**Summer Aina** has worked in the newspaper industry her entire adult life. In 1998, at the age of 20, Aina began her career as an inside sales rep at *The Times Record* in Fort Smith. In 2005, she moved over to outside retail sales.

A little more than four years ago, Aina became publisher at the *Greenwood Democrat*. She still holds that title as well as being advertising manager and circulation manager at the weekly newspaper. The Greenwood office is unique in that it is shared with the *Charleston Express*.

“The arrangement with the *Charleston Express* has worked well so far,” Aina said. “Since May of last year, we have shared a salesperson, an editor and a part-time clerk.”

Aina said she has enjoyed her newspaper career. “When I took my first job at the *Times Record*, it was a great, secure job with good hours. Newspaper people are like family. We’re a tight-knit group. With every rung I’ve moved up over the years, I have fallen in love with the business even more.”

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**Brinkley teen buys weekly, starts paper anew**

**Journalism books on his to-do list**

**EDITOR’S NOTE:** This article ran in the Arkansas Democrat-Gazette on Jan. 1, 2017.

By Stephen Steed

BRINKLEY – **Katie Jacques** has been publisher of the weekly newspaper that serves Brinkley and Monroe County for 20 years – longer than the county’s newest newspaperman has been alive.

Jacques last week sold the assets of the *Central Delta Argus-Sun* to **Hayden Taylor**, 19, whose family’s roots in the county go back five generations. Taylor is a throwback to the time decades ago when a few young men his age ventured into owning newspapers, but it was rare then and is almost unheard of now in the age of the Internet.

Following a “Man Bites Dog” theme, Taylor has never taken a single course in journalism.

He said he’s not deterred by his lack of newspaper experience or journalism study, but will buy a few textbooks to read up on the subject.

“I think I’m more concerned about management and administration, how to make the bottom line work,” he said.
From the field

continued from page 1

love with the people who I’ve worked with.”

Aina said what she likes best about newspaper work is the variety.

“I never know exactly what I’ll be doing each day, which is a
doubled-edged sword. It changes from minute to minute.”

The Greenwood Democrat has a circulation of 1,200 with
70 percent of the newspapers being
delivered. As with any small newspaper
office, the publisher is very hands-on
with the weekly production. Aina gets
involved with inputting news, laying
out pages, budget forecasting, placing
ads, writing classified ads and doing the
rack report among other things.

Being married with three daughters
makes juggling work and home duties
challenging for Aina. She says she takes
it one day at a time.

“I have a really good newspaper team, and we work
really well together. That helps
me manage my time...”

The 2016 winner of the Perfect Performance Club is the Murfreesboro
Diamond, which was rewarded with a pizza party from Arkansas Press
Association (APA) on Friday, Jan. 27.

The newspaper was randomly chosen from the 51 newspapers left in good
standing at the end of 2016.

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.”

Murfreesboro Diamond wins
performance prize

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From left, Louie Graves, Gary Funderburk, Bobby Chambers, Tracy Denny-Bailey, Christy
Coccarelli, Pam McAnelly, Adam Bailey, Kenny Jackson and Tasha Worley. Photo by John Balch,
Nashville News Leader.
A 2016 graduate of Marvell Academy, he attended Williams Baptist College in Walnut Ridge for a year and never decided on a major. “I’ve always enjoyed reading, and I’ve done well in history and politics, economics and religion,” Taylor told a visitor recently. “All those interests line up with writing.”

Taylor’s Monroe County Herald will debut this week, using the Argus-Sun’s list of about 1,800 subscribers. Like the Argus-Sun, it will be printed at the Stuttgart Daily Leader. He will also produce a free weekly shopper to be mailed to 7,000 residents in the area. Weekly inserts by four area grocery stores will go a long way toward covering the weekly’s financial overhead.

“My friends think Facebook is where they can get ‘local news,’ and I just don’t believe that,” Taylor said. “That ‘news’ isn’t always news, and it’s hardly ever really local.”

He said he’ll focus on local sports, already aware that names and faces sell newspapers.

He said he doesn’t cotton to any particular political party and doesn’t foresee having an editorial page that takes a position on the issues of the week.

“People have been spouting their views at me, especially this year, so I don’t think I really want to spout mine back at them,” he said. He does, though, want to have a variety of local columnists and guest writers.

The newspaper eventually will have some sort of presence online but likely will have a firewall to limit access to subscribers, he said.

The Herald office will be on West Cypress Street in downtown Brinkley, where the Taylor family owns three adjacent buildings. Taylor’s mother, Beth, operates a care-boutique, the Cottagemall and Café, in two of them. She will be the Herald’s advertising director.

Glenda Arnett, described by several people in town as the heart and soul of the Argus-Sun, will be retained at the Herald and will celebrate her 50th anniversary in the Brinkley newspaper business in May.

Taylor’s father, Larry, won election to the Brinkley City Council in November. “We’ve already made it clear to him that he’ll get no breaks,” Beth Taylor said.

The transition to the Herald was rushed along slightly when the Argus-Sun office caught fire Dec. 16.

The staff salvaged a couple of computer hard drives and cobbled together enough other resources to publish the next issue, only a day late. It turned out to the last edition of the Argus-Sun, whose lineage dates back to 1875.

Jacques, in a farewell editorial, gave a big plug to her successors, saying the Taylor family’s “vitality and curiosities will push the newspaper in new and exciting directions.” She thanked her readers of 20 years and asked them to support the new Herald. Terms of the sale were not disclosed.

Jacques and her husband, Thomas, assistant director at the Delta Cultural Center in Helena-West Helena, bought the Brinkley paper in 1995 in a least-purchase agreement that was just recently paid off.

“The fire just really took a lot out of us,” Katie Jacques said.

While the cause of the fire is being investigated, Jacques said she discovered in its aftermath that a television, a computer-game console and a small amount of cash were missing. A firewall contained the fire to the newspaper’s front office, and the newspaper’s archives with bound issues dating back to the 1890s in the back of the building weren’t damaged.

continued on page 4
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.

Brinkley

continued from page 3

Her husband’s lifelong collection of some 15,000 comic books was destroyed. But except for some soot damage, her collection of a half-million Legos survived.

Jacques will help Taylor and his staff through the transition for at least six weeks. She hasn’t decided on her new career.

After giving birth to her daughter in Little Rock 12 years ago, Jacques made the Argus-Sun office her first stop, with infant in tow.

“My kids grew up in the office, so we’ll always remember it,” she said. “Yes, we covered ‘news,’ but really, I think we did well in what we called ‘refrigerator’ news. People would clip out stories, have them laminated, and post them on their refrigerators. I think the Argus was appreciated for that.”

The Argus-Sun’s final issue included 285 “letters to Santa” from children across the county. Santa apologized in a note to readers for editing the letters to 100 or fewer words and lamented that any photographs sent in with the letters were destroyed in the pre-Christmas fire.

Stan Schwartz, a spokesman for the National Newspaper Association, said Taylor is especially a rarity in the 21st century.

“There have been a few (such young publishers), but it’s certainly rare these days that someone that age will start up from scratch,” Schwartz said.

Schwartz recalled that a man about Taylor’s age tried a couple of years ago to start a weekly newspaper in a small Missouri town that had lost its newspaper years earlier. “He had a good business plan, and the town was clamoring for a newspaper. But, unfortunately, it lasted only a year. It was in a very rural area that just didn’t have the advertising base to support the paper.”

Brinkley has about 4,000 residents.

Main Street, running south from its intersection with Interstate 40, has a mix of empty buildings and a string of restaurants, gas stations, banks, funeral homes – enough potential advertisers to warm the cockles of any publisher’s heart. Brinkley’s downtown is like those of other Delta towns that have lost population over the decades. A few businesses are open but appear to be outnumbered by empty storefronts.

“I hope he’s got a lot of energy,” said Bill Sayger, a long-time county historian and director of the Central Delta Depot Museum. “I’m excited for him, I really am,” Sayger said. “If there’s fresh blood at the newspaper or anywhere else in Brinkley, it could help reinvigorate the town.”

Small towns can pose unique challenges.

The Jacqueses for a time ran both the Brinkley Argus and the Monroe County Sun in Clarendon but merged the two in 2007. Some in Brinkley thought “their” newspaper had too much Clarendon news, Sayger said.

“I think all that happened really is that they had a very good, very active stringer down in Clarendon.”

Tom Larimer, executive director of the Arkansas Press Association, declined to offer advice, especially unsolicited advice, to Taylor but welcomes him into the newspaper fold.

“He’d certainly be one of the youngest we know of, and maybe that’s what the industry needs now – that young blood,” Larimer said.

About 125 newspapers are members of the Arkansas Press Association, with about 90 of those being weeklies.

“Community newspapers, generally, are doing better (financially) than dailies, but again, so much depends on the health of the communities they serve,” he said.

Community newspapers serve a niche that mostly goes uncovered by other media.

“If you’re really out in a rural area, and you want to know what time the Passover service is at the local Methodist Church, your newspaper will have it,” Larimer said. “I bet you won’t find it on the Internet.”
People like advertising

By Dave Chavern
President & CEO
News Media Alliance

I have an unpopular opinion: People actually like advertising.

I know this flies in the face of every digital ad strategy that forces readers to watch ads (pop-ups, auto rolls and everything other moving, drifting and jumping ad technique that drives people crazy). And it is also contrary to every ad blocker installed by someone who grew to hate all of intrusive ad formats.

But long-term industry experience is clear. Twenty-six percent of millennials last year preferred the Super Bowl commercials over the game itself. One popular edition of Vogue was 77 percent advertisements. When newspapers hit peak print circulation in the late 1990s, a large percentage of readers actually bought papers for the sole reason of consuming the advertising. Even today, HubSpot notes that 77 percent of consumers would rather filter out the “bad” ads than block all advertising. You can go on and on. There is a lot of evidence that the public doesn’t have to hate advertising.

So in the digital space, why do we assume that people hate ads and have to be forced to watch them? I think it is because the advertising industry—writ large—has become deeply enamored of data and targeting, and too often dropped the ball on creative. A lot of money and energy is spent figuring out who should be exposed to what ad, and much less on whether that ad actually engages the consumer.

Just look at some of the most common ad formats today, and how misplaced they are for the digital environment. A banner ad is just a print ad. Creatively, my grandfather could have written one. Fifteen- and 30-second pre-rolls? Those are just repurposed TV ads.

Where are the ads that are uniquely designed to creatively engage people in a digital space—and why is it ok that they are so rare? Imagine a radio ad running on a blank TV screen, or someone reading classifieds on the radio. Too many digital ads are creatively retrograde and derivative. We just seem to be hoping that data and targeting will save the day.

In a speech at the IAPI/ADFX awards in Ireland, Bob Hoffman, author of the popular “Ad Contrarian” blog said, “The consumer never sees the briefing documents or the strategic rationale. All she ever sees are the ads. And if the ads stink, the whole thing stinks.”

This is actually the reason why I am an optimist about the future of digital advertising—including advertising on news and other content sites. This whole thing is new and we are still just getting started. When TV first started, they actually did just read radio ads on the air. They didn’t yet understand the power of visual images.

Similarly, I don’t think that we know yet how awesome and engaging digital advertising can be. We don’t know how the medium is different (after all, it does change constantly), and what will really drive people to engage and consume. There really are no answers yet—which also means that we don’t know how great the answers can be.

“We have to make advertising beautiful, and interesting, and entertaining. And I have bad news… algorithms, and data, and metrics can’t do that. Only people can do that,” Hoffman said.

But the good news is also that people can do that. We just need to embrace creativity again and stop treating it as a digital advertising afterthought.
February Monthly **SALES PLANNER**

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**Call List**

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**February IS...**

**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 Wedding 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.
APA’s 2017 Perfect Performance List

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.

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<th>City</th>
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<td>Lincoln American</td>
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<td>Star City</td>
<td>Lincoln Ledger</td>
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<td>Trumann</td>
<td>Poinsett County Democrat</td>
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<td>Tribune</td>
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<td>Waldron News</td>
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<td>Walnut Ridge</td>
<td>The Times Dispatch</td>
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<td>Warren</td>
<td>Eagle Democrat</td>
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<td>White Hall</td>
<td>Journal</td>
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<td>Wynne Progress</td>
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Papers Remain in “Perfect” Standing

110
With more people inquiring and selling into the Display Advertising Network (DAN) program, we wanted to share with you some information and perks you might not know about the program.

1. The DAN “Newspaper Makeover”
   “It makes my paper look better” claimed one newspaper editor after joining the DAN program. “Now other types of advertisers are seeing those ads in my paper, and it’s making us look bigger”

2. Become Your Advertiser’s Hero!
   A newspaper’s sales rep suddenly becomes a source to provide statewide or regional display ads, in addition to the local audience. This add-on program allows you to be a one stop for your customer’s advertising needs, gives them more exposure and saves them time and money.

3. Better Results
   Newspaper advertisers will get better results in front of an audience of approximately 200,000 to 1.2 million readership (depending on how many regions are selected).

4. Overcome Advertiser Objections
   For instance you may hear…”If I run in your paper, I need to run in them all and I can’t afford that…”
   Yes they can with the regional or Statewide DAN program!

Several newspapers have asked for tips on how to sell the DAN program. Here are some suggestions on industry categories that would likely benefit from this program: auctioneers, real estate firms, attorneys, festivals, trucking firms and other employers.

Do you need a more information on how to sell DAN ads? We're happy to help. Contact Neil McConnell, neil@arkansaspress.org, or Eva Bakalekos, eva@arkansaspress.org, and we'll email you the sales sheets and a few pointers on how to make a basic sell or up-sell current customers.

Welcome to the DAN Program Camden News!

The Camden News has recently joined the DAN Network program, and now will receive an extra rebate at the end of 2017! Also, they now qualify to sell the DAN ads and keep half of the revenue! If your paper does not belong to the DAN program, now is a great way to sign up so you can keep up!

Congratulations to Camden on being proactive with this valuable opportunity!
The Arkansas Press Association

2017 Advertising Conference

March 9 & 10

Clarion Resort On The Lake | Hot Springs, Ark.
THURSDAY, MARCH 9, 2017

12:30 p.m.  Registration Desk Opens
1:00 p.m.  Welcome, Introduction & Announcements
   Outselling Your Competition ‘What’s Your D Factor?’
   Presented by Ryan Dohrn
   Lakeview Ballroom
3:00 p.m.  Break
3:30 p.m.  Overcoming Objections from the Get Go!
   Presented by Ryan Dohrn
   Lakeview Ballroom
6:00 p.m.  Reception
   Lakeview Ballroom
7:00 p.m.  Group Dinner
   Lakeview Ballroom
8:30 p.m.  Group Gathering

FRIDAY, MARCH 10, 2017

8:00 a.m.  Registration Desk Opens
8:30 a.m.  HOT Ideas Breakfast
   Lakeview Ballroom
10:00 a.m.  Roundtable Discussion
   Facilitated by Ashley Wimberley
   Arkansas Press Association Marketing Director
   Lakeview Ballroom
12:00 p.m.  2017 Better Newspaper Advertising Awards Luncheon
   Lakeview Ballroom
2:00 p.m.  Conference Adjourns

Guest Speaker

Ryan Dohrn

Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 4,000 ad sales reps in seven countries. Ryan’s 25-year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Newspapers, Disney/ABC TV, and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com. Ryan currently works on a monthly basis with more than 75 media companies and their related sales and management teams.
Register Online or by Mail

Newspaper: _______________________________

Mailing Address: __________________________________________________________

City/State/Zip: _____________________________________________________________

Phone: __________________ Fax: ____________________________

Attendee Name: __________________________ Email: __________________________

1. __________________________________________________________
2. __________________________________________________________
3. __________________________________________________________
4. __________________________________________________________

Please list any additional names on a separate sheet.

