing specific requirements for the type of advertising that will be accepted on our digital and mobile properties, we will enhance the news experience for our audience and continue to build a reputation for premium ad inventory.

Digital ads are often disruptive – especially pop-ups, pre-roll video and mobile ads, according to HubSpot’s research. Yet consumers remain interested in advertising. As HubSpot notes, 77 percent would rather filter out the bad ads than block all advertising. Through innovative native advertising and high-quality ads that fit our brand and websites, we can offer our readers the same complementary and valuable ad experience they look for in our printed products.

We can look to use data more effectively. Advertising serves a valuable purpose when it can provide information on products or deals that are of specific interest to a consumer. Most news media organizations already have consumer insights, and by mining this data and applying predictive analytics, we can determine which ads are most likely to be of interest to a user at any moment.

Perhaps most importantly, we can analyze the digital user experience across our properties and work to serve data efficiently. Mobile operators have said that as much as 20 to 50 percent of users’ data can be spent downloading unwanted ads, and we should be very cautious of how much data our sites and advertising require.

While I believe that taking steps to improve the digital advertising environment is the most important thing we can do to prevent ad blocking and foster a loyal consumer relationship, it’s also worthwhile for publishers to consider additional tactics to decrease the effectiveness of ad-blocking technology.

For example, an experiment by The New York Times found that more than 40 percent of ad-blocker users whitelisted the site after receiving a pop-up message with the request. Joe McCarthy’s analysis of such pop-up messages suggests that they can be even more effective by taking the opportunity to educate readers about the importance of advertising in sustaining journalism. Addressing consumers’ perspective that online news should be free will play a critical role in the long-term stability of digital news media.

Many publishers have been investing significantly in native advertising, which is less likely to be blocked by the software. And others have restricted site access for readers using ad blockers, as news outlets are doing in Sweden.

The use of ad-blocking technology is expected to continue rising, publishers must exert tremendous power and influence when we educate consumers and provide a high-quality advertising experience.

Source: Newspaper Association of America
## November Monthly Sales Planner

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### November 15...

**Black Friday.** The biggest shopping day of the year! And also the biggest day of the year for newspaper advertising. Call on everyone in your circulation area, from the local coffee house to the cosmetic surgeon to the tattoo parlor, to advertise in your Black Friday shopping section/annual Christmas Gift Guide! Every retailer and service provider offers something that someone will want. Even call on lottery retailers; scratch-off lottery tickets make excellent stocking stuffers.

**Family Stories Month.** Call on scrapbooking shops, camera stores, portrait studios, libraries and bookstores (for people researching genealogy), shops that transfer old movies and videotapes to DVD or scan slides and photos.

**National Diabetes Month, Lunch Cancer Awareness Month, National Alzheimer's Disease Month.** Call on health-care professionals, medical supply houses, pharmacies, in-home health aide services, dieticians, weight-loss clinics, health clubs, hypnotherapists (to aide in weight loss and smoking cessation).
APA's 2016 Perfect Performance Club

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Amity – The Standard  Forrest City – Times-Herald
Ashdown – Little River News  Fort Smith – Times Record
The Atkins Chronicle  Glenwood Herald
Batesville – Arkansas Weekly  Gravette – Westside Eagle Observer
The Beebe News  Harrisburg – The Modern News
Berryville – Carroll County News  Horseshoe Bend – Pacesetting Times
Midweek  Hot Springs – The Sentinel-Record
Berryville – Carroll County News  Hot Springs Village Voice
Weekend Edition  Huntsville – Madison County Record
Brinkley – The Central Delta Argus-Sun  Imboden – The Ozark Journal
Calico Rock – White River Current  Little Rock – Arkansas Business
Camden News  Little Rock – Arkansas Democrat-Gazette
Charleston Express  Little Rock – Little Rock
Clarksville – Johnson County Graphic  Little Rock – Arkansas Times
De Queen Bee  Little Rock – The Daily Record
England Democrat  Manila – The Town Crier
Eureka Springs – Lovely County Citizen  Mansfield – The Citizen
Fairfield Bay News  Marianna – Courier-Index
Farmington – Washington County Enterprise-Leader  McCrory – Woodruff County Monitor-Leader-Advocate
Fayetteville Free Weekly  The Melbourne Times
Flippin – The Mountaineer Echo  Monticello – Advance Monticellonian
Morriston – Conway County Petit Jean Country Headlight
        Mountain Home – The Baxter Bulletin
        Murfreesboro Diamond
        Nashville News-Leader
        Northwest Arkansas Democrat-Gazette
        The Osceola Times
        Paragould Daily Press
        Perryville – Perry County Petit Jean Country Headlight
        Pine Bluff Commercial
        Pocahontas Star Herald
        Rison – Cleveland County Herald
        Russellville – The Courier
        Searcy – The Daily Citizen
        Siloam Springs – Herald-Leader
        Stamps – Lafayette County Press
        Star City – Lincoln American
        White Hall Journal
        Wynne Progress

Papers Remain in “Perfect” Standing

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Send us your updates for AdNews!