Thursday/Friday Conference Fee ($80) Includes:
Reception, Thursday Dinner, Breaks, Friday Breakfast, and all Conference Materials.
Awards Lunch Not Included.

Total Attendees: _____ x $80 Conference Fee $_____

Total Attendance: _____ x $30 Awards Lunch $_____

TOTAL $_____

Payment Options:
_________ Check Enclosed  ______ Bill Me

Credit Card #: ____________________________
Expiration Date: __________________ VCN #: _______

Register online at http://www.arkansaspress.org/event/2017AdConference

To reserve your hotel room, call 1-800-432-5145 and ask for the APA Advertising Conference rate of $85.
Hotel booking deadline is February 18.

Send registration & payment by Monday, March 6 to:
Arkansas Press Association, 411 South Victory, Little Rock, AR 72201 or Fax 501.374.7509.
From the Field FEATURE

Cole is thankful for loyal customers

Laura Cole, advertising sales representative at the Clay County Times-Democrat in Piggott, attributes her success to her loyal customers.

“We are a small community with little industry,” Cole said. “So I am thankful for our customers because without them we wouldn’t have a newspaper. Over the years I have built good relationships with many of my customers. So now they are not customers. They are my friends.”

When selling ads, Cole said she tries to go by a lesson she learned on “The Andy Griffith Show”: “You don’t always go by the book. Sometimes you have to go by your heart.”

“I think a salesperson has to talk to their customers, and potential customers, to figure out where they are coming from. I try to feel their problems and deal with them with compassion,” Cole said. “And my customers have been really good to me.

“You can assume many things, but you can never assume in sales. You have to ask questions to understand what a customer needs. There are a lot of good people in this area who have and continue to support the newspaper. It’s a challenge all the time.”

continued on page 2

Ryan Dohrn to headline advertising conference

Ryan Dohrn, founder of media sales training firm Brain Swell Media, will be the featured speaker at the 2017 Arkansas Press Association (APA) Advertising Conference March 9-10. The conference will be held at the Clarion Resort on the Lake in Hot Springs.

Dohrn is the creator of the 360 Ad Sales System which has been taught to more than 4,000 ad sales reps in seven countries. His first presentation entitled “Outselling Your Competition – What’s Your D Factor?” will be at 1 p.m. Thursday, March 9. Following a break Dohrn will present “Overcoming Objections from the Get Go!” at 3:30 p.m.

Dohrn’s 25-year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Newspapers, Disney/ABC TV and The New York Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on the Forbes website. He currently works on a monthly basis

continued on page 2
From the field
continued from page 1

Cole said her newspaper associates are like family. They include Dianna Risinger, general manager, who Cole has worked with since she began; Tim Blair, news manager; and Jennifer Vaughn, office manager.

“We have worked together a long time. Dianna is the hub of everything. She has helped me all the way through to make what we do a success. My co-workers go beyond just people I work with. They are family,” she said.

Cole began working part-time at the Clay County Times-Democrat in 2004. Her first duties included working the front desk, answering the phone, delivering newspapers and helping to put advertising inserts inside the paper. She moved to a full-time position in 2009.

The ad rep is very proud of the products the newspaper publishes.

“We do really good work, and I’m proud of what I do,” she said. “Nancy and Ron Kemp (publishers of newspaper operations, owned by Rust Communications) started the Delta Crossroads magazine in 2010. It is an excellent product. It rivals magazines published in large cities. We receive compliments all the time on the magazine. It has been phenomenal.”

Cole is one of three ad sales reps at the Clay County Times-Democrat. She focuses on Piggott, Rector and Kennett, Mo., as well as Paragould. Besides selling the ads, she helps direct the creative process and proofs ads for the weekly newspaper and the quarterly magazine.

A native of Piggott, Cole loves her job because no day is the same.

“Everything is always changing because we have different promotions going all the time with the newspaper and special inserts. I absolutely learn something I didn’t know every day,” she said.

Cole said salespeople have to stay flexible.

“Terri Coleman is our regional director. She is great and such a blessing. She is an upbeat person and always ready to help. It seems like the weeks and months get shorter. One thing is definite. The deadlines for each promotion are the most challenging. But the Clay County Times-Democrat employees all work together to get it done.”

Ad conference
continued from page 1

with more than 75 media companies and their related sales and management teams.

Conference registration will open at 12:30 p.m. on March 9. A reception will be held that day at 6 p.m., followed by a group dinner at 7 p.m. and a group gathering at 8:30 p.m.

The registration desk will open at 8 a.m. on Friday, March 10 followed by the Hot Ideas Breakfast at 8:30 a.m. APA Marketing Director Ashley Wimberley will facilitate the Roundtable Discussion at 10 a.m.

The 2017 Better Newspaper Advertising Awards will be presented at the conference luncheon beginning at noon on March 10. Those participating in the competition will be notified of winners’ names by the end of February, but specific place award announcements will not be made until the luncheon.

Advertising conference fees are $80 for the full two-day event (includes reception, Thursday dinner, breaks, Friday breakfast and all conference materials). Tickets for the Friday luncheon are $30 per person. Conference registration deadline is March 6. Forms are available online at arkansaspress.org/event/2017AdConference.

To reserve a hotel room, call 1-800-432-5145 and ask for the APA Advertising Conference rate of $85.

Questions about the conference should be directed to Terri Cobb at terri@arkansaspress.org or 501-374-1500.

In the News
Argent Arkansas News Media announced this week that Tamara Johnson is the new publisher for Times-Herald Publishing.

Johnson, of Forrest City, has worked at the Times-Herald since September 1990, beginning as a general assignment reporter/photographer. She was named managing editor in 1996, and has served in that capacity for the Times-Herald, East Arkansas Advertiser and Courier-Index in Marianna.

Johnson and her husband Rob have two children, Hilary Trickey of Jonesboro and Brodie Johnson of Forrest City. They have one grandchild, Peyton.
This year at the Arkansas Press Association 2017 Ad Conference, we will host a short network information session to discuss the benefits of selling network ads. During this session, you will be given the basic knowledge on how to sell the Display Advertising Network (DAN) and Statewide Classified Advertising Network (SCAN) programs and to move your paper from “rebate-only” revenue, to a potential unlimited revenue source by upselling customers or identifying new prospects that need a broader coverage area than just in your local area. You will be motivated, enthusiastic, energetic, ambitious and ready to make more money for your newspaper, yourself and your family! We look forward to seeing all of you this year and look forward to your first DAN or SCAN sale.

Network training opportunity

Neil McConnell, APA Marketing Consultant

Last week I had the privilege of setting up a booth at the Auctioneer Associations 2017 Convention. This gave me the opportunity to meet quite a few auctioneers from all across the state. While visiting with them, I learned most of them were not familiar with the APA statewide network programs. Even though we have a few auctioneers who take advantage of the networks to reach more customers, the majority do not. This is good news for you! There are auctioneers in every community in Arkansas who need a broader reach - which gives you great opportunity.

After contacting all of the auctioneers in your area, when presenting your paper, also present the APA networks and explain how much more exposure they will get by adding it to their marketing efforts. This will increase their customer base and your pay.

Auctioneers are an untapped network revenue source

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Media activists oppose bill to end printed tax notices

EDITOR’S NOTE: This article ran in the Arkansas Democrat-Gazette on Jan. 17.

By Brian Fanney

Media advocates are criticizing a bill that would end a requirement that counties publish in a local newspaper a list of people who are delinquent on paying real estate taxes on their mineral rights.

Mineral rights refer to ownership in underground resources of real estate, such as oil and gas deposits and ores. Those who own mineral rights must pay real estate property taxes on them.

Tom Larimer, executive director of the Arkansas Press Association, said that his organization would campaign against Senate Bill 114.

“If you’re a property owner and if you don’t even know that you’re supposed to be paying taxes on your mineral rights – if those aren’t published somewhere and you don’t find out about it – you could lose your mineral rights without knowing that you had them at risk,” he said.

But Sen. Bart Hester, R-Cave Springs, who is sponsoring the bill, and the Association of Arkansas Counties, which supports it, say it would save the counties money.

The public notices cost $1.50 each and must be published twice, said Josh Curtis, governmental affairs director for the association. While delinquent taxpayers who pay up reimburse the counties for the notification cost, many never pay, he said.

“The taxpayer may only owe a dollar,” he said. “A lot of time the publication cost far outweighs the total base tax cost.”

SB114 directs the Association of Arkansas Counties to create a website to host the list. Counties would be required to publish a notice of the website’s availability in a local newspaper.

Curtis said the association would not charge counties to use the website. He said he did not have a statewide estimate of the cost of public notices to counties.

Larimer said Arkansas Press Association member newspapers already upload the notices to publicnoticeads.com/AR for free, but the print publication is especially important for the state.

“There’s a lack of connectivity to the Internet in Arkansas. There are a large number of people in Arkansas who have no connectivity with the Internet who would never see these public notices,” he said.

“Even if they had connectivity, they’d never see them unless they made a special effort to go to a government website, and that’s just not something that happens.”

But Hester, the bill’s sponsor, said it doesn’t make sense to pay for the individual notices for delinquent mineral rights taxes in particular. Like Curtis, he said the unpaid taxes are often minuscule.

“Does it just make good fiscal sense to spend $3 or $2 to post a notice of 80 cents (in taxes owed)? If it costs more money to post it than there’s actually owed, then pretty well every Arkansan can understand that it just doesn’t make a lot of sense,” he said.

“There’s still notice by putting the website down. If people want to go look, they can find it.”

Larimer said ending the print publication of the names of people who are delinquent on their mineral rights taxes is not a “big issue” for newspapers’ bottom line.

“This would be a very small percentage in revenue for a newspaper,” Larimer said. “Anytime you lose revenue at any small business, it’s going to hurt, but it’s not like it’s going to force the closure of a lot of newspapers by doing that.”
Weight break increases from 3.3 to 4 ounces
Standard Mail renamed ‘Marketing Mail’

Postal prices were approved by the Postal Regulatory Commission mostly as the U.S. Postal Service proposed and changed effective Jan. 22, 2017. Most of the details were given in the November issue of Pub Aux.

First, prices did not change for in-county Periodicals, the main prices affecting community newspapers. Likewise, for Regular Rate Periodicals (outside-county) pound, piece and bundle prices. The inflationary increase allowed under the law was so small at less than 1 percent that prices were difficult to change.

Tray/Sack prices were the only Outside-County item seeing an increase, in conjunction with an end to all prices for Flats Sortation Sequencing, from which newspapers have been mostly exempt.

A Mixed ADC container entered at your origin post office or SCF increased by five cents to 51.2 cents, or 10.8 percent. Most newspapers only have a few of those, or perhaps only one. Likewise, there was a five-cent increase for an ADC tray to $2.22, up 2.3 percent.

A three-digit/SCF container increased the same amount to $2.32 cents, up 2.2 percent, and a five-digit/carrier-route tray increased just six-tenths of a cent to $2.928, up .2 percent. Most newspapers have more of these containers outside-county than any other, with least price impact on the latter.

One adjustment that will no doubt take some getting used to was the changing of the name Standard Mail to “Marketing Mail.” Many publishers still use the even older name of “Third Class,” which was changed to Standard Mail in 1996 with “Product ReClassification.” That’s also when “Second Class” became “Periodicals.”

The renamed Marketing Mail class was always designed for advertising mail, no matter what it was called. So, the Postal Service is undoubtedly trying to help the younger generation in ad agencies and businesses understand its purpose better.

But the big news out of this rate case was the change in the “weight break,” or the weight at which a Marketing Mail piece must start paying both a piece and pound price, rather than a flat rate. The increase in this weight allowance, if you will, from 3.3 ounces to four ounces, is the largest ever made, and reflects a desire to allow larger packages of advertising (or news and advertising, in the case of some free newspapers and shoppers) 3.3 ounces equals .2063 of a pound, while four ounces equals .250 of a pound, or one-fourth pound. Weight is weight, whether ROP or supplements. So, the best business plan is to shoot for as close to or right at the four ounces mark, the sweet spot where the most money can be collected for the same postage price.

The hike in weight could be viewed as a way for the U.S. Postal Service to help grow marriage mail packages, which it likely is. But it will also be of equal value to any Marketing Mail shoppers offered by newspapers. By referencing the accompanying chart runer from the November issue, one can see that pieces getting to four ounces would have an effective postage decrease of 8.18 percent at the DDU/Saturation level, 5.61 percent at the DDU/High-Density Plus price, and 6.94 percent at the High-Density price. The decrease at the HD-Plus price is smaller because of an even greater decrease granted to the prior piece price, likely to encourage more newspaper shopper mail volume. But from what I’ve seen, non-subscriber shopper mailings these days have hit the Saturation level quickly as subscriber route penetration has declined.

The savings in postage is 1.58 cents per piece for the additional weight up to four ounces from the current Saturation or High-Density prices. For instance, a 0.7 ounces preprinted advertising insert could be added to your customer base for no additional postage if you were maxing out at 3.3 ounces. Or one could add multiple single-sheet inserts or smaller multi-page preprints for no additional cost.

This is a big opportunity for shoppers to grow their revenue without growing their postage. And indeed, prices are declining for heavier-weight packages at virtually all weight, sortation and entry levels, allowing newspapers to be more competitive with “marriage mailers” in their markets, or at least experience the same benefit. No doubt retail customers, especially larger chains, will know of these changes and put further price pressure on all market players.

(As a reminder, Saturation prices are granted to 100 percent of the active deliveries on a route, either residential or total, using “Simplified Address” like “Residential Customer,” or to 90 percent of addresses on a route when specific addresses are used. High-Density Plus prices require at least 300 pieces per route, and regular High-Density requires at least 125 pieces per route.)

Marketing Mail Saturation letters, like Val-Pak, a newspaper competitor in some larger-city markets, get a weight increase too, but only to 3.5 ounces from 3.3 ounces.

EDDM Retail pieces would cost 17.7 cents, up just a bit from 17.6 cents. But note that the weight limit continues to be 3.3 ounces, with no increase in that single-piece Saturation ad mail category, entered across the front counter (as opposed to Business Mail Entry Unit) of post offices. EDDM BMEU prices are the same as that paid by newspaper shoppers, and can take advantage of the weight break.

Hardcopy Address Change notices (yellow adhesive tags) are 58 cents per piece, but free to those who use Full-Service Intelligent Mail barcoding.

Marketing Mail annual mailing fee is $225, the same as for the Permit Imprint one-time fee.

Periodical application fee is now $685. Re-entry is $75. There are no longer any fees for “Additional Entry” offices where you choose to pay postage for a Periodical mailing not entered under Exceptional Dispatch or with copies going outside a Sectional Center Facility to “the world.”

Source: Max Heath, NNA postal chair
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<th>Sunday</th>
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<th>Saturday</th>
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Ash Wednesday  | 2  | 3  | 4  |
| 5      | 6      | 7       | 8         | 9        | 10     | 11       |
| 12     | 13     | 14      | 15        | 16       | 17     | 18       |
|        |        |         |           |          | St. Patrick's Day  |          |
| 19     | 20     | 21      | 22        | 23       | 24     | 25       |
| 26     | 27     | 28      | 29        | 30       | 31     |          |

**March is...**

**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 2017 Perfect Performance List

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.

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
Midweek
Berryville – Carroll County News
Weekend Edition
Blytheville – Courier News
Booneville Democrat
Brinkley – Monroe County Herald
Cabot Star-Herald
Calico Rock – White River Current
Camden News
Carlisle Independent
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clinton – Van Buren County Democrat
Conway – Log Cabin Democrat
Coming – Clay County Courier
Crossett – The Ashley News Observer
Danville – Yell County Record
De Queen Bee
DeWitt Era-Enterprise
The Dover Times
Dumas Clarion
El Dorado News-Times
England Democrat
Eudora Enterprise
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Glenwood Herald
Gravette – Westside Eagle Observer
Greenwood Democrat
Hamburg – Ashley County Ledger
Hampton – South Arkansas Sun
Harrisburg – The Modern News
Harrison Daily 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
Malvern Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
Marshall Mountain Wave
The Maumelle Monitor
McCrory – Woodruff County Monitor-Leader-Advocate
McGehee-Dermott Times-News
The Mena Star
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-Leader
Newport Independent
North Little Rock – The Times
The Osceola Times
Ozark Spectator
Paragould Daily Press
Pee 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
Sherwood Voice
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Trumann – Poinsett County Democrat Tribune
Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

105 Papers Remain in “Perfect” Standing
The Arkansas Press Association

2017 Advertising Conference

March 9 & 10

Clarion Resort On The Lake | Hot Springs, Ark.
Conference Schedule

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Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 4,000 ad sales reps in seven countries. Ryan’s 25-year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Newspapers, Disney/ABC TV, and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com. Ryan currently works on a monthly basis with more than 75 media companies and their related sales and management teams.
Register Online or by Mail

Newspaper: ____________________________
Mailing Address: ____________________________
City/State/Zip: ____________________________
Phone: __________________ Fax: __________________

Attendee Name: ____________________________ Email: __________________
1. __________________
2. __________________
3. __________________
4. __________________

Please list any additional names on a separate sheet.

Thursday/Friday Conference Fee ($80) Includes:
Reception, Thursday Dinner, Breaks, Friday Breakfast, and all Conference Materials.
Awards Lunch Not Included.

Total Attendees: _____ x $80 Conference Fee $_____
                  Thursday Dinner/Friday Breakfast
_____ x $30 Awards Lunch $_____
                  Friday Lunch

TOTAL $_____

Payment Options:
_______ Check Enclosed  _____ Bill Me
Credit Card # ____________________________
Expiration Date ________________ VCN # ______

Register online at http://www.arkansaspress.org/event/2017AdConference

To reserve your hotel room, call 1-800-432-5145 and ask for the APA Advertising Conference rate of $85. Hotel booking deadline is February 18.

Send registration & payment by Monday, March 6 to:
Arkansas Press Association, 411 South Victory, Little Rock, AR 72201 or Fax 501.374.7509.
The Sentinel-Record takes 2017 Best of Show

MerryLee Meeker of The Sentinel-Record in Hot Springs took home the Best of Show plaque at the 2017 Arkansas Press Association Advertising Conference on Friday, March 10 at the Clarion Resort on the Lake in Hot Springs.

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

**Smaller Dailies:**
- First Place - Saline Courier, Benton
- Second Place - Harrison Daily Times
- Third Place - Batesville Daily Guard

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

**Smaller Weeklies:**
- First Place - Advance Monticellonian, Monticello
- Second Place - Pacesetting Times, Horseshoe Bend
- Third Place - Sheridan Headlight

MerryLee Meeker of The Sentinel-Record in Hot Springs, poses with her Best of Show award and Tom Larimer, Executive Director of the Arkansas Press Association. The award was for a Veterans Day salute.

From the Field Feature

Ad manager’s career parallels cat with nine lives

The career of Yvonne Hernandez, advertising manager for The Town Crier in Manila, could be compared to a cat with nine lives. She has been hired nine times at the newspaper.

“I am not sure how many total number of years I have worked for The Town Crier,” Hernandez said, “because I have left or retired and then gone back to work there nine times. I just can’t stay away.”

Hernandez said the first time she was hired was in 1986. She did ad paste ups. Then several years later publisher Ron Kemp needed an advertising salesperson. Hernandez was shy back then (which you wouldn’t believe now),

continued on page 2

Yvonne Hernandez (right), ad manager at The Town Crier, looks over an ad with her newest client Lindsey Hagood, co-owner of Elite Senior Care, LLC. Elite Senior Care has offices in Manila, Marked Tree, Osceola and Paragould.
From the field

continued from page 1

The Delta Crossroads magazine. She covers Manila, Blytheville, Batesville, Caraway, Monette, Black Oak and Lake City for the newspaper. She also has magazine customers in West Helena, Marion, Jonesboro, Osceola and Forrest City.

Thanks to email and cell phones, Hernandez is able to juggle multiple towns and assignments. She keeps a weekly spreadsheet and takes it a day at a time.

Hernandez said people wouldn’t believe it, but she still gets nervous when meeting new clients.

“Two years ago I was calling on the vice president of a bank to ask him to advertise in the Crossroads magazine. I was so nervous that I drove around the bank twice. Once I parked, my hands were still sweating. I kept telling myself ‘you can do this.’ And persistence paid off. I finally got him to purchase an ad this year,” she said.

A native of California, Hernandez met her husband Frank of 46 years on the west coast when he was stationed in San Diego with the Navy. She said she knew Frank’s uncles, aunts and grandparents before she ever met him because her uncle had married Frank’s aunt.

The couple moved to Memphis in 1970 for three years before moving to Black Oak. They moved to Manila in 1974 and have lived there since. They enjoy taking trips on their motorcycle traveling as far as South Dakota and Yellowstone National Park. They have two children and three grandchildren.

Hernandez says she doesn’t have plans to retire again anytime soon.

In the News

The Fairfield Bay News, in print since 1967, recently changed its name.

As of the March 15 edition, the new name of the publication is the Lake Area Weekly.

The newspaper is also working on a redesign of the newspaper.

Fairfield Bay is a 14,000-acre community located in Van Buren County adjacent to Greers Ferry Lake.

Two advertising staff members have been added to the Times-Herald in Forrest City.

Stacy Kilgore, a Forrest City native, rejoined the Times-Herald while Bill McCloud joined the staff for the first time. He does, however, bring newspaper advertising experience to the job.

Kilgore grew up in Forrest City and attended college at Arkansas State University. She previously worked at the Times-Herald from 2003 to 2006, according to a recent story in the newspaper.

McCloud, a Colorado native, moved with his family to Forrest City in 2008. His wife is from Forrest City, and the couple have one son.

Three women will be in charge of the 138-year-old Log Cabin Democrat in Conway, according to a front-page story in the Friday, March 10 edition of the newspaper.

Group Controller Cynthia Crabb, Vice President of Sales Betsey Barham, and Vice President of Audience Kelly Sublett, who have been overseeing the newspaper since last summer, will now be fulfilling those roles on a permanent basis.

Crabb has been with the Log Cabin for 15 years as business manager, while Barham, a 12-year veteran, began as a graphic artist before moving into sales and sales management. Sublett joined the newspaper in 2014, bringing 16 years of newspaper editorial, sales and community involvement experience.

Terri Leifeste has been named general manager at the Texarkana Gazette replacing Kirk Blair who left recently to pursue other interests.

Leifeste will move from Jefferson City, Mo. which has been her base while serving as president of WEHCO Media’s Palmer Newspapers Group. She will maintain that role while serving as GM in Texarkana.

Todd Frantz, general manager of the Hot Springs Sentinel Record, will become president and general manager of central Missouri Newspapers, which produces the Jefferson City News Tribune, Fulton Sun and California Democrat.

Whitney White is the new general manager of The Ashley News Observer in Crossett.

A Crossett native and daughter of Publisher Barney White, Whitney has worked at the News Observer and its sister newspapers in accounting, news writing, editing and general operations since joining the newspaper in 2003.

She holds a bachelor of business degree from Virginia Commonwealth University.
Arkansas Press Association
2017 Advertising Contest Award Winners

Weekly Winners - (Front Row from Left) Kristie Nall, Advance Monticellonian, Monticello; Samantha Walker, Advance Monticellonian, Monticello; Stacy Fields, Arkansas Weekly, Batesville; LeAnn Brown, The Sheridan Headlight; Daphne Morton, Stone County Leader, Mountain View; Neal Fraser, Stone County Leader, Mountain View; Stephanie Dodson, Hot Springs Village Voice; (Back Row from Left) Summer Benedict, Hot Springs Village Voice; Jennifer Allen, Hot Springs Village Voice; Cassandra Stafford, Pacesetting Times, Horseshoe Bend; Carrie Johnson, Pacesetting Times, Horseshoe Bend; Brent Powers, Northwest Arkansas Newspapers; Shantelle Reddon, The Times Dispatch, Walnut Ridge; Opal Dennis, The Madison County Record, Huntsville.

Daily Winners - (Front Row from Left) LaVonna Jo Ables, Batesville Daily Guard; Staci Miller Franklin, Arkansas Democrat-Gazette, Little Rock; Wendy Miller, Arkansas Democrat-Gazette, Little Rock; Emily Edmisten, Arkansas Democrat-Gazette, Little Rock; Sarah DeClerk, Arkansas Democrat-Gazette, Little Rock; Sue Silliman, Banner-News, Magnolia; Debe Johnson, The Sentinel-Record, Hot Springs; Michelle Cothern, Arkansas Democrat-Gazette, Little Rock; (Back Row from Left) Jon-Claude Whillock, Harrison Daily Times; Ronnie Bell, El Dorado News-Times; Gena Whillock, Harrison Daily Times; Kelly Freudensprung, The Saline Courier, Benton; Pat Stukey, The Saline Courier, Benton; Merry Lee Meeker, The Sentinel-Record, Hot Springs; Brent Powers, Northwest Arkansas Newspapers; Joel Sollaccio, Arkansas Democrat-Gazette, Little Rock; Lisa Williams, Arkansas Democrat-Gazette, Little Rock; Stacy Riley, Blytheville Courier News; Terri Coleman, Blytheville Courier News; Kristin Davis, Texarkana Gazette.
APA Ad Conference winners tout their success

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

The Hot Springs Village Voice (left) and The Harrison Daily Times (right) 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.”

Voice ad staff wins sweepstakes honors

By LEWIS DELAVAN

The Hot Springs Village Voice’s advertising staff earned sweepstakes honors at the April Arkansas Press Association Better Newspaper Advertising Contest held March 10.

As well as winning the Hot Springs Voice’s first place ad for their business section, the Valley View Times (right) also ran articles that were among the top stories to win at the contest.

“The awards serve as an acknowledgment of the hard work our employees put into advertising and represent the dedication and dedication that goes into producing quality stories,” said Ed Edwards, ad rep.

As a newspaper, the Hot Springs Village Voice has a first-class ad department that is a great asset to the newspaper, Edwards said.

“We have a first-class advertising department with the best people working for us,” he said. “They are an asset to the newspaper and our community.”

The Hot Springs Village Voice also received a sweepstakes honor for its advertising department.

The Hot Springs Village Voice is11 of 12 in the Hot Springs Village Voice.

Times advertising nets five first place awards

Members of the advertising staff at the Harrison Daily Times were honored at the recent APA Advertising Contest, awarded to include (from left) Sherry Zollo, graphic artist; Jennifer Allen, advertising manager; and Jon-Claude Whitley, ad rep.

“Our commitment as this community is to produce the best possible product,” said Jon-Claude Whitley. “We are proud to have the Times advertising and production department work so highly recognized by the judges at the Arkansas Press Association. We want to thank everyone who has been instrumental in the success of the Times.”

The Harrison Daily Times is proud to be a part of the APA, Whitley added.

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Network benefits and bonuses!

It was great to see all the attendees at the annual Arkansas Press Association (APA) Advertising Conference in Hot Springs this month. Thanks to everyone who attended the “network info” session, and we hope every paper can sell at least one Display Advertising Network (DAN) or Statewide Classifieds Advertising Network (SCAN) ad in upcoming months.

As an added incentive, through April only, we are offering a straight 10 percent bonus on any sale. If you sell a statewide 2x4, at $2500, your paper will receive half the revenue ($1250) and you (as the selling associate) will receive $250 as a special bonus from APA. The normal bonus for a statewide 2x4 is $50 so take advantage of this opportunity! Smaller 2x2’s, classified and regional buys will also be awarded the 10 percent of the sale through the end of April. We challenge you to present this program to each of your advertisers!

Thanks to everyone who signed up to receive AdNews! If others in your office are not receiving or reading AdNews each month, they are missing out on great stories, ad ideas, and of course, the network specials! Please encourage them to sign up.

We’d also like to thank all the workers “behind the scenes” who make it possible for our ads to get into print! It’s a team effort and it benefits us all to make our newspapers as strong as possible. Why not make some extra money while strengthening your advertiser’s coverage and market area?

Also, if your paper is not customizing the DAN house ad with your info, we encourage you to start that next week. If your paper does not run the DAN or SCAN programs, sign up today to get extra rebates and the opportunity to sell the programs. (Only members of the networks are allowed to sell.)

For more materials or information about joining and selling in the networks contact Neil McConnell, neil@arkansaspress.org, or Eva Bakalekos, eva@arkansaspress.org.