New employees? Employee promotion? Retirement party?
Let APA know what's new in your office.
E-mail your office updates to Ashley Wimberley, ashley@arkansaspress.org.
Thanksgiving is almost here. Christmas is right around the corner and then it will be the New Year. As this time of year approaches, some sales people tend to kick back and relax. This is not only true during the holidays but can also happen when we’re doing well. You may find advertisers have already placed their holiday ad buys or will not be placing ads until next year, but if you have clients still waiting to place their holiday ads — go visit with them now.

Whether facing busy or slow times during this upcoming holiday season, it’s imperative that we keep prospecting to keep our first quarter sales funnel as fat as your Thanksgiving turkey. Shouldn’t you be the sales person who already has their first quarter planned out while your fellow associates scramble around in January trying to make budget? The ultimate failure of any good sales person is the lack of prospecting on a regular basis. If not implemented daily it will inevitably result in irregular revenues and inconsistent commissions.

Don’t let the distractions in your day-to-day tasks, or the holidays, keep you from prospecting. This is precisely the time when we need to “fatten up” that prospect list and fill our sales funnel.

**Great First Quarter Prospects:**

- Auto Dealers
- Auto Parts
- Jewelry Stores
- Home Improvement
- Tax Preparers/Accountants
- Weight Loss
- Fitness/Exercise
- Swimming Pools
- Weddings
- Book Stores
- Office Supply
- Super Markets
- Drug Stores
- Florists
- Real Estate

For info, sales materials, or questions about the Network programs contact, Eva Bakalekos or Neil McConnell at the Arkansas Press Association, 800-569-8762.

There’s still time to earn $50 in extra bonus money by selling the highest dollar amount of network Display Advertising Network (DAN), Statewide Classifieds Advertising Network (SCAN) or Daily Connection ads between October 1 and November 21. Ads must run no later than the week of Nov. 28!

So far, in the lead, is Sheena Perrit of the Batesville Daily Guard with one adoption statewide classified sales and one regional classified sale for a local event! She earns $37.50 in bonus money total for both sales!
From the Field \textcolor{red}{\textbf{Feature}}

\textbf{Building relationships key to success for Gill}

Building relationships with her clients is what \textcolor{blue}{Ashley Gill} loves about her job as an account executive at \textit{Arkansas Times}. Gill joined the publication in February, leaving a position with \textit{At Home} in Arkansas where she was responsible for online content and writing features.

“Every day I have the opportunity to hear wide-ranging stories from my clients,” Gill said. “I love learning what they do, and why they do it. As relationships grow, more comes out of every conversation, and I learn the story of their business.

“I want to know what matters to them and their perspectives on life. Every day offers so many new things. In one afternoon I can go from Plantation Services to Cupid’s Lingerie to Simmons Bank. What I have to do is decide how to best expose their brand to the public.”

Gill said some business owners see her as just someone asking for money.

“I’m probably the person those owners least want to talk to. However, when a relationship is...continued on page 2

\textbf{Coggins named editor of} \textit{Advance-Monticellonian}

After having served almost four years as the sports editor of the \textit{Advance-Monticellonian}, \textcolor{blue}{Harold Coggins} has been promoted to editor of the weekly newspaper.

Coggins, a native of England (Lonoke County), joined the newspaper in January 2013 as sports editor. A 1977 journalism graduate of Arkansas State University, he has served on or been a correspondent for newspaper staffs in Arkansas, Texas, Louisiana and Missouri.

\textit{Advance-Monticellonian} Publisher \textcolor{blue}{Tom White} said Coggins certainly deserves this promotion since he has taken on more and more of the duties of the editor position in the last year.

“He is one of the hardest workers I have ever been associated with,” White said. “Most days he is usually the first one at the office, in the wee hours of the morning, and the last one to leave. His dedication to our readers, this community, journalism and this newspaper are beyond compare.”

At the 2016 Arkansas Press Association convention in Bentonville earlier this year, Coggins won 15 awards—including five first places. In total, he has won 25 APA awards, six of them being first-place plaques, since he joined the staff in 2013.

Coggins is very familiar with Southeast Arkansas, having served as a sports reporter for the \textit{Pine Bluff Commercial} from 1980 to 1985 and from 1987 to 1989, as well as his service to the \textit{Advance-Monticellonian}. He also served as assistant media services director at the University of Arkansas at Monticello under Jim Brewer in 1985 and 1986.

“I thank God for this opportunity, and I’d like to thank Tom and David (Smith, president of Smith Newspapers, Inc. of Fort Payne, Ala., which owns the \textit{Advance-Monticellonian}) for their faith in me,” Coggins said. “And I would be remiss not to thank the late \textcolor{blue}{Frank Lightfoot}, who was sports editor of the Commercial when I started my professional journalistic career. Frank took a chance on me after my stroke and taught me everything I know today. I still draw on that teaching; I miss Frank every day.”
established with the customer, the conversation becomes easy, and I begin learning what they need to be successful,” she said.

The account executive says, however, that Arkansas Times sells itself.

“If Arkansas Times didn’t have such a clear mission and integrity, selling wouldn’t be as easy as it is,” she said. “Our readers have a strong loyalty to our publication.”

According to Media Audit, affluent, college-educated people living in Central Arkansas read Arkansas Times. They hold managerial and professional positions and more than 91 percent own their own home.

“Advertisers want to get in front of that audience. So it’s a no brainer,” she added.