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APA's 2017
Perfect Performance List

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

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
Midweek
Berryville – Carroll County News
Weekend Edition
Blytheville – Courier News
Booneville Democrat
Brinkley – Monroe County Herald
Cabot Star-Herald
Calico Rock – White River Current
Carlisle Independent
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
DeWitt Era-Enterprise
The Dover Times
El Dorado News-Times
England Democrat
Eudora Enterprise
Eureka Springs – Lovely County Citizen
Fairfield Bay News
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Forrest City – Times-Herald
Glenwood Herald
Gravette – Westside Eagle Observer
Greenwood Democrat
Hampton – South Arkansas Sun
Harrisburg – The Modern News
Harrison Daily Times
The Helena-West Helena World
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Jacksonville Patriot
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
Malvern Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
Marshall Mountain Wave
The Maumelle Monitor
McCrory – Woodruff County Monitor-Leader-Advocate
McGehee-Dermott Times-News
The Meno Star
Monticello – Advance Monticellonian
Morriston – Conway County Petit Jean Country Headlight
Mount Ida – Montgomery County News
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville News-Leader

North Little Rock – The Times
The Osceola Times
Ozark Spectator
Paragould Daily Press
Pee Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pocahontas Star Herald
Prescott – Nevada County Picayune
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
Sherwood Voice
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Trumann – Poinsett County Democrat Tribune
Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

Papers Remain in “Perfect” Standing
### April IS...

**National 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).
From the Field FEATURE
Whillock finds changing careers a good move

Changing careers isn’t always easy. However, for Jon-Claude Whillock, it has not been too difficult, and it’s also been a great move for him.

Whillock had been a golf course superintendent for more than 25 years with the last 15 of those years working at the Harrison Country Club.

He started work July 7 of last year as an advertising executive at the Harrison Daily Times — not a conventional career move by any means. But it has worked out well in several different ways.

Whillock actually replaced his wife, Gena, at the newspaper.

“When Gena got sick and had been off for a while, the newspaper staff kept calling her to come back to work. She didn’t feel like she could, but told her former boss that her husband was looking for a different job. She told him she thought I could do the job,” Whillock said.

So he went in for an interview and was hired.

“I love it,” he said. “After working 25 years with heavy equipment, long hours and no weekends off, I was ready for a change. I really enjoy getting out in the community visiting with people. At first that was the scariest part of the new job for me.

EDITOR’S NOTE: This article ran in the Poinsett County Democrat Tribune on April 20, 2017.

By DT News Staff

Visitors to the Poinsett County Democrat Tribune (PCDT) website will notice big changes this week as the site received a substantial facelift. Utilizing the latest in web design, it now offers a variety of new options for viewing local news and sports, along with the many other features which have made the site a success. The update is a part of the newspaper’s efforts to remain abreast of the latest technology in the digital market and address the increasing use of smartphones and devices for consuming information.

“Our research shows sizeable increases in the traffic from phones, tablets, and other devices on all three of our Northeast Arkansas websites,” said PCDT publisher Ron Kemp. “The new format is device-friendly, for lack of a better term, and provides much easier navigation for those visitors.”

The updated layout also provides a new look for readers accessing the site by way of a...
From the field
continued from page 1

Working as a golf course superintendent, I worked alone much of the time. So the social aspect was the hardest adjustment. But it’s turned out to be the best part, too.”

Whillock said he knew a lot of customers through Gena’s relationships with them.

“Probably the biggest challenge was learning how to sell. As a golf course superintendent, the only thing I had to ‘sell’ was budget deals with my boss to purchase equipment. However, I have had really good training from Todd Edwards, Harrison Daily Times ad manager, and co-worker Brandon Cone. Todd has been instrumental in my education of newspaper ad sales as well as all aspects of this business. He knows the operations, so I’ve been able to go to him with any questions I have,” Whillock said.

He added that the Harrison Daily Times has a family-type atmosphere.

“Everyone here is more than willing to help me,” he said. Plus, Whillock says his wife has been a big help as well.

“Gena was the Harrison Daily Times’ top sales rep for years. I will never be able to fill her shoes. I saw her in action for years, and she did a lot of work after hours. I also saw how she handled certain situations. Fortunately, I learned just by being around her,” Whillock said.

He is currently finishing a six-week sales training that has been helpful. Plus, he attended the recent Arkansas Press Association’s advertising conference where he tried to absorb everything he could.

Whillock said dealing with deadlines is a learned gift one has to master.

“It has been one of the harder aspects of this job, but being organized helps,” he said. “I make a list and stick to it. I check it every morning to see what has to be done that day. At the end of the day, I see what all I have checked off.”

He added that communication is key – as in any job – and following up with clients is very important and being honest is imperative.

“I would never sell an ad to a customer that I don’t feel is going to help his business. If a customer is successful, then I’m going to be successful,” he said.

After only four months on the job, Whillock managed the Veterans Tribune promotional insert that ran in the paper last November.

“It was the first ad piece that I was very proud of. The tab featured veterans from this area of the state as well as Branson (which is his territory). It contained ads honoring veterans along with a calendar of events and stories and photos of local vets,” he said.

Another plus of his new job is the fact that he has been able to spend more time with his son who has Asperger’s Syndrome.

“Being able to spend more time with Taylor has been a blessing,” he said.

Born in Little Rock, Whillock grew up in Clinton where he graduated from high school. He attended the University of Central Arkansas, but moved to Russellville once he met Gena. He took a job as an assistant golf course superintendent in Russellville where he worked for five years. He received his Class A certification before moving to work at a golf course in Paragould. He spent three years there before moving to Harrison. He and Gena have been married for 25 years.

New website
continued from page 1

The simplified “all-in-one” page format provides visitors on both PCs and devices the ease of scrolling to the section of their choice or clicking on the desired location by way of two menus.

“We’ve reduced the need to increase the size of the page in order to be able to read it on a phone or device,” Kemp said. “The page will automatically adapt to the device it’s being view on, whether it’s a phone, tablet, or personal computer. Since the site menu scrolls with visitors constantly, there’s never a need to return to the top of the page to navigate.”

The need to navigate from one page to another to obtain different information is also a thing of the past, as all the sections are found on the home page.

“We still offer the same sections which have been a staple of the website for years,” said PCDT editor Corey Clairday. “Local news and sports are still our main draw, but we offer much more.”

In addition to local and regional news, the site also offers complete and up-to-date weather.

“The weather section includes local and regional conditions and radar, along with hourly observations from Jonesboro, Walnut Ridge, Blytheville and Memphis.” Clairday said. “It also provides updated reports on river levels, the most recent earthquakes in the region, and more.”

“The website also includes a link to the newspaper’s Facebook page, access to our many special publications, photo galleries, blogs, and messages from many of our advertisers,” Kemp said. The website also provides links to informational sites, such as Arkansas State Police road conditions and the Arkansas Scholarship Lottery’s winning numbers for the week.

The website has been online for a number of years and has continued to evolve and change with the times.

The site informs thousands of visitors as they view tens of thousands of pages.

“As we’ve always maintained, the website is not meant to replace the print edition of the Poinsett County Democrat Tribune,” Clairday said. “There are still many features and stories found in the print edition that are not included on the website. One way you can insure you get it all is to get a subscription to the print edition or online reader.”

Those wanting to access the online reader may subscribe for $20 a year and read the full paper by way of a link on the website. “It’s a great way for those living in other states to stay up to date on what’s happening back home,” Clairday said. “And the e-edition is posted online much sooner than the print edition is available.”
Mapping Your Way Through the DAN & SCAN Maze

Understanding the DAN (Display Advertising Network) and SCAN (Statewide Classified Advertising Network) programs, and how they can benefit your newspaper can be a bit overwhelming at first. It’s actually very simple – but you must first understand the difference between the programs and how you get from Point A. (Realizing the customer may want a DAN or a SCAN ad) to Point B. (Actually making the sale and getting it in motion with the “Network” department at Arkansas Press Association (APA). The first thing to remember is that your paper must participate in the program in order to be able to sell it. Most of the papers do participate in the DAN and/or SCAN programs. There is also a third program available to the daily papers that run our “Daily Connection” but we’ll save that for another AdNews.

See below DAN & SCAN program fliers for sales details.

Both programs are highly discounted. Your customer must buy at least one region of papers or up to statewide, to receive the benefit of the discounts. Once you have solidified with the customer what they need, you collect the payment, build the ad, and send it to the network department at APA, and we distribute the ad to the regions or statewide, whichever the case may be. We’re also here to answer any questions you may have. Right now, we are still offering a special incentive to each network sale, of 10 percent of the sale to the selling associate. This is in addition to “half of the revenue of the sale” that your paper automatically keeps as soon as you make the sale and collect the funds. (And then your paper mails APA a check for our half). The 10 percent bonus will be paid directly to the selling associate, assuming your publisher has no objection. (Most are thrilled).

Congratulations to Curtis Sanders of the Harrisburg Modern News who sold two festival ads, “Crowley Ridge Vintage Market” and “Fest on the Ridge” Curtis wins a $90 bonus! Also, kudos to Diane Newcomb at the Carroll County News who sold the “Turpentine Creek” Kitefest – Diane wins a $50 bonus! We’ve heard from several other newspaper associates who have questions, and we are looking forward to helping you with the sale! If you need help learning these programs, contact Eva Bakalekous, eva@arkansaspres.org, or Neil McConnell, neil@arkansaspres.org, a call at 501-374-1500.
APA's 2017 Perfect Performance List

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Weekend Edition
Blytheville – Courier News
Booneville Democrat
Brinkley – Monroe County Herald
Cabot Star-Herald
Calico Rock – White River Current
Carlisle Independent
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Clinton – Van Buren County Democrat
Corning – Clay County Courier
Crossett – The Ashley News Observer
Danville – Yell County Record
DeWitt Era-Enterprise
The Dover Times
El Dorado News-Times
England Democrat
Eudora Enterprise
Eureka Springs – Lovely County Citizen
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Glenwood Herald
Gravette – Westside Eagle Observer
Greenwood Democrat
Hampton – South Arkansas Sun
Harrisburg – The Modern News
Harrison Daily Times
The Helena-West Helena World
Horseshoe Bend – Pacesetting Times
Hot Springs – The Sentinel-Record
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
Jacksonville Patriot
Jasper – Newton County Times
Jonesboro – The Sun
Little Rock – Arkansas Business
Little Rock – Arkansas Democrat-Gazette
Murfreesboro Diamond
Nashville News-Leader
North Little Rock – The Times
The Osceola Times
Ozark Spectator
Paragould Daily Press
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pocahontas Star Herald
Rison – Cleveland County Herald
Russellville – The Courier
Salem – The News/Areawide Media
Searcy – The Daily Citizen
Sherwood Voice
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Trumann – Poinsett County Democrat Tribune
Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

89 Papers Remain in “Perfect” Standing
May Monthly Sales Planner

May IS...

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.
Living in Sheridan her entire life has been an advantage to LeAnn Brown in her job as advertising director/graphic designer at The Sheridan Headlight. Brown said she knows just about everyone in town, which is helpful in understanding the environment – or atmosphere – of the town of nearly 5,000 residents.

Brown said since Byron Tate bought The Sheridan Headlight early last year she has seen several improvements.

“It has been a blessing having Byron as our owner and publisher,” she said. “He keeps all our computers and their programs up to date. We are a small staff, and Byron makes working at the newspaper a pleasure.”

She added that with laptop computers provided by the newspaper, it is easy to work from home when necessary.

“Byron mostly writes and edits on the editorial side of the paper. I had some surgery and was out several weeks ago so Byron stepped up to help by continued on page 2

The Sheridan Headlight’s LeAnn Brown (seated), advertising director/graphic designer, and Millie McClain, managing editor, look over the newspaper’s annual graduation ad section.

Yarbro is WEHCO Employee of the Year

The Walter E. Hussman Employee of the Year for 2016 has been awarded to Robyn Yarbro, administrative assistant at the Camden News. Pictured from left are; Mark Lane, incoming President of WEHCO Newspapers; current WEHCO President Jeff Jeffus; President of Palmer Newspapers Terri Leifeste; Yarbro, Camden News General Manager Sue Silliman; WEHCO Owner and Publisher Walter E. Hussman Jr.; and WEHCO Media President, Nat Lea.
From the field  
*continued from page 1*

laying out ads and pages,” she said. The ad director said they print approximately 2,700 newspapers each week but may start printing more than that since they have been selling out lately. “That’s a good problem to have,” she added.

When Brown started working at the newspaper 18 years ago, she was the graphic designer. “I didn’t have any experience. So I pretty much taught myself. The same people who owned the paper then owned a daycare next door. Their graphic designer abruptly left so they came next door to the daycare and asked if I would be interested in working at the newspaper,” Brown said. “So I jumped in and have been there ever since.”

She said, however, that has created a problem with some customers who don’t want anyone else handling their ads. “I have worked with some of the same customers for so long that they don’t like anyone working on their stuff,” Brown said.

Brown said that Managing Editor Millie McClain has worked at the newspaper about a year longer than she has. “Millie and I are best friends,” Brown said. “We are like sisters. There are some days we would like to choke each other, but we couldn’t live without each other. We have worked so closely together for so long we can finish each other’s work. Millie holds me together, and I think I do the same for her.”

Brown said at the first of each year she sits down and schedules advertising specials for the entire year. This month, in addition to the annual graduation ad section, the newspaper is doing a special advertising page congratulating the Sheridan High School baseball and softball teams who both won state championships.

“Probably our most successful advertising promotion each year is our Christmas one. We print letters to Santa – unedited, which is entertaining reading sometimes!” she added.

Brown enjoys hunting and fishing. “In November, you can find me sitting in a deer stand,” she said. “I killed my first deer when I was about 11 years old.” Although she doesn’t dress the deer, she does enjoy cooking the venison. Her favorite recipe is venison cooked in the crock pot with mushroom soup and onion soup mix and served over mashed potatoes. She loves to fish at Peckerwood Lake between Stuttgart and Hazen and on the Saline River.

Brown has two sons – Corey, 19, and Brett, 11.

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**Massey named GM of Mena Newspapers, Inc.**

**Patrick Massey,** editor of *The De Queen Bee,* was recently named the general manager of Mena Newspapers, Inc., which includes newspapers in De Queen as well as those in Waldron and Mansfield.

Massey’s office is in De Queen, where he has worked as the managing editor since 2009. In his new capacity, Massey will direct the print and digital news operations of *The De Queen Bee* and *The De Queen Bee en Espanol,* the newspaper’s Spanish-language publication. He will also assist with operations in the company’s other newspapers.

**Clark Smith,** publisher of Mena Newspapers, Inc., said Massey’s experience and commitment to his newspapers and community has earned him this much deserved promotion.

“Patrick’s depth of experience, his community dedication and vision for this area will serve us and the community well in his new role and responsibility as general manager,” Smith said. “He has the talent and capabilities to oversee the operation of these publications and help lead them into new and better directions.”

Massey said he believes the promotion will give him a chance to grow with the company by gaining more knowledge in this field.

“Personal growth is a big thing to me and my wife. It is a chance to further embrace both the community and profession I love,” said Massey. “I’m honored and grateful to Clark Smith and Mena Newspapers for this fantastic opportunity to further my career and continue leading this newspaper into the future.”

Massey said he welcomes the promotion as an opportunity to grow *The De Queen Bee* and its publications.

“This is going to give me a greater opportunity to shape this newspaper and its role in the community,” said Massey. “Newspapers like ours are vital to the health and wellbeing of a community, and I want to make sure we grow to better serve our readers and the entire community.”

In addition to his role with Mena Newspapers, Inc., Massey is also president of The De Queen/Searcy County Chamber of Commerce and a member of the Rotary and Lions Clubs.

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**GateHouse merged weekly newspapers**

Seven weekly newspapers in central Arkansas owned by GateHouse Media folded into two weekly newspapers serving Pulaski and Lonoke counties, the Fairport, N.Y., firm said early this month.

The changes began with the May 10 editions. In Lonoke County, the *Cabot Star Herald, Lonoke Democrat* and *The Carlisle Independent* combined into the *Lonoke County Democrat* and is distributed on Wednesdays.

In Pulaski County, the *North Little Rock Times* remained and the *Maumelle Monitor,* *Sherwood Voice* and *Jacksonville Patriot* were folded into *The Times* and is distributed on Thursdays.

The decision to combine into countrywide editions was not made lightly, said **Jeremy Peppas,** GateHouse’s regional editor.

“These papers have long and proud histories,” Peppas said in a news release. “But to have a future, financially, combined county publications was the best decision and it will allow us to give readers more.”

*Source: Arkansas Democrat-Gazette*
Jeffus to retire from Democrat-Gazette

Jeff Jeffus, president of WEHCO Media’s newspaper division, announced his retirement May 3. Mark Lane, corporate vice president of sales with Morris Communications in Augusta, Ga., will replace Jeffus, 69.

“Mark is a proven leader with years of experience building effective teams and growing advertising customers,” said Nat Lea, president and chief executive officer of WEHCO Media, which owns the Arkansas Democrat-Gazette.

Lane was primarily responsible for revenue generation for 13 markets for Morris, Lea said.

“My goal is to take a lot of great work that has already been accomplished and maybe ratchet it up a notch or two,” said Lane, 55.

For a business to be successful, it comes down to leadership and people, Lane said.

“We have to make sure that we have quality products that serve our readers,” Lane said. “If we don’t do that, nothing else matters.”

WEHCO also announced the promotion of Conan Gallaty to president of WEHCO Digital Services. Gallaty previously was executive vice president of the digital division.

Jeffus, whose retirement will be effective July 5, has been in the newspaper business for 49 years.

“The changes in our industry have been immense in technology and with the impact of social and digital media,” Jeffus said.

Jeffus began his career in 1968 in the advertising sales department at a newspaper in Paris, Texas, his hometown. He has been publisher of papers in Stuttgart; Greensburg, Ind.; Greenville, Texas; and Port Arthur, Texas. In 1998, he was promoted to senior vice president for American Publisher Co.

Later that year, he became publisher and regional manager of the Northwest Arkansas Times. In 2008, he was named president of Northwest Arkansas Newspapers.

Jeffus has served as president of WEHCO Media’s newspaper division, which includes about 30 publications in six states, since 2013.

“I have been fortunate over my career to have worked for some great companies,” Jeffus said. “I have seen many different philosophies and cultures between family ownership, public and private companies. Probably my closest friends are colleagues I’ve worked with over that long period of time.”

The highlight of his career, Jeffus said, has been watching managers he hired grow in the profession.

Send Us Your Updates!
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.

In the NEWS

Courtney Skinner was recently hired at the Arkansas Press Association as a marketing consultant, selling both network and retail ads.

Skinner is a graduate of Mount St. Mary Academy and University of Arkansas at Little Rock (UALR) with a Bachelor of Arts in English and Speech Communication. She has more than 17 years of experience in broadcast media. Prior to joining APA, she was a senior marketing consultant for iHeart Media where she represented four top-rated, 100,000 watt radio stations.

Sarah Mills was recently hired at the Arkansas Press Association as a marketing consultant, also selling both network and retail ads.

Sarah is a University of Arkansas graduate with a Journalism/Communications degree. She has 35 years of experience in media sales. She spent 19 years in radio and 16 years selling television in the Little Rock market. She’s also a proud member of the Little Rock Air Force Base Community Council.

Rex Nelson has been promoted from his weekly column contract with the Arkansas Democrat-Gazette to a full-time position as senior editor that will put his columns in print three days a week.

Nelson, who previously worked at the newspaper as both a reporter and editor, will begin his new position in the office Tuesday. His first column appears in the paper today.

His columns will publish Sundays, Wednesdays and Saturdays.

Nelson left his job as senior vice president and director of corporate communications at Simmons First National Corp., which he had held for two years, to take on his new role.

As senior editor, Nelson plans to travel the state looking for stories to tell. He will also have public speaking engagements.

“Rex has been doing a column for us once a week, and we get a tremendous number of positive comments on his columns. Rex probably knows the area as well as any journalist around today. He’s been around for many, many years — he travels all over the state,” said Democrat-Gazette Publisher Walter Hussman. “As a statewide newspaper, we think his column is going to give us the kind of unique content that people can’t get anywhere else.”

Along with the addition of Nelson, the newspaper has promoted Associate Editor Karen Martin to Senior Editor/Perspective.

“This is outstanding news for the opinion section and our readers,” editorial page editor David Barham said. “Both Karen and Rex have given, and will continue to give, our readers reasons to dive into the paper. Paul Greenberg, John Brummett, Rex Nelson, and all the others.... What a cast of characters. This should be fun.”
I don’t understand the logic of moving local news coverage from the long-established and highly respected printed newspapers to the Internet. Any egomaniac with a home computer can create a local website or blog. But it takes a community newspaper — with credible reporters, editors and well-deserved reputation — to provide direction and consensus to the community.

“What if almost the entire newspaper industry got it wrong?” asked Jack Shafer recently on Politico.com.

Printed papers, he says, have struggled the last two decades to reinvent themselves for the digital age. Few have seen any real revenue and there has been almost zero growth since 2007. Surveys show, he says, that most readers still prefer the print version of their newspaper to the web version.

“Maybe newspapers should focus on what they’re good at,” he says, “instead of fighting a digital war they can’t possibly win.”

My son, Jeff Wagner, says nobody can save their way into business success. The industry cutback in newsroom staff, editorial hole, circulation promotion and community involvement has deflated the image and value of newspapers overall. Some local newspapers attempt to get by printing mostly news releases that are nothing but self-serving, poorly written, boring collections of “who cares” facts. Worst, most of those releases also available in every other newspaper in your area. If press releases are used at all, they should be rewritten and expand with fresh information and a local spin.

I used to think readers wanted their stories USA Today style, short and to the point. But while in San Francisco recently I found myself devouring exciting, enticing, full-page newsworthy features in The Examiner.

But being short or being long does not make story or feature article worthy of printing. Each article needs a “hometown” connection.

Here are some recent innovative stories published in my The N’West Iowa REVIEW:

“Where’s Superman Supposed To Change?” told our readers that most Northwest Iowa telephone booths have disappeared. You’ll find them in backyards, basement rec rooms and providing character to locally owned businesses.

“Seven for 7” featured seven articles in our OKOBOJI Magazine highlighting seven of the best places, interesting faces, restaurants, boat dealers, recreational trails and events around our nearby seven-lake Okoboji resort area.

“Full-time Pig Farmer and Party-time Pastor” shared the journey of a man called to the ministry from his hog lot. Today, with much training, he both farms and preaches.

And finally, “Taking a Fling at Math” explained how a Sheldon Middle School sixth-grade teacher was using the trebuchet, an ancient weapon of war, to teach math to his students.

There are endless worthwhile stories breaking around every community every day. The resourceful reporter will discover them while at church, listening in on the conversations at the city council meeting or simply by visiting with a local community leader. They are the stories readers remember. They just require an inquiring mind and an interest in the community.

Let’s not write print’s obituary yet. The printed newspaper is going to be around for a long time. All it needs is the love and care of an enterprising publisher and powerful, exceptional writing.

Source: Peter W. Wagner, Founder, The N’West Iowa REVIEW

Why can’t salespeople sell themselves?

Sales professionals have an image problem.

They are accused of many business transgressions, including: being overly concerned with their sales quotas, not really listening to the customer, lacking social boundaries, and failing to ever take “no” for a real answer.

In national Gallup polling on the trustworthiness of various professions, “car sales people” are always at or near the bottom (dwelling in the muck near “members of Congress” and “lobbyists”). During 1977-2013, the combination of Americans who rate car sales people “very high” or “high” in trustworthiness has never reached even 10 percent.

That’s unfair. My work with dozens of organizations including thousands of professional sales people has confirmed the harsh reality of selling. It is tough and uncertain work, not for the faint of heart or thin of skin. When you’re being told “no” on a regular basis, sent down organizational rat holes, lied to, and sometimes run through the procurement wringer just so that prospect can negotiate better terms from a competing vendor, you might need a little bluster just to even things out.

A well-informed and well-equipped salesperson is valuable—to both her employer and customer. My experience is that today’s products, services, and solutions are more complex than ever; a great salesperson understands the customer’s needs and offers recommendations that make everyone better off.

I give you this reminder, even as I am shopping for a new vehicle and dealing with those “car sales people”!

Your sales colleagues might be in “sales,” “business development,” “fundraising,” or attach to some other title—but whatever the case they carry a lot of responsibility. And yes, everyone in the organization should play some role in informing and accelerating the sales process.

Action Item: Ask a sales colleague, “What messages, stories, and tools are working for you today?” and “What else do you need?”

Source: Jim Karrh, Ph.D. is a consultant, speaker, and coach helping clients to transform their customer conversations.
APA's 2017 Perfect Performance List

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.

| Ashdown – Little River News |
| Batesville – Arkansas Weekly |
| Batesville Daily Guard |
| The Beebe News |
| Bella Vista – The Weekly Vista |
| Benton – The Saline Courier |
| Berryville – Carroll County News Midweek |
| Berryville – Carroll County News Weekend Edition |
| Blytheville – Courier News |
| Booneville Democrat |
| Brinkley – Monroe County Herald |
| Calico Rock – White River Current |
| Cherokee Village – Villager Journal |
| Clarksville – Johnson County Graphic |
| Corning – Clay County Courier |
| Crossett – The Ashley News Observer |
| Danville – Yell County Record |
| DeWitt Era-Enterprise |
| The Dover Times |
| El Dorado News-Times |
| England Democrat |
| Eudora Enterprise |
| Eureka Springs – Lovely County Citizen |
| Farmington – Washington County Enterprise-Leader |
| Fayetteville Free Weekly |
| Fayetteville – Northwest Arkansas Democrat-Gazette |
| Flippin – The Mountaineer Echo |
| Fordyce News-Advocate |
| Glenwood Herald |
| Gravette – Westside Eagle Observer |
| Hampton – South Arkansas Sun |
| Harrisburg – The Modern News |
| Harrison Daily Times |
| The Helena-West Helena World |
| 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 |
| Little Rock – Arkansas Business |
| Little Rock – Arkansas Democrat-Gazette |
| Little Rock – Arkansas Times |
| Little Rock – The Daily Record |
| Lonoke Democrat |
| Magnolia – Banner-News |
| Malvern Daily Record |
| Manila – The Town Crier |
| Mansfield – The Citizen |
| Marianna – Courier-Index |
| Marshall Mountain Wave |
| McCrory – Woodruff County Monitor-Leader-Advocate |
| McGehee-Dermott Times-News |
| Monticello – Advance Monticellonian |
| Morrilton – Conway County Petit Jean Country Headlight |
| Mountain View – Stone County Leader |
| Murfreesboro Diamond |
| Nashville News-Leader |
| North Little Rock – The Times |
| The Osceola Times |
| Ozark Spectator |

81 Papers Remain in “Perfect” Standing
June is...

- 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 2017 SuperConvention returns to Little Rock

The 2017 Arkansas Press Association (APA) SuperConvention returns to Little Rock July 5-8 with an outstanding lineup of programming and fun events to entertain, enlighten and enjoy. Headquarters for the event is the DoubleTree by Hilton Hotel in downtown Little Rock on the banks of the Arkansas River. The theme this year is “Free Press Free People.”

Speakers include Ed Henninger, Leonard Woolsey, Morley Piper and Russell Viers. Henninger, who is universally recognized as one of the world’s leading design consultants, will discuss how to save public notices at the opening general session at 9 a.m. Friday, July 7. He has been an independent newspaper consultant since 1989 and is the director of Henninger Consulting in Rock Hill, S.C. During the past few years, Henninger has traveled to the Ukraine, the Republic of Georgia and Armenia to offer design workshops and assist with redesigns of several daily and weekly newspapers. He has redesigned numerous

From the Field Feature
Selling a way of life for regional ad director

Since Jimmy Barrow graduated from high school in Checotah, Okla., selling has been a part of his life. His first job was selling General Motors vehicles in Muskogee, Okla., for a couple of years. Then he moved to Daytona Beach, Fla., and worked two jobs – Home Depot at night and selling time shares over the phone during the day. He worked his way up with the time share company and was transferred to North Carolina as a supervisor.

In 2012, he decided he wanted to be closer to family, so he moved to Little Rock and went to work for Patient...
continued from page 1

U.S. newspapers that went on to win design awards. He recently developed FasTrak, a breakthrough redesign process created exclusively for smaller dailies and weeklies. He also created PowerWeek and SelectDesign.

Following Henninger on the agenda at 10:30 a.m. Friday will be Woolsey, president and publisher of the Galveston County Daily News (the oldest newspaper in Texas). He is also the publisher of Coast Monthly magazine, a successful lifestyle-focused publication featuring life along the Upper Gulf Coast. His presentation will focus on creative niche publications.

A publisher of newspapers for more than 20 years, Woolsey began developing magazine products for newspapers while in Georgia. Now in Texas, he is leading the successful effort of Southern Newspapers, Inc. to introduce attractive and profitable magazine titles to their existing newspaper properties.

Retired executive director of the New England Press Association, Piper was a 19-year-old junior officer in the Army and was among those charging the beaches at Normandy during the D-Day invasion in 1944. His speech at Friday’s lunch will give a first-hand account of what it was like to be a part of that invasion force both on D-Day and the perilous days that followed. He provides a great historical perspective on the D-Day events, the days following and the war itself.

Morley’s presentation will make the convention a very memorable event – one you will not want to miss. He currently serves as “clerk” of the Newspaper Association Managers group.

The always-popular Adobe trainer, Viers will bring his unique style of presentation back to the convention at 2 p.m. on Friday. He is a transition expert in the publishing world. Since 1997, he has helped newspapers and magazines adapt to the changes in the industry. From film to pixels, paste-up to pagination, print to electronic media, Viers is always on the leading edge of technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind. He has helped many major publications and designers learn techniques to work faster and improve quality including Better Homes and Gardens, Ladies Home Journal, New York Times Regional Papers, Sabah, American Greetings, Crayola and many others.

The annual APA Golf Tournament, benefiting the Arkansas Newspaper Foundation, will kick off the SuperConvention with lunch at 11 a.m. and a shotgun start at 12:30 p.m. Wednesday, July 5. The tournament will be played at the Country Club of Arkansas in Maumelle. The Early Bird Outing will begin at 6 p.m. Wednesday at the Clinton Presidential Library with a reception and tour.