Gill said she has always had a love of writing and editing. She graduated from the University of Central Arkansas with a degree in English. Initially she thought she wanted to be a professor, but ultimately decided academia was not the career path she wanted to take. She attended graduate school at the University of Iowa and earned her master’s degree in American Studies.

“I chose the University of Iowa because it has a rich literary culture and strong graduate program. Those two years in Iowa City were an adventure. It was freezing there. I literally walked on ice from November to March. You can actually see the shape of the ice crystals in the snowflakes there because the flakes are so big. It’s a completely different climate,” she said.

For that reason, along with the fact that her family was still in Arkansas, Gill returned to the state to start her career. She began work in media, but admired Arkansas Times for its independence and honesty so jumped at the opportunity to sell ads for the publication.

“Helping clients identify their goals for marketing success appealed to me,” she said.

Gill certainly gets the chance to do that with all of the inserts and special publications she sells. They include not only Arkansas Times – the organization’s “bread and butter” – but also arktimes.com; Food & Farm; Arkansas Made; Arkansas Flavor; Visitor’s Guide; Heights, Hillcrest, Riverdale (neighborhood guide); Block, Street & Building: Arts & Attractions, and Little Rock Dining Guide.

Depending on the time of year, she could be selling multiple publications at the same time.

“When I was in graduate school, my time was more structured. Now I have to be very flexible because I’m on everyone else’s timeline,” she said.

Arkansas Times’s circulation is 25,000 per week. The free publication has a small subscription base, but is primarily picked up in locations across Central Arkansas.

Gill was born in Corning, Ark., but moved to Jonesboro when she was 8 years old. That’s where she graduated from high school. She and her husband, Joel, have two children – Marjorie, 7, and Abel, 5. Juggling her family and career can be challenging.

“I try to be present physically and mentally when I’m with my kids,” Gill said. “Plus I have a wonderful mother-in-law who fills the gap. I live in a loving community.”

In her free time, you can find Gill reading or trying new recipes.

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**Hardin named editor of Banner-News**

Deena Hardin has been named managing editor of the Banner-News, according to Sue Silliman, general manager.

An El Dorado native, SAU graduate, and Magnolia resident for more than five years “this time,” Hardin has an easy familiarity with the community she has long known and loved.

“I came to SAU regularly throughout high school to take violin lessons and graduated from SAU in 1983,” Hardin said. “From 1978 to 1993 I performed with the South Arkansas Symphony in Magnolia and El Dorado. Magnolia is where I met and married my husband, Scott, and where our son was born. Of course, we were always here a couple of times every year to visit Scott’s parents even when we lived in Texas. Magnolia has never been far from my heart.”

The Hardins returned to Magnolia in May of 2011 with a toddler granddaughter who now attends East Side Elementary. Scott is an oral communications and A.L.E. teacher at Magnolia Junior High School. Their son Miller and wife Shae live in Austin, Texas, where they work in sales; daughter Alton lives and works in Grand Cane, La.

For most of her working life, Hardin was an orchestra director in the El Dorado Public Schools, College Station (Texas) Independent School District, and Bryan (Texas) ISD, teaching stringed instruments to students in grades five through 12. But, besides music, writing has always been one of her passions. She has published two books of poetry.

Hardin began work at the Banner-News in July of 2015 as a feature writer.

“I never imagined working for a newspaper, but I love getting out in the community to meet people, and I’ve been privileged to tell their stories,” she said.

Going forward as managing editor, Hardin said, “I’m committed to continuing to publish as much local news as possible, both in our newspaper and on Facebook. We depend on people in the community to let us know what’s going on in local government, in the churches, in the schools, and with their accomplishments and those of their children.”
Arkansas newspaper publishes perfect obituary for The Walking Dead’s Glen

EDITOR’S NOTE: This article appeared in US Weekly magazine last month.

The Batesville Daily Guard, an Arkansas newspaper, published the perfect obituary for The Walking Dead’s Glenn Rhee following the beloved character’s shocking, gruesome death on the season 7 premiere that aired Oct. 23.

“Glenn Rhee, husband, father-to-be, warrior and friend departed from this world Oct. 23rd. He was 32,” the message memorializing the AMC drama’s mainstay (portrayed by Steven Yeun) reads. “Born and raised in Michigan to Korean immigrant parents, he settled in Atlanta to undertake his career of delivering pizzas and brightening the world around him until the unthinkable happened — the Walker Apocalypse. It was then that the real Glenn emerged: a man of impeccable moral grounding and logistical wizardry.”

The obituary continues, “A faithful friend, Glenn spared no personal risk or inconvenience to care for and provide for his adoptive Apocalyptic family of survivors. His bravery in the face of both the Undead and the Brutal Living inspired all who knew him. He exhibited top-notch leadership when his leader and mentor was either unavailable or unable to lead, and with his commitment to moral principles in a world-gone-mad breathed hope and promise into those around him (who meant him no harm).”

As Us Weekly previously reported, Glenn was bludgeoned to death with a baseball bat by newcomer villain Negan (Jeffrey Dean Morgan), who also killed Sergeant Abraham Ford (Michael Cudlitz) in an equally brutal manner. The Walking Dead’s showrunners later warned viewers on the Talking Dead aftershow that the season’s carnage is “just getting started.”