Thursday, July 6 will begin at noon with the Round Table Luncheon, followed by a session covering Arkansas executions. A Q&A session on legal, libel and FOI is scheduled for 3:30 p.m. Thursday. That evening convention attendees will have the opportunity to take a backstage tour at the newly renovated Robinson Center during the Drink & Draw Dinner that begins at 6:30 p.m.

The Past Presidents’ Breakfast is scheduled for 8 a.m. Friday, July 7. The Trade Show opens at 8:30 a.m. that day. The APA Honors Banquet will start at 7 p.m. Friday following the Honorees’ Reception at 6 p.m.

A panel discussion entitled “Reflections on a Career in Journalism” will kick things off at 9 a.m. Saturday, July 8. Panelists will include retirees Frank Fellone and Brenda Blagg along with Max Brantley of the Arkansas Times and John Brummett of the Arkansas Democrat-Gazette. At 10:30 a.m. that day another panel discussion will focus on “Newsgathering and Reporting in the Digital Age.” Those panelists will be Lance Turner of Arkansas Business, Kelly Sublett of the Log Cabin Democrat, Greg Henderson of Rock City Times and Gavin Lesnick of the Arkansas Democrat-Gazette. Moderating the session will be Rex Nelson of the Arkansas Democrat-Gazette. The APA Better Newspaper Editorial Awards presentation will close out the SuperConvention at noon on Saturday.

APA members are encouraged to bring their children ages 6-12. The Press Camp will be held on Friday. The $20 registration fee includes a junior press card, breakfast, lunch, supplies, a sightseeing field trip around the River Market District as well as a disposable camera and developing. Junior campers’ photos will be displayed Friday evening at the Honorees’ Reception.

Members are also encouraged to donate items for the silent auction, which benefits the Arkansas Newspaper Foundation.

Registration fees for the SuperConvention are $85 per member or associate, $65 for spouses. A one-day registration fee is available to attend only Friday or Saturday. Members can also register for individual sessions and meals. The registration packet with all the prices is available at arkansaspress.org/event/2017APASuperConvention. The deadline to register is June 30.

Questions should be directed to Terri Cobb at the APA office at 501-374-1500 or terri@arkansaspress.org.
Managing your time for cold calling and prospecting

I’ve always had struggles with managing my time during the work day. There’s always something that will take you away from your current task. Visiting with co-workers, answering the phone and emails are just a few of our daily distractions. In today’s workplace, with the heavy workloads we all carry, it’s more important than ever to stay on task.

In the past, I’ve tried to manage my time just hoping to get everything done by the end of the day. Trying to include daily prospecting and cold calling was a daunting task. What I discovered was that I was taking care of my day to day activities, but neglecting to make the number of calls that I needed to keep my sales funnel full. If you allow this to go on too long, your sales will suffer and you will have to scramble to get that sales funnel full again.

Below is a sample schedule you could implement and customize to fit your daily routines and tasks. Prospecting and making new sales calls is just as important, if not more important, than creating ads, building presentations and working with current customers. Give this schedule a try. It has worked wonders keeping me on task.

Please note that I’ve included two prospect calls in the morning and again in the afternoon before you end the day. Just think, by the end of the week you will have made an additional 20 calls. By the end of the year, an additional 1,000!

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 8:30</td>
<td>Two prospecting calls. Review products, ads and schedules</td>
</tr>
<tr>
<td>8:30 - 9:30</td>
<td>Review emails and take care of any necessary paperwork and prepare for the day</td>
</tr>
<tr>
<td>9:30 - 10:00</td>
<td>Phone jam session – make 15 prospecting calls</td>
</tr>
<tr>
<td>10:00 - Noon</td>
<td>Work with current clients and complete necessary paperwork</td>
</tr>
<tr>
<td>Noon - 1:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 - 2:00</td>
<td>Phone jam session – make 15 prospecting calls</td>
</tr>
<tr>
<td>2:00 - 3:30</td>
<td>Work with current client and complete necessary paperwork and ads</td>
</tr>
<tr>
<td>3:30 - 4:00</td>
<td>Research contacts for next day jam session</td>
</tr>
<tr>
<td>4:30 - 5:00</td>
<td>Plan, prepare and organize for next day</td>
</tr>
<tr>
<td>5:00 - 5:30</td>
<td>Miscellaneous and make two prospect calls</td>
</tr>
</tbody>
</table>

From the field

Point selling ads for a magazine that is put in hospital rooms. Two years later, Barrow moved to the Arkansas Democrat-Gazette as an advertising account executive.

This past March, Barrow began working as the regional advertising director for the Pine Bluff Commercial. He supervises seven sales representatives who cover the Pine Bluff Commercial, the White Hall Journal, the Helena Daily World and the Stuttgart Daily Leader.

“My experience selling in different industries has definitely helped me learn how to communicate with the public – probably more freely than the average person,” Barrow said. “I think it helped me become a more personable individual.”

Barrow said he has been “settling into” his new position and focusing on training his sales reps.

“We meet every Wednesday morning for team building and training,” he said. “My mantra to them is to never stop prospecting and always be patient.”

He said the challenge in having such a large territory to cover is not being able to reach all the potential clients out there. He would like to have a few more reps to solve that problem.

“I feel we could help grow some businesses if we could reach them,” Barrow added. “But on the other side, the perk is that each of my reps can spend more time with each of the clients they already have, and those customers are getting more personalized service.”

When asked how he manages his time overseeing the advertising for four newspapers, Barrow laughingly said, “I’m not sure there is such a thing!”

However, he added that he uses Google calendar, delegates carefully and keeps a “to do” list that he writes every morning and rewrites every night.

“I have got to make sure everything is covered,” he said.

Barrow said it is difficult to run the same advertising promotions in all four newspapers because the communities are so different. However, he is working on a new promotion called “Come In – Drive Away,” which will offer a trip giveaway across his region to readers who come into a certain store during a specific day and time to register. The store’s owner in each town will draw the winner’s name for that paper.

“Also, I’m trying to unify and revamp some of the contests the papers have been running. We’re constantly doing signature pages to reach specific audiences, such as home improvement and restaurant specials,” he said. “Right now we are pushing a virtual job fair to help readers apply for jobs on a virtual basis. We are always trying to improve.”

Barrow said since he has been in his new position, the numbers are good — “we are on budget.” One of his goals is to reach out to ex-advertisers and bring them back on board with the newspapers.

“We’re going to offer them discounted rates to gain their business back,” he said. “The more we help our communities, the more it pays off for the newspapers.”

Barrow and his staff also sell ads for SEA (Southeast Arkansas) Life magazine and for each of the papers’ websites. He said customers are finding out they get a better return on their investment by bundling print and digital ads.

Born in Arizona, Barrow moved to Checotah in elementary school. He graduated from high school there in 2001 along with country music star Carrie Underwood. He was in the audience in Los Angeles when she won American Idol in 2005. He has attended several of her concerts and communicates occasionally with her on Facebook.

Barrow enjoys fishing on his private lake in Sherwood and competing in billiard tournaments.
Boredom is good for your creativity

Here’s some advice I bet you thought you’d never hear: Let yourself get bored more often!

Studies show that boredom is an important part of the creative process and can actually lead to breakthrough ideas and increased productivity. Because when we’re bored, our brain starts sifting through stored information – and makes us more likely to make connections that never occurred to us before.

The problem is – we’re never bored anymore! Because we take our smartphones everywhere we go and any second of downtime can be spent texting, playing Zombie Tsunami, or surfing the web. And that’s true whether we’re standing in line, at a stop light, or even using the bathroom.

But avoiding boredom is costing us. Researchers at the College of William and Mary analyzed two decades worth of creativity tests and found that creativity scores are steadily declining. But in another study – volunteers who read the phone book before taking a test – and got bored doing it - were better at solving problems. They were also more likely to come up with ingenious uses for everyday objects. That’s compared to test-takers who didn’t read the phone book first.

So, what’s the deal here? Experts say that boredom happens when your brain doesn’t receive enough simulation. But it’s not like your brain ever slows down – it has to keep processing something. So when we’re bored, it goes back into our mental files and fiddles around with the information that’s already there. Your mom might’ve called it daydreaming but psychologists say it’s a complex process that allows us to view information from new and different angles.

So, if you’re trying to solve a problem or overcome a bad case of writer’s block - you might want to read the phone book or a financial report, or tackle a dull task like organizing your CDs. Because that can help get your brain bursting with creativity again.

Source: Intelligence for Your Life

In the NEWS

Becca Martin-Brown, formerly the features editor at the Northwest Arkansas Democrat-Gazette, has been named the new editor of The Free Weekly in Fayetteville. According to a profile recently published in the paper, Martin-Brown moved to Fayetteville to attend the University of Arkansas and never left the city. Her goal is to expand arts coverage to include all of Northwest Arkansas.

Jocelyn Murphy, previously the assistant What’s Up! section editor of the Northwest Arkansas Democrat-Gazette, has been named associate editor of the Free Weekly.

Lara Hightower, formerly a features reporter for the Northwest Arkansas Democrat-Gazette, will be a contributing writer for the Free Weekly.

Christopher Wayne Owens, 48, of West Memphis was killed in an automobile accident June 12. Owens was a former sales representative at the Evening Times in West Memphis. He had recently left the newspaper for another job.

Owens leaves behind his parents, Lana and Richard Owens of Memphis; two uncles, Danny Mohundro (Marcia) and John Mohundro (Pam), as well as one cousin Amy Mohundro Sarkissian (Ara). A service of remembrance took place June 17 at Memphis Funeral Home.

To celebrate the importance of the free press, the Arkansas Press Association is taking pre-orders on two custom Next Level unisex tees.

Charcoal grey with the quote: “Our liberty depends on the freedom of the press.” - Thomas Jefferson

Heather grey with the quote: “Journalism is what we need to make democracy work.” - Walter Cronkite

They are $26 each for sizes S-XXL, which includes shipping. For more information visit the APA Facebook page. To purchase in advance of the SuperConvention, email ashley@arkansaspress.org tee(s) you wish to order and sizing.

Both shirts will also be available in limited quantities for purchase at the SuperConvention, however, pre-ordering is encouraged.

Send Us Your Updates!

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.
APA's 2017
Perfect Performance List

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.

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
Midweek
Berryville – Carroll County News Weekend Edition
Blytheville – Courier News
Booneville Democrat
Calico Rock – White River Current
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Corning – Clay County Courier
Crossett – The Ashley News Observer
Danville – Yell County Record
DeWitt Era-Enterprise
El Dorado News-Times
England Democrat
Eureka Springs – Lovely County Citizen
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Fordyce News-Advocate

Glenwood Herald
Gravette – Westside Eagle Observer
Harrisburg – The Modern News
Harrison Daily Times
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
Little Rock – Arkansas Times
Little Rock – The Daily Record
Lonoke Democrat
Magnolia – Banner-News
Malvern Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
Marshall Mountain Wave
McCry – Woodruff County Monitor-Leader-Advocate
McGehee-Dermott Times-News
Monticello – Advance
Monticellonian
Morrilton – Conway County Petit Jean Country Headlight
Mountain View – Stone County Leader
Murfreesboro Diamond

Nashville News-Leader
The Osceola Times
Ozark Spectator
Paragould Daily Press
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
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
Trumann – Poinsett County Democrat Tribune
Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

Papers Remain in “Perfect” Standing

73
Finding dollars beyond the obituaries

Newspapers can generate additional exceptional advertising revenue with a special section Estate and Funeral Planning Guide. When we first started considering such a section we wrongly gave it the working title “Death and Dying”.

While that title clearly defined the purpose and direction of the project, we quickly realized the name lacked the sense of care and concern needed to sell the necessary advertising support to local funeral homes, grief counseling facilities, financial planners, bank trust departments, florists, headstone suppliers and a multitude of others working in that industry. After considerable thought we came up with the title “Looking beyond tomorrow” and that has seemed to be satisfactory to everyone involved.

At The N’West Iowa REVIEW, we traditionally publish the “Looking beyond tomorrow” update every twenty-four to thirty-six months. We’ve found it works best published as a half tab or book-size product. We distribute it with our Saturday paid circulation newspaper and later deliver copies to the majority of advertisers to share with their clients.

Most of the editorial material is collected through interviews with representatives of the businesses and professional services that regularly advertise in The N’West Iowa REVIEW. We make sure to involve a different interview source each time we publish to keep all our advertisers happy.

Some of the articles in our most recent edition included: possible options to transfer financial assets, the ways parents can help children cope, what factors to weigh when choosing life insurance, the value in pre-planning a funeral, how the funeral service can ease a loss and the patient and family comfort provided by a hospice.

The advertising opportunities should be obvious. Along with the local funeral homes, the community hospitals, retirement and nursing homes are obvious.

But the list can be much longer than that: hospices, home medical supply firms, investment counselors, trust departments of local banks, pharmacies and even some forward thinking churches are good prospects.

So are counseling services, florists, cemetery associations, catering firms and limo services.

At The N’West Iowa REVIEW we sell only process color modular advertising in our “Living beyond tomorrow” book. Once we determine the price for a page ad we compute 60 percent of that amount for a half page ad and 35 percent for a quarter page.

Always remind your advertisers that the book is an investment in more than just one week’s readership. Many local experts will be handing it out to individuals in need for many months to come.

Peter W. Wagner is publisher of the award winning N’West Iowa REVIEW and 12 additional publications. He is often called “The Idea Man” and is a regular presenter at State Press Association and Publishing Group conventions and seminars. You can contact him regarding his programs “100 Ideas for Fun and Profit” or “Selling Print Advertising the Wagner Way” by emailing pww@iowainformation.com or calling his cell 712-348-3550 anytime.
### July Monthly Sales Planner

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**4th of July**  
**APA Office Closed**  
**No Mail**  

**APA SuperConvention**  
*July 5 - 8*  
*Little Rock, AR*

### Call List

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**July IS...**

**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 local owned businesses?
Free Press
Free People
#ArkansasNewspapers

APA 2017 SuperConvention
July 5 - 8 | Little Rock
Country Club of Arkansas

The Country Club of Arkansas golf course is consistently listed among the finest courses in central Arkansas. The course was built by golfers. With numerous sand bunkers, water on eleven holes, sparkling lakes and streams, and fairways graced by Loblolly pines, the Country Club of Arkansas captures the majestic beauty of central Arkansas. While the course was designed to appeal to golfers of all levels, it also offers a variety of challenging holes certain to appeal to the most discriminating of championship caliber golfers.

The tournament is sponsored by UAMS and AT&T Arkansas and benefits the Arkansas Newspaper Foundation.

Hotel Information

DoubleTree by Hilton

Situated in the heart of downtown Little Rock on the banks of the Arkansas River, DoubleTree by Hilton Hotel Little Rock offers the best in southern hospitality. The hotel recently completed a renovation, providing refreshed guest rooms, a new lobby, and a redesigned business center and Concierge lounge. Dine at our new restaurant and lounge, Bridges, for a casual experience with local and regional fare, or pick up freshly made specialties at the new Made Market.

Begin your stay at this friendly and inviting Little Rock hotel with our signature chocolate chip cookie, and allow our staff to cater to your needs. Conveniently located only 15 minutes from the Little Rock National Airport and just off I-30, our downtown location offers easy access to everything the Arkansas capital has to offer. Our complimentary shuttle service will take you anywhere within five miles of the hotel.

To make a room reservation, call (501) 372-4371
424 West Markham St., Little Rock, Arkansas 72201

Reserve hotel rooms by June 12 | $116 Single/Double
Be sure to mention the Arkansas Press Association group name when reserving your room.

APA Golf Tournament

Country Club of Arkansas

APA Golf Tournament

Country Club of Arkansas, Maumelle

Saturday, July 8
8:30 a.m. Continental Breakfast
APA Member Business Meeting
9:00 a.m. Panel Discussion: Reflections on a Career in Journalism
12:00 p.m. APA Better Newspaper Editorial Awards Presentation

Convention Schedule

Wednesday, July 5
Noon APA Golf Tournament
Country Club of Arkansas, Maumelle
6:00 p.m. Early Bird Outing
Clinton Presidential Library
Reception & Tour

Thursday, July 6
Noon Opening Round Table Luncheon
1:30 p.m. Session: Covering Arkansas Executions
3:00 p.m. ANF Silent Auction Opens
3:30 p.m. Session: Legal, Libel & FOI Q&A
6:30 p.m. Drink & Draw, Dinner, Music & Tours
Robinson Center
8:30 p.m. Afterhours Hospitality

Friday, July 7
8:00 a.m. Past Presidents’ Breakfast
Invitation Only
8:30 a.m. Trade Show Opens
Press Camp (Kids 6-12)
9:00 a.m. Session: Saving Public Notices
Presented by Ed Henninger, Director,
Henninger Consulting, Rock Hill, SC
10:30 a.m. Session: Creative Niche Publications
Presented by Leonard Woolsey, Publisher,
Galveston County Daily News

Friday, July 7 (cont’d)
Noon Lunch
• Keynote Speaker, Morley Piper,
D-Day Veteran, NAM Clerk
• President’s Gavel Passing
• Golf Awards Presentation
• Presentation of Freedom of Information Award
2:00 p.m. Session: Russell Viers
6:00 p.m. Honoree’s Reception
7:00 p.m. APA Honors Banquet
Distinguished Service, Freedom of Information and Golden 50 Awards
8:30 p.m. After-Hours Hospitality
ANF Silent Auction Concludes

Saturday, July 8
8:30 a.m. Continental Breakfast
APA Member Business Meeting
9:00 a.m. Panel Discussion: Reflections on a Career in Journalism
10:30 a.m. Panel Discussion: Newsgathering & Reporting in the Digital Age
12:00 p.m. APA Better Newspaper Editorial Awards Presentation

APA Golf Tournament

Country Club of Arkansas

The Country Club of Arkansas golf course is consistently listed among the finest courses in central Arkansas. The course was built by golfers. With numerous sand bunkers, water on eleven holes, sparkling lakes and streams, and fairways graced by Loblolly pines, the Country Club of Arkansas captures the majestic beauty of central Arkansas. While the course was designed to appeal to golfers of all levels, it also offers a variety of challenging holes certain to appeal to the most discriminating of championship caliber golfers.

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APA Golf Tournament

Country Club of Arkansas
Guest Speakers

Morley Piper

Morley Piper, retired executive director of the New England Press Association who now serves as “clerk” of the Newspaper Association Managers group.

Morley was a 19-year-old junior officer in the Army and was among those charging the beaches at Normandy during the D-Day invasion in 1944. For decades Morley didn’t speak of the experience. Many who know him did not know he had participated in this bloody event that eventually turned the tide of World War II in favor of the Allies.

Morley relates the experiences of that day and some observances since that day.

He returned to France for the 50th year commemoration of the invasion in 1994 and again 20 years later for the 70th commemoration of the event in 2014. He was one of a handful of survivors of the D-Day invasion returning for the latter event, attending the observance in the company of President Barack Obama.

Morley will give a first-hand account of what it was like to be a part of that invasion force both on D-Day and the perilous days that followed. He provides a great historical perspective on the D-Day events, the days following and the war itself.

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Ed Henninger

Ed Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC. He is universally recognized as the world’s leading design consultant for community newspapers.

He recently completed redesigns of the Cullman Daily Times in Cullman, AL; the Spencer Evening World in Spencer, IN; The Clay County News in Sutton, NE; the Madelia Times-Messenger in Madelia, MN; and the Holyoke Enterprise in Holyoke, CO

He is now at work with newspapers and magazines in Texas, Nebraska, Massachusetts, Idaho, Georgia and Iowa.

Ed has traveled to the Ukraine, the Republic of Georgia and Armenia to offer design workshops and assist with redesigns of several newspapers in those countries.

His column on newspaper design appears regularly in Publishers’ Auxiliary, the publication of the National Newspaper Association. His column also appears in the bulletin of the Southern Newspaper Publishers Association as well as newsletters of press organizations throughout the U.S. and Canada. It is also distributed free to more than 2,000 subscribers worldwide.

Ed Henninger’s Blog is followed by more than 2,000 news design professionals worldwide and is updated weekly with reports and videos on news design and other visual arts.

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Russell Viers

Russell Viers is an international speaker who has presented in 22 countries for publishing events since 1997. He has been featured at the HOW Conference, InDesign Conference, IFRA, PepCon and many more including AdobeMAX, where he was honored as an AdobeMAX Master.

In addition to speaking, he has helped many major publications and designers learn techniques to work faster and improve quality including Better Homes and Gardens, Ladies Home Journal, New York Times Regional Papers, Sabah, American Greetings, Crayola and many others.

Having started with CompuGraphic typesetting machines in the early 80s, then PageMaker 1 in 1987, Viers has been actively involved with Digital Publishing since the early days. In addition to speaking live, he has done videos for Lynda.com, Peachpit Press and Total Training.

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Leonard Woolsey

Leonard Woolsey is the president and publisher of The Daily News - the oldest newspaper in the state of Texas. He is also the publisher of Coast Monthly magazine, a successful lifestyle-focused magazine featuring life along the Upper Gulf Coast. The Daily News is based on Galveston Island and is located within an hour of Houston. The newspaper is celebrating 175 years in 2017 - predating even the statehood of Texas.

Woolsey, a publisher of newspapers for more than twenty years, began developing magazine products for newspapers while in Georgia. Now in Texas, he is leading the successful effort of Southern Newspapers, Inc. to introduce attractive and profitable magazine titles to their existing newspaper properties. Coast Monthly is the winner for best magazine by the Texas Press Association for the past two years and is approaching $1 million in annual revenue for the newspaper.

Coast Monthly also played the driving factor of The Daily News being recognized in Editor & Publisher’s 2017 edition of “10 Newspapers Who Do It Right”. This is the second time newspapers led by Woolsey have been featured on this annual list by Editor & Publisher.

Woolsey is a writer, reader, and cycles thousands of miles a year throughout the country. His wife, whom he met in college more than 35 years ago, prefers to not get on a bike but is always game to travel. Together they have two adult children who are both in the media field. Their son is a magazine editor at Texas Hill Country and their daughter is finishing up her bachelors in media and communications in Georgia.
Early Bird Reception & Tour at the

Clinton Presidential Library

Wednesday, July 5 at 6 p.m.

Join us for Dinner, Music & Backstage Tours at the newly renovated

Robinson Center

Thursday, July 6 at 6:30 pm
Golf Tournament Entry Form

Name _____________________________________ Company __________________________________

Mailing Address ________________________________________________________________________

City ___________________________________________________ State __________ Zip ___________

Phone _____________________________ E-mail ____________________________________________

Golf Handicap __________________________ (or) Average 18-hole Score _________________________

Name(s) of those you wish to play with ___________________________________________________

______________________________________________________________

______________________________________________________________

$100/player | Proceeds benefit the Arkansas Newspaper Foundation

411 South Victory, Little Rock, AR 72201 | 501-374-1500 | Fax 501-374-7509
APA 2017 SuperConvention

Press Camp!

FRIDAY, JULY 7TH

ONLY $20!

Camp Includes:
• A Junior Press Card
• Breakfast, lunch & supplies
• Sightseeing field trip around the River Market District
• Disposable camera & developing

Photos will be displayed Friday evening at the Honorees’ Reception.

PRESS CAMP FOR KIDS REGISTRATION FORM
Ages 6-12 (adult supervision and camp counselors on hand)

Child’s Name ____________________________________________ Age _______
Child’s Name ____________________________________________ Age _______
Child’s Name ____________________________________________ Age _______

Parent(s) ____________________________________________________
Newspaper / Company _______________________________________

Total Number of Camp Registrants ______ x $20 each = _______

Please Return with SuperConvention Registration Form to:
411 S.Victory, Little Rock, AR 72201 | Phone: (501) 374-1500 Fax: (50) 374-7509
Contribute items to the ANF Silent Auction.
Give something back to your industry. Journalism education needs your help!

Here are some thought-starters:
- Box or basket of gift items from your city or county
- Case of wine, food, etc. made in your city or area
- Unique product – handmade quilt gift basket/box, original jewelry
- Dinner for four with a celebrity (or at a special place)
- Autographed item from a celebrity
- Box seats at a sporting event – Cowboys, Travelers, Naturals, etc.
- Weekend mini-vacation for two – lodging, food & attractions
- Guided fishing, hunting trip or similar event

Auction Schedule:
Thursday, July 6 - Friday, July 7, 2017

Questions? Call APA at (800) 569-8762

YES! We want to help fund journalism education and internships. Count on us to contribute the following: Description of item(s), including brand names (use additional page if necessary)

<table>
<thead>
<tr>
<th>Description</th>
<th>Approx. Retail Value</th>
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Authorized by ________________________________ Title __________________________
Company _____________________________________ Phone __________________________
Address _____________________________________ City/State/Zip _____________________

_____ Will bring item(s) to convention
_____ Will deliver item(s) to APA by June 23

Please return this form by Friday, June 23, 2017

Mail to: Arkansas Press Association, 411 South Victory, Little Rock, AR 72201 | Fax to: 501.374.7509
2017 APA Convention Registration Form
July 5-8 | DoubleTree Hotel | Little Rock, AR

READ THIS BEFORE YOU BEGIN

1. Each person (except for children under 18 years of age) attending the convention must pay a registration fee in addition to meals or special events. Registration pays speaker & program expenses, continental breakfasts, breaks, etc. See specific meal prices due, in addition to the registration fee.

2. Circle the appropriate registration fee for each attendee, as well as the chosen reservations for each function each will attend. NOTE: (a) One may choose to register for ONE DAY only, prorating the registration fee, paying $25, plus any meal fees for that day. For example, Saturday award winners pay $25 registration fee PLUS $15 for the lunch. (b) A $10 (dollar) early bird discount can be taken per newspaper/company if we receive your registration form before June 16th and at least one full registration is listed. (c) Thirteen year-olds and younger children may choose a child’s plate for Friday dinner and Saturday lunch.

3. Copy this form for additional attendees if needed. List children and one-day-only people after those paying full registration.

4. Golfers and Press Camp Kids must fill out that activity’s registration form (separate page) but may pay with one check on this form if you like. Add the page totals from those forms after the convention fees on this form.

5. You may also wish to donate to the AR Newspaper Foundation if you are unable to attend or participate in the auction. Add the amount in the square before Grand Total below.

6. Dress will be summer casual for most activities. Business casual will be appropriate for the Friday night banquet.

7. DEADLINE to register is June 30th. All convention cancellations must be made 48 hours in advance of event or we expect your payment. No refunds will be made after July 3rd.

<table>
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<tr>
<th>Individual Name</th>
<th>Registration Fee (Circle One)</th>
<th>Kids Press Camp</th>
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Send Convention Registration to:
ARKANSAS PRESS ASSOCIATION
411 South Victory, Little Rock, AR 72201
or fax to APA at (501) 374-7509

FINAL DEADLINE TO REGISTER IS JUNE 30TH!

Register Online at: http://www.arkansaspress.org/event/2017SuperConvention
Seven special awards were announced during the 2017 Honors Banquet held on July 7 at the Arkansas Press Association’s (APA) Annual SuperConvention in Little Rock.

Golden 50 Service Awards were presented to David McCollum of the Log Cabin Democrat in Conway, Pat Stuckey of The Saline Courier in Benton and Jimmy Robertson of The Sentinel-Record in Hot Springs.

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Golden 50 Service Awards were presented to David McCollum of the Log Cabin Democrat in Conway, Pat Stuckey of The Saline Courier in Benton and Jimmy Robertson of The Sentinel-Record in Hot Springs.

McCollum began his career as a teenaged carrier for the Memphis Press-Scimitar, and has worked at a number of publications before serving as sports columnist/editor of the Log Cabin Democrat for 34 years. He is one of the most decorated sports writers in Arkansas history, having won more than 260 awards for columns, editorials, news stories and features from organizations such as the Texas Sports Writers Association, the U.S. Basketball Writers Association, the Football Writers Association of America, the APA, the Associated Press Managing Editors Association of Arkansas and Associated Press Sports Editors.

It was 1967 when Stuckey started her newspaper career delivering the Arkansas Democrat, adding a Benton Courier delivery route in 1968. She gave up the Democrat route in 1969, but kept the Courier. In 1970, she joined the paper full-time, working in composing when it was all paste-up, requiring a lot of time and careful hands to put the paper together. Stuckey worked at the Courier until 1983 when she went to The Sentinel-Record in Hot Springs, also in composing, a job she held for 24 years before returning to the Benton Courier to be the composing director, a position she still holds today.

As a high school student, Robertson began work at The Sentinel-Record delivering papers in the mornings. Upon graduation, he briefly worked in circulation then accepted a position in the composing department and never left. Robertson was on the ground floor of the shift from hot metal production to “cold type” offset printing in 1968, and has been involved in all aspects of production ever since. A member of the Air National Guard for more than 20 years, he was the recipient of the second-ever The Sentinel-Record Employee of the Year Award in 1990. He is now production manager and has helped put out more than 18,250 editions of the Hot Springs newspaper.

Lisa Hammersly of the Arkansas Democrat-Gazette-Fort Smith Bureau, Tom Larimer, executive director of the APA and Rep. Laurie Rushing of Hot Springs were all recipients of the Freedom of Information (FOI) Award.

Hammersly has been an investigative projects reporter for more than 15 years, including five for the Arkansas Democrat-Gazette. She has worked on solo and team investigations into mortgage fraud and housing foreclosures, university spending, campaign finance, public records systems and SIDS. Two investigations helped

continued on page 2
free a man from prison and a woman from jail. Her team was a finalist for a 2008 Pulitzer Prize for Public Service, and she has been honored by state and national groups with numerous other awards. All of those stories came to life because of records obtained through state and federal FOI Acts.