The Batesville Daily Guard’s eulogy concludes, “He is survived by his loving wife Maggie and their unborn child; Rick, Carl and Judith Grimes; Carol Peletier; Daryl Dixon; the Warrior Woman known only as Michonne; and various other adoptive family members and associates that will be more memorable in their eventual deaths than they ever were in life. In lieu of flowers, the family asks that donations of LITERALLY ANYONE WHO CAN HELP THEM DEFEAT NEGAN be made in his memory.”
Marked copy rule change to take effect

Dear NNA member,

Many members have written to thank the National Newspaper Association (NNA) for its work in getting the “marked copy” rule changed for Periodicals mailers. We know quite a few of you are considering whether you want to make the change.

I wanted to let you know that this alternate process is about to be opened to the “world.” That means magazines, newsletters and other types of publications that may use Periodicals permits may soon flood the U.S. Postal Service help desk with requests to make a change. We have another few days for NNA members to beta-test this new process before it goes public. This was a consideration granted to NNA by the USPS Business Mail Entry people, and we were grateful for the head start.

The alternate process will still be available later. It may just take longer to get it set up, with many other publications making a request.

We’ve heard from a few people that making this change doesn’t save much time, given that you’re going to the post office every day to get mail. You’ll still reclaim some hours just by not having to mark up each page. You’ll still need to figure out your advertising percentage if your software doesn’t do that for you.

Where you’ll see the difference is when you convert your newspaper to electronic documentation. Then, removing the bother of having to physically mark up each page and take it to the post office will make more sense. If you’re not moving toward electronic documentation for filing your weekly/daily postage statements, I hope you’re considering it. Taking this leap really will save you time over the long run. More important, it is going to be the key to our ability to track reliable mail service.

The Postal Service has updated the documents you’ll need to understand and comply with the new alternate marked copy rule. Please let the Postal Committee know about your experience if you try to use the new process.

Sincerely,
Max Heath
NNA Postal Committee Chair

Another dumb preconception about digital ad dies

By David Chavern
NAA President & CEO

The digital realm is the future of publishing – and it is certainly the place where most innovation and forward-thinking is happening right now. But that doesn’t mean it is completely free of lazy or conventional thinking. After all, we still have banner ads that could have been designed by our great-grandfathers and pre-roll videos in commercial TV formats.

A few months ago, I took-on the tired trope that “digital ad inventory is infinite.” In that piece, I argued that ads are only as good as the amount of people’s time and attention – and that time and attention are most certainly not infinite. Moreover, I just didn’t believe the idea that context doesn’t matter, or that ads on premium news sites are no more valuable than those on long-tail, click bait sites.

We now have real evidence of the importance of context and hopefully, we can finally kill the idea that the identity of the consumer – and not where you reach that consumer – is the only thing that matters. ComScore recently published a study, “The Halo Effect: How Advertising on Premium Publishers Drives Higher Ad Effectiveness,” which clearly and consistently shows that ads on premium content sites are significantly and consistently more valuable and effective than ads on non-premium sites. Moreover, the effect was evident through all three stages of the marketing funnel (Awareness-Consideration-Decision), with the most impact being in Mid-Funnel (Consideration, Favorability, Intent to Recommend). Overall, display ads on premium publisher sites had, on average, 67 percent higher brand lift than non-premium sites and were three times more effective in driving Mid-Funnel brand lift metrics.

Part of this has to do with the fact that ads on premium sites are more viewable: The sites are technically better and the amount of fraudulent traffic is much lower. But it turns out that most of the positive impact (51 percent) is the result of a “halo effect” from an ad being seen in context with high quality content. In other words, it does matter – a lot – whether a consumer is viewing an ad on a high-quality news site or “50 Celebrity Beach Bodies.” Advertisers can chase singular consumers, but how those consumers engage ads changes from one type of site to another.

So digital ad inventory is not infinite, and context matters a lot. In this regard, I think we are slowly getting closer to the understanding that the digital ad environment could be better, more powerful and much more lucrative for both advertisers and publishers than current experience would suggest. But to get there, we need to get away from ads that are creatively derivative of print and TV and develop ad messages that only work in digital. After all, we don’t run print ads on TV, or TV ads on the radio. Why shouldn’t the digital realm be treated differently than other media?
### December Monthly Sales Planner

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- **December Monthly Sales Planner**
- **Gift-Buying Season.** Call on everyone. Seriously, everyone. Every single client on your account list likely offers some sort of product, goods or service that someone would like to receive as a present, no matter how far-fetched it might seem initially. Even plastic surgeons and tattoo shops offer gift certificates these days. Call on every account on your list this month, in person if you can manage it…at the very least it reintroduces you to them and associates your face and name with your newspaper, which is a good start for a new year of sales.

- **Getting-Ready-for-Tax-Season.** Call on thrift stores, churches, non-profits and charities for them to promote year-end charitable contributions and donations. Also, call on investment firms and tax accountants to promote year-end account reviews and assessments. After Dec. 31, it’s too late to donate for tax purposes.

- **Eating Season.** Call on restaurants, diners, caterers, grab-n-go delis, grocery stores, bakeries, ice-cream shops and candy stores. Promote special meals, coupons, gift baskets, or gift certificates. Don’t forget, after all the eating comes remorse, so while you are out also call on personal trainers, fitness classes, gyms, sporting goods shops and diet centers for ads to run the week after Christmas.

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APA's 2016
Perfect Performance Club

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA's Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

Alma Journal
The Atkins Chronicle
Batesville – Arkansas Weekly
The Beebe News
Berryville – Carroll County News
   Midweek
Berryville – Carroll County News
   Weekend Edition
Brinkley – The Central Delta Argus-Sun
Calico Rock – White River Current
Camden News
Charleston News Express

De Queen Bee
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Fort Smith – Times Record

Glenwood Herald
Gravette – Westside Eagle Observer
Harrisburg – The Modern News
Horseshoe Bend – Pacesetting Times
   Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Little Rock – Arkansas Times
Little Rock – The Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
McCrory – Woodruff County
   Monitor-Leader-Advocate
The Melbourne Times
Monticello – Advance
   Monticellonian
Morriston – Conway County Petit Jean Country Headlight
Mountain Home – The Baxter Bulletin
Murfreesboro Diamond

Nashville News-Leader
Northwest Arkansas Democrat-Gazette
The Osceola Times
Paragould Daily Press
Perryville – Perry County Petit Jean Country Headlight
Pine Bluff Commercial
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Searcy – The Daily Citizen
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
White Hall Journal
Wynne Progress

Send us your updates for AdNews!

New employees? Employee promotion? Retirement party?
Let APA know what's new in your office.
E-mail your office updates to Ashley Wimberley, ashley@arkansaspress.org.
The 2016 Network Sales Champions

We want to thank everyone who sold network ads in 2016. To show our appreciation, we are offering a Holiday Bonus promotion to help you make some extra holiday cash. Take a look at your account list and decide which of your clients would benefit from a statewide or regional ad.

Next, make sure and pitch this great opportunity the next time you have a meeting with them. Ask them, “Do you think if your local ad ran in multiple newspapers it would bring you new customers”? Once you get a yes – you’re on the right track to making that sale.

If you or your client have questions please feel free to reach out to Eva, eva@arkansaspress.org, or Neil, neil@arkansaspress.org for assistance.

We are happy to help!

Holiday Bonus!

Earn Holiday Cash!

Any ads placed in the ARDAN or ARSCAN Networks before December 31 will earn you a 10% cash bonus. Ads can run anytime between December 2016 and December 2017.

Congratulations to the $50 cash winner of our October network contest - Sheena Perritt of the Batesville Guard!
DECEMBER 26
Christmas Holiday – APA Office Closed

JANUARY 2
New Years Holiday – APA Office Closed

JANUARY 19
10am - 4pm Russell Viers Workshop - “Working faster, and smarter with InDesign and Photoshop”

Working for you...

NOVEMBER
Gross Advertising Sales $298,012.90

 Arkansas Business Account Executive Scott Haggard

Arkansas Business Account Executive Scott Haggard (left) views the Arkansas Business Publishing Group Publications and Websites brochure with fellow Account Executive Michael Johnson.

From the Field FEATURE

Diverse advertising experience benefit to Haggard

Arkansas Business Account Executive Scott Haggard has 30-plus diverse years of experience in the advertising industry working with several different kinds of media – television, radio, direct mail and print. He has been with Arkansas Business for three-and-a-half years.

Just prior to this job he was at Fox16 television. His stepdad got him into radio advertising decades ago. He had stints at KKYK and KSSN. He also worked at KTHV-Channel 11.

At one point Haggard bought a direct mail franchise that he ran for a couple of years. In the mid-1980s he was the sales manager for TV Guide magazine in Little Rock. He also worked in real estate for a short time.

Such a long and successful career is a benefit to him in his current job since he knows a lot of business owners and managers in Central Arkansas.

continued on page 2

Advertising contest deadline Jan. 31

The entry deadline for this year’s Arkansas Press Association’s (APA) Better Newspaper Advertising Contest (BNAC) is Tuesday, Jan. 31. For the second year, APA will only be accepting entries electronically in PDF format.

Complete instructions and contest rules are available on the APA website. They are virtually the same as last year.

The BNAC awards will be presented Friday, March 10 next year in conjunction with the annual APA advertising conference March 9-10 at the Clarion Hotel in Hot Springs.

Ashley Wimberley, APA marketing director, urges APA members to not wait until the last minute.

“There’s plenty of time before the Jan. 31 deadline, but it will be here before you know it,” Wimberley said. “Select your best advertising entries at your leisure and submit them in advance of the deadline.”

If you need assistance in submitting your entries or if you have questions, please call the APA office at (501) 374-1500.

Wishing you a Merry Christmas & a Happy New Year from the Arkansas Press Association!
“Arkansas Business is a great place to work. We have a quality sales team – a good group of people,” Haggard said. “We also have loyal readers who always want to keep up with what’s going on and who’s doing what. They particularly like our ‘Whispers’ column and the ‘Book of Lists’ we do, which many people use as a prospecting tool.”

He said he knows a young man who was getting into real estate sales. An experienced co-worker told the rookie he subscribes to Arkansas Business and uses it in looking for business. The young man asked the older gentleman if he could borrow his copy of the magazine. The seasoned realtor told him no, to get his own.

“I even used the Arkansas Business’ home page as my screensaver in previous jobs in order to stay up on what’s going on,” Haggard said. “About 175,000 readers currently log on to our website each week.”

Haggard said he likes helping people hit their goals. “It is satisfying to find out what a customer’s goals are and then help them grow and prosper. Some business owners are not as open as others. So you have to break through to figure out their goals. But it’s fun to see customers’ businesses grow and what it means to them and their families.”

Since Arkansas Business is a weekly publication, Haggard stays busy selling for the flagship magazine as well as for the multiple special pubs they produce. To be most effective, Haggard schedules out each day.

“I take an hour or two each day to focus on different projects and get my mind set on the present. You have to be disciplined and concentrate,” he said.

“People are so busy these days. They have smaller staffs and receive hundreds of emails every day, so I try to reach out to clients, but not pester them. You have to give customers time to respond. Then there are times we are hours from deadline, and I have customers calling to see if they can still get in that issue.”

A Little Rock native, Haggard graduated from Hall High School. He had planned to go to the University of Arkansas at Fayetteville. However, his girlfriend, Tammy, was still in high school. So he attended the University of Arkansas at Little Rock. Turns out it was a good decision. He and Tammy married in 1977 and are still married after 39 years.

Haggard thought he wanted to be a marriage counselor when he entered college and took psychology and sociology courses, but ended up switching his major to business. However, the early classes have come in handy for the pre-marital counseling he and his wife presently do at their church. The couple has one daughter and three grandsons who also live in Little Rock.
Tub use plus service scorecard equals delivery success
30 straight weeks and counting for White River Journal

By Max Heath,
NNA Postal Chair

Charles Walls doesn’t have that much time on his hands. After retiring from a career in architecture and construction, he moved back to his hometown of Des Arc, Ark., to help his mother, Dean Walls, now 94 with failing eyesight, who continues working at the family newspaper, the White River Journal, which was started by Charles’ grandfather in 1907.

Charles read one of my many columns advocating the use of flat trays (white tubs) with green lids for speedier newspaper delivery. He started using tubs in July 2015 without strapping, because the Journal had no strap or string-tying machine, and was unlikely to invest in one. He encountered a common postmaster objection that “you can’t do that.” After some emails with the U.S. Postal Service on the Journal’s behalf, they made the switch to tubs.

I warned him that, although delivery times would generally exceed that of sacked mail, nothing was foolproof in a Postal Service delivery system known for being consistently inconsistent. Experiencing just that after his tub shift began, Charles was determined to start measuring that service through a tracking system of calling post offices and subscribers to confirm delivery dates. He publishes a weekly Tracking Chart, giving the USPS a weekly letter grade (ranging from A+ to F) and progressively having subscribers join in, realizing that paper delivery had actually improved drastically, and initiate their own weekly calls and email feedback.

Charles finds that most subscribers actually seem to enjoy participating in the delivery reporting project, (with only a very few unwilling to continue the weekly feedback for an extended length of time).

Tracked locations cover about 25 percent of the subscribers. “When there’s time to sample-call individuals in Little Rock/North Little Rock, there’s about 33 percent coverage,” he said.

Des Arc is 60 miles east of Little Rock, 90 miles west of Memphis, and lies 15 miles north of I-40.

It was reader complaints that drove the search for improvement in the first place. And he adopted the mantra often heard within the Postal Service: “What gets measured gets done.”

Little did he, or I, realize the journey of success he was about to embark on. There were the typical failures at first for this Thursday newspaper of 1,100 subscribers. Much of his mail flows through the Little Rock SCF to get to counties near and far. Memphis and its SCF are key to some other copies in Arkansas.

I spoke to Little Rock plant manager Michael Hart at the National Postal Forum in Anaheim, CA, in May 2015, about the problems of this small newspaper, and I asked for his help on its behalf. Charles took that and ran with it.

The key to success for the Journal was the detailed weekly “Tracking Chart” that is published weekly in the Journal, and a front-page block giving the overall “Tracking Summary” and where to refer to the chart in the paper. The 60 or so email updates to Hart and assistants in Little Rock no doubt helped, as well. His service has not only met but exceeded service standards, which USPS arbitrarily reduced from one to two days to two to three days within the SCF of origin January 2015.

Results Summary
Of 10 priority Arkansas locations with “Direct” tubs, six (Beebe, Cabot, Conway, Jacksonville, Lonoke and Ward) have had next-day delivery for 30 straight weeks. Griffithville and Stuttgart got this A+ delivery 29, Carlisle 28, and Searcy 27 of 30 weeks. Several other towns in the state have hit their marks 28, 27, or 25 weeks out of 30, even though in mixed tubs requiring the mail to be “worked” in the plant.

“We were informed by several postmasters awhile back that in an Arkansas District meeting of postmasters at the USPS plant in North Little Rock, that the plant supervisors specifically pointed out the White River Journal as an example of ‘how mailing of newspapers should be done … to ensure speediest delivery,’” Charles said.

Reports on a 31st-straight week were delayed by the Veteran’s Day holiday Nov. 11, but it appears that the newspaper was ready to chalk up equal successes that week. It’s not as surprising to me as it once was, because postmasters are evidently looking for his report card in the newspaper. And it appears that the Little Rock plant under Hart and his staff has come to support his efforts and move his papers on a timely basis. They should be celebrated.

For local/area delivery, nothing works like personal contact and feedback. He calls most of the post offices himself to confirm delivery.

Key Takeaways
What lessons can publishers learn from Charles’ exhaustive efforts at tracking his mail delivery?
As time allows, encourage key subscribers in various non-DDU ZIPs to update you by email, mail, or phone with regular delivery tracking.
Find a contact at your Hub or SCF who will work with you and give you regular updates.
Print the “scorecard” of delivery in your newspaper in a prominent place if space and time permits. It doesn’t have to be as elaborate as done in Des Arc, but should include key ZIPs important to your subscribers and advertisers.

Historical Newspaper & Town
Dean Walls is carrying on a legacy with determination and love for the business—not to make money. The newspaper has a weak advertising market with just one grocery insert. But Des Arc has a storied past. It missed out on becoming the capital of Arkansas by only a close vote; The Butterfield Overland Mail route of horse-drawn coaches and steamboats ran through the town starting in September 1858. A 14-hour trip from Memphis prompted one local resident to proclaim “we are now a close neighbor of the Bluff City.” Steamboats on the White River just east of town made Des Arc a major port in the 1800s.

The Union took the town from the South during the Civil War, establishing a base in DeValls Bluff, further south on the White River. The troops tore down many homes in Des Arc to use the wood, cutting the population from 2,000 to 400 people. In more modern times, the only industry, a Van Heusen factory, closed. Population re-grew to 2,000 but dropped to 1,717 as noted in the last census. Strangely, it is part of a split county seat with another in the same county.

Dean was honored with the Golden 60 award in 2012 by the Arkansas Press Association. She’d already worked 67 years at the time, having begun setting type by hand in 1945 at age 23. She’s in her 71st year, without a vacation.
Digital revenue streams: What can newspapers teach other industries?

We are living in the Internet age; it has caused tectonic shifts in global commerce and the economics of many industries at a scale not seen since the industrial revolution. Newspapers were in the vanguard of businesses disrupted by the new digital distribution platforms and have a lot to teach other industries that are only now beginning to feel the full disruptive power of the Internet and mobile devices. Because of their experience on the print side, newspapers are more sophisticated than most other businesses in developing new digital revenue streams, and they could emerge as leaders in the digital economy.

Why Newspapers Are Leading

Newspapers managed both advertising and audience revenue streams for decades, and many of these competencies have translated to digital platforms. The migration of advertising from traditional to digital channels has forced many newspapers to derive more revenue from its audience in both print and digital platforms. As a result, they have adopted yield management strategies for growing audience revenue while minimizing customer losses. Among the traditional media, newspapers experienced the most dramatic reduction in advertising revenue. In response, they have aggressively experimented with digital advertising technologies, including emerging programmatic channels. Through leveraging first-party audience data, newspapers will likely be able to further improve the digital advertising revenue streams.

How Other Industries Have Adapted

Many industries that also relied on advertising revenue, in some cases exclusively, are now wrestling with how to develop audience data for the first time. Industries that have had only subscription revenue are now seeking to grow advertising revenue to offset declining subscriptions. In both of these cases, newspapers can offer guidance on how to develop and manage both advertising and audience revenue.

Consider these industries:

Broadcast

Broadcast – both TV and radio – seeks to grow their “known audience” for content promotion and possibly first-party targeting of digital inventory. Most broadcasters are not deploying paywalls for their digital sites, but many are focused on increasing digital advertising revenue, with video pre-rolls being important for their strategies. Obtaining email addresses from their audience to be able to promote their content is an objective many pursue.

Broadcast advertising recovered from the 2008 Recession to a greater extent than newspapers, but the future is uncertain, to say the least. Audience data is not something they are accustomed to managing, and they have relatively little experience with email campaigns and audience acquisition.

Banking

Financial services firms, including banks, face challenges by new entrants that use digital channels to reach customers and provide services. The prolonged low interest rate environment of the past eight years has severely reduced a traditional income stream: the interest rate differential between loans and deposits.

To offset the loss of interest income, banks grew fee revenue, but new regulations have limited the potential for fee income, while also increasing compliance costs. The loss of fee revenue due to regulation is about $20 billion per year, and the cost of compliance is in the hundreds of millions.

There are many banks at which the number of compliance personnel exceeds the number of loan officers. Banks are now using analytics to segment their customers, calculate lifetime value and offer targeted services to improve customer profitability. These are all tactics newspapers have employed for nearly a decade.

Cable TV

Cable television firms are experiencing the cord-cutting phenomenon, with more than 20 percent of U.S. households now cable-free. This trend also is affecting broadcasters as ratings for traditional television shows fall. Over-the-top (OTT) video, delivered over an internet connection or to a mobile device, affects advertising revenue, but it is the loss of monthly subscription fees that is most significant.

ESPN, for example, has lost more than 11 million subscribers in the past five years, which is worth more than $1 billion in cable and satellite revenue. If current trends continue, ESPN will reach a break-even level of revenue in 2021 with about 73 million subscribers, and they will not be able to continue paying for the broadcast rights they have today.

Cable firms have been slow to embrace subscriber yield management, in part because their billing systems are outdated and creating additional rate codes is prohibitively slow and expensive. They are not as sophisticated as newspapers in customer retention practices.

The Only Constant Is Change

While many of these industries have weathered similar challenges before (network television had to adapt to competition from the introduction of cable television), they are likely in the early innings of the changes they will ultimately experience as a result of digital distribution platforms. Newspapers are further down the road with business transformations caused by the Internet age, and they may soon find themselves moving up in the race to develop digital revenue streams. To remain viable, newspapers must continue to look ahead and prepare for the next bend in the road.

Source: Matt Lindsey, president of Mather Economics
**January Monthly Sales Planner**

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<tbody>
<tr>
<td>1 New Year's Day</td>
<td>2 New Year's Observed APA Office Closed No Mail</td>
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<td>16 Martin Luther King Jr. Day No Mail</td>
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<td>31 Ad Conference Entry Deadline</td>
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**January 15...**

**Resolution time!**

**To reach customers who resolve to GET HEALTHY.** Call on health food stores, pharmacies, doctors' offices (any sort, for checkups), gyms, sporting goods retailers, shoe stores, diet centers, yoga studios, chiropractors, hypnotherapists (for kicking bad habits), martial-arts studios, kitchen stores (for healthy cooking supplies), bookstores, consumer electronics stores (for exercise MP3 players, DVDs).

**To reach customers who resolve to MANAGE FINANCES.** Call on accountants, stockbrokers and investment firms, banks, tax-preparation firms, debt consultants, financial planners, computer stores (for financial software), bookstores, mortgage brokers (for refinancing), lawyers (for estate planning).

**To reach customers who resolve to GET ORGANIZED.** Call on office-supply stores, home-improvement stores (re-do your closets!), personal organizers, cleaning firms, waste-removal firms, charities (to solicit donations), shredding services, recycling services.
APA's 2016 Perfect Performance Club

When businesses and organizations schedule newspaper advertising through Arkansas Press Services (APS), it is important that all the ads run correctly and on time. The Arkansas Press Association Board of Directors wishes to recognize member newspapers that run ads error free. APA's Perfect Performance Club – a listing of all member newspapers that have run every ad scheduled through APS this year with no errors – will run every month in AdNews.

At the end of the year, APS will reward newspapers still on the list for their staffs’ hard work and dedication to perfection.

The Atkins Chronicle
Batesville – Arkansas Weekly
The Beebe News
Berryville – Carroll County News
Midweek
Berryville – Carroll County News
Weekend Edition
Calico Rock – White River Current
Camden News
Charleston Express
De Queen Bee
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Fort Smith – Times Record
Glenwood Herald
Gravette – Westside Eagle Observer
Harrisburg – The Modern News
Horseshoe Bend – Pacesetting Times
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Little Rock – Arkansas Times
Little Rock – The Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
McCrory – Woodruff County Monitor-Leader-Advocate
The Melbourne Times
Monticello – Advance
Monticellonian
Morrilton – Conway County Petit Jean Country Headlight
Mountain Home – The Baxter Bulletin
Murfreesboro Diamond
Nashville News-Leader
Northwest Arkansas Democrat-Gazette
The Osceola Times
Paragould Daily Press
Perryville – Perry County Petit Jean Country Headlight
Pine Bluff Commercial
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Searcy – The Daily Citizen
Siloam Springs – Herald-Leader
Star City – Lincoln American
White Hall Journal
Wynne Progress

Send us your updates for AdNews!

New employees? Employee promotion? Retirement party?
Let APA know what's new in your office.
E-mail your office updates to Ashley Wimberley, ashley@arkansaspress.org.

51 Papers Remain in “Perfect” Standing
Festivals, Fairs & Events...Oh my!
NEIL MCCONNELL, APS ADVERTISING SALES REP

Make some extra Cash!!!
Festivals, fairs and events are fantastic prospects for the Network and no matter if they’re statewide or regional there’s a market perfect for each one. Nearly every community statewide has some sort of hometown event, and most would like to have visitors from other communities come and enjoy the festivities. Over the years, many of our newspaper sales reps have sold regional display ads to a local festival. Some examples are Festival on the Ridge, sold by Curtis Sanders of Harrisburg, Turpentine Creek Kite Festival sold by Diane Newcomb of Berryville and PickleFest sold by Ginnie Tyson of Akins. These ads have been renewed year after year – so you’re almost guaranteed they will be repeat business.

These are relatively easy sales and basically sell themselves once presented and the customer realizes the reach potential. Several events will have a board of directors, or a committee, that makes the marketing decisions. Several of these groups meet only once a month, so it’s imperative to present the campaign proposal at least two or three months before the event.

One network sale can result in extra cash for you and more revenue for your newspaper.

2017 Network Special

During 2017 any festival, fair or event that buys a statewide or regional ad will receive the second ad at half price. This special promotion gives your client the opportunity to run two weeks before the event and the week of the event.

As soon as your 2017 event ads are sold, ask your customer if they’d like their event listed in the “Calendar of Events” section in the 2018 Arkansas Media Directory. The cost is $235 for a full color 2x2 ad, which will not be billed until January 2018. The customer will receive a $100 rebate on the Arkansas Regional Display Ad Network (DAN) ad they run in 2018. This will set you up to lock in the sale of a DAN ad for 2018 as well.

Please feel free to reach out to Eva or Neil at the APA office with any questions or concerns at 501-374-1500. We are always here and happy to help. Good Luck!