Larimer won the award for his lobbying efforts during the most recent Arkansas legislative session.

This year’s Distinguished Service Award went to Brenda Blagg, freelance writer and FOI advocate. Author of “Political Magic: The Travels, Trials and Triumphs of the Clintons’ Arkansas Travelers,” Blagg began her career while in college. She worked for several publications before joining the Springdale News in 1971, remaining through its subsequent incarnations, up to the present-day Northwest Arkansas Democrat-Gazette. She covered politics, local government, schools, courts, environmental issues and more before becoming a full-time opinion writer. A long-time advocate for Arkansas’ Freedom of Information Act, Blagg is a founding member of the Arkansas FOI Coalition and has won numerous awards for writing, editing and photography.

Brian Reindl, producer and screenwriter of the movie Greater, was named Headliner of the Year. Rookie filmmaker Reindl had no money, connections or experience. But he did have a vision to tell the story of Razorback football player Brandon Burlsworth, a humble reverent young man from a small town who worked his way up from a walk-on without a scholarship to an All-American NFL draft pick. With the help of co-screenwriter and director Brian Hunt, the resulting movie, “Greater,” became a reality. Filmed in Arkansas, it opened in August 2016 in more than 400 theaters nationwide. Now available on DVD and streaming, Greater is still reaching viewers worldwide and bringing positive attention not only to a great champion – but to Arkansas as well.

SuperConvention
continued from page 1

Lisa Hammersly, Arkansas Democrat-Gazette, Fort Smith Bureau; Jimmy Robertson, The Sentinel-Record, Hot Springs; Tom Larimer, Executive Director of the Arkansas Press Association; Brenda Blagg; Brian Reindl; David McCollum, The Log Cabin Democrat, Conway and Pat Stuckey, The Saline Courier, Benton.

Rep. Laurie Rushing, of House District 26 in Hot Springs, accepted the APA Freedom of Information Award at the Friday, July 7 luncheon.

Stephen Thornton received the 2017 Photo of the Year award for the Arkansas Democrat-Gazette.

Brian Fanney, Arkansas Democrat-Gazette, Fort Smith Bureau accepts the 2017 I.F. Stone award on behalf of himself and Lisa Hammersly, also of the Arkansas Democrat-Gazette, Fort Smith Bureau.
Newspapers recognized with General Excellence Awards

This year’s winners of the Better Newspaper Editorial Awards were presented at the Arkansas Press Association SuperConvention’s luncheon on Saturday, July 8.

Thank you to our luncheon sponsor, the Little Rock Convention & Visitors Bureau.

Congratulations to these winning newspapers and individuals:

**General Excellence, Smaller Dailies**
- First Place – Saline Courier, Benton
- Second Place – The Daily Citizen, Searcy
- Third Place – Paragould Daily Press

**General Excellence, Medium Dailies**
- First Place – Batesville Daily Guard
- Second Place – Harrison Daily Times
- Third Place – Log Cabin Democrat, Conway

**General Excellence, Larger Dailies**
- First Place – Northwest Arkansas Democrat-Gazette, Fayetteville
- Second Place – Arkansas Democrat-Gazette, Little Rock
- Third Place – The Sentinel Record, Hot Springs

**General Excellence, Smaller Weeklies**
- First Place – Press Argus-Courier, Van Buren

**General Excellence, Medium Weeklies**
- First Place – Carroll County News, Berryville
- Second Place – Advance Monticellonian, Monticello
- Third Place – The Weekly Vista, Bella Vista

**Photo of the Year**
- Stephen Thornton, Arkansas Democrat-Gazette, Fort Smith

**I.F. Stone Award**
- Lisa Hammersly and Brian Fanney, Arkansas Democrat-Gazette, Fort Smith

Members of the Oklahoma Press Association selected the winners from 17 daily newspapers submitting 672 entries and 33 weekly newspapers submitting 982 entries.

**General Excellence Editorial Award Winners**

(Front Row; Left to Right) Christy Hendricks, The Leader, Jacksonville; Taniah Tudor, Press Argus-Courier, Van Buren; Angelia Roberts, Batesville Daily Guard; Lacy Mitchell, Batesville Daily Guard; (Back Row) Scott Loftis, Carroll County News Midweek, Berryville; Josh Briggs, The Saline Courier, Benton; Rusty Turner, Northwest Arkansas Democrat-Gazette, Fayetteville; Joseph Price, Batesville Daily Guard.
Daily Newspapers - First Place Editorial Award Winners

(Front Row; Left to Right) Jamie Williams, The Daily Citizen, Searcy; April Wallace, Northwest Arkansas Democrat-Gazette, Fayetteville; Melissa Gute, Northwest Arkansas Democrat-Gazette, Fayetteville; Sarah Perry, The Saline Courier, Benton; Angelia Roberts, Batesville Daily Guard; Gretchen Ritchey, Malvern Daily Record; Lacy Mitchell, Batesville Daily Guard; Sue Stillman, Camden News; (Middle Row) Noel Oman, Arkansas Democrat-Gazette, Little Rock; Brian Fanney, Arkansas Democrat-Gazette, Little Rock; Bruce Guthrie, The Daily Citizen, Searcy; David McCollum, Log Cabin Democrat, Conway; Joseph Price, Batesville Daily Guard; Ronnie Bell, El Dorado News-Times; Doug Thompson, Northwest Arkansas Democrat-Gazette, Fayetteville; (Back Row) Mark Gregory, The Sentinel-Record, Hot Springs; Stephen Thornton, Arkansas Democrat-Gazette, Little Rock; John Deering, Arkansas Democrat-Gazette, Little Rock; David Barham, Arkansas Democrat-Gazette, Little Rock; Steve Watts, The Daily Citizen, Searcy; Josh Briggs, The Saline Courier, Benton; Josh Waddles, Malvern Daily Record; Rusty Turner, Northwest Arkansas Democrat-Gazette, Fayetteville; Les Minor, Texarkana Gazette; Jeff Brasel, Harrison Daily Times.

Weekly Newspapers - First Place Editorial Award Winners

(Front Row; Left to Right) John Hofheimer, The Leader, Jacksonville; Taniah Tudor, Press Argus-Courier, Van Buren; Jeri Shire, South Arkansas Sun, Hampton; Tammy Curtis, Spring River Chronicle, Hardy; Shannon Hahn, Madison County Record, Huntsville; Lauren Siebert, Villager Journal, Cherokee Village; Lori Freeze, Stone County Leader, Mountain View; Edie Sutterfield, Stone County Leader, Mountain View; Harold Coggins, Advance Monticellonian, Monticello; (Back Row) Byron Tate, The Sheridan Headlight; Larry Killian, South Arkansas Sun, Hampton; Tanner Newton, The Sheridan Headlight; David Scolli, The Leader, Jacksonville; Preston Tolliver, Madison County Record, Huntsville; John R. Schirmer, Nashville News-Leader; Rick Kron, The Leader, Jacksonville; Kent Marts, The Weekly Vista, Bella Vista; David Bell, Carroll County News Midweek, Berryville; Scott Loftis, Carroll County News Midweek, Berryville; Kelby Newcomb, Carroll County News Midweek, Berryville; Janelle Jessen, Herald Leader, Siloam Springs; Donna Lampkin Stephens, North Little Rock Times.
1) Guest presenter Ed Henniger offered individual design consulting sessions to newspaper representatives. 2) Members of the Little Rock Air Force Base Honor Guard with Morley Piper, a veteran and long-time newspaperman. Piper served as keynote speaker at the Friday luncheon. 3) Convention attendees enjoyed a beautiful view of the Arkansas River and the newly constructed Broadway Bridge as well as tours of the new Robinson Center at the Thursday evening dinner. 4) After a wonderful meal at Forty Two, the group toured the Clinton Presidential Library on Wednesday evening. 5) Russell Viers led a high-energy session named “Power of the Process” on Friday afternoon. 6) The rain cleared right at tee time for the 36th Annual Arkansas Press Association Golf Tournament which was held at the Country Club of Arkansas in Maumelle. The tourney benefits the Arkansas Newspaper Foundation. 7) Alex McGraw, five-year-old son of APA staffer Rebecca McGraw, enjoys a splash in the fountain at the Clinton Presidential Center.
Billy Reeder thought he was rescuing the Atkins Chronicle when he took it over at the end of May. A month later, he was shuttering the 123-year-old weekly newspaper, the oldest operating business in the Pope County town.

“I thought I had nothing to lose here, and that I could put some of my ideas into practice,” the Arkansas Tech University journalism professor told Arkansas Business last week. He said the previous owners, Van Allen Tyson and Ginnie Tyson, had been trying to sell it for years. “Their daughter Gail called me and said they were going to shut it down at the end of May, and I thought we [his wife, Paula, was co-publisher] would be able to take it over and reboot it.”

Reeder, who already ran a small digital marketing company as a side job, combined the Chronicle and its smaller sister paper, the Dover News, into one weekly and figured he could make them sustainable with a 50 percent budget cut and a website reboot.

But the numbers were far worse than he expected.

“After one month, we’d lost about $5,000,” Reeder said. “I teach journalism at Tech and my wife is a teacher, and we couldn’t afford to spend six months digging a deep debt. The nail in the coffin was a lack of any interest from advertisers.”

Almost nobody was buying ads, and circulation in and around Atkins, population 3,000, was down to about 1,300 a week. “I was putting about 1,000 papers into the boxes and selling about 200, at 50 cents each. Subscriptions were down, and when “I talked to a guy at a car dealership about buying an ad, he told me that his advertising in a different paper was his biggest waste of money.”

Reeder leveled with readers in a remarkable note on June 26, a piece that felt like a letter from a literate, thoughtful friend.

“Print journalism,” he wrote, “is extraordinarily expensive to produce. This paper that you’re paying 50 cents for? It actually costs between $8 and $10 to produce. … You read that right. Eight to ten dollars. For every single copy of the paper that we sell. Believe me I know. I’ve done the math.”

The Chronicle and the Dover Times “were operating in the red for some time,” he wrote, and readership had been on a steady decline. “Our hope was that by consolidating the papers and cutting expenses deeper than the bone, combined with new energy and resources, we could at least break even … . We could not.”

The Reeders enlisted Johnny Carrol Sain, as their unpaid managing editor. A prolific freelance outdoor writer, Sain also edits About the River Valley magazine in Russellville and is interim executive director of the Arkansas Wildlife Federation.

The idea was for Sain to become a partner through his sweat equity, but he quickly found himself spread too thin. And, “as it turns out,” Reeder said, “reporters like to be able to eat and pay their bills.”

Reeder drove home the financial hurdles with one statistic. Revenue from local advertising for the final weekly Dover Times amounted to $4.50. There was one tiny ad for a local merchant to go with a smattering of statewide ads and legal notices, said Reeder, who was personally putting the Chronicle into the news racks at 1 a.m. on press days. “If the needle had moved even a tiny bit positively, we would have tried to go longer,” he said. It was a sad end to a storied history for the paper, which was run for a century by the Tyson family.

First published on Nov. 30, 1894, by George L. Parker, the Chronicle was sold to W.F. Turner, a former teacher, in 1898. Turner sold it to another former teacher, Ardis Tyson, in 1917. Van Allen Tyson is Ardis Tyson’s grandson.

“The paper was going to be shut down at the end of May, so we took the chance,” Reeder said. “I hate that communities are losing local newspapers, and that’s the great irony.

“The only place that people are going to get local journalism is from a local outlet. The Democrat-Gazette isn’t going to cover a school board meeting at Hector. But here is the reality: If a community wants a paper, it’s got to support that paper.”

Reeder said that newspaper closings may seem to be simply “part of the continuing move toward digital and television,” but most of those outlets aren’t telling community stories. “Local news outlets like the Chronicle do. But at the end of the day, bills need to be paid.”

Source: Arkansas Business on July 10, 2017
The Sun recognizes farm families

The Sun in Jonesboro capitalized on the 70th annual Arkansas Farm Family of the Year program last month by producing a special section highlighting the county winners in the Northeast Arkansas District. Eight winners were selected from the top county families in each district. The overall state winner will be announced Dec. 7 in North Little Rock at the Farm Family of the Year luncheon.

“Each year, the Farm Family of the Year program identifies and recognizes great farmers and ranchers across our state,” said Randy Veach, president, Arkansas Farm Bureau.

“These families literally power our state’s largest economic engine, agriculture.

“Congratulations to these great farm families. We salute their success, stewardship, and commitment to Arkansas agriculture.”

Since 1947, the Arkansas Farm Bureau has held the Farm Family of the Year Program which has served as a vehicle to recognize outstanding farm families throughout the state. The objectives of the Farm Family of the Year program:

• To give recognition and encouragement to farm families who are doing an outstanding job on their farm and in their community.
• To gain recognition of the importance of agriculture in the community and state.
• To disseminate information on improved farm practices and management.

“The Arkansas Farm Family of the Year program is one of the oldest of its kind in the nation. The success and longevity of this program has only been possible because of our sponsors and partners,” said Maddison Stewart, coordinator, Arkansas Farm Family of the Year Program. “We’re honored to recognize these hard working, passionate, and resilient families who work tirelessly to provide our growing world with food, fiber, and shelter.”

The Arkansas Farm Family of the Year will represent Arkansas at the Swisher Sweets/Sunbelt Expo Southeastern Farmer of the Year where Arkansas has had two winners. The families are judged on farm production, efficiency management, family life and rural/community leadership.

The Arkansas Press Association has been a sponsor of the Arkansas Farm Family of the Year program for many years.

Send Us Your Updates!

New employee? Employee promotion?
Retirement party?

Let APA know what's new in your office.
E-mail your office updates to Ashley Wimberley, ashley@arkansaspress.org.
School bus safety opportunity for special section

With most schools across the state starting next month, Arkansas motorists will be sharing the roadways with about 5,500 school buses that will transport about 250,000 students each school day. Arkansas newspapers can play a role in encouraging school bus safety, according to Jerry Owens, senior transportation manager for Arkansas Division of Public School Facilities and Transportation. National School Bus Safety Week is scheduled for Oct. 16-20.

Ashley Wimberley, Arkansas Press Association director of marketing, said member newspapers can be instrumental in informing local communities about school bus safety.

“We want to keep students who ride school buses safe all year long. Newspapers who run a special page or section reminding drivers of the law and what to do when approaching a school bus might save lives,” Wimberley said. “Plus we can inform students on what they should do to stay safe.”

The National Association of State Directors of Pupil Transportation Services states that nearly 100,000 bus drivers reported that 88,025 vehicles passed their buses illegally on a single day.

Following are guidelines for drivers to follow:

- Yellow flashing lights signal a school bus is preparing to stop. Red flashing lights and a stop sign indicate the bus is stopped and children are entering or exiting.
- Never pass a school bus that is stopping or stopped to load or unload children. It is unsafe and illegal.
- Stop your vehicle a safe distance of at least 10 feet from a stopped school bus.
- Once the flashing red lights and stop signs have been turned off by the bus driver, proceed slowly and with caution, looking both ways for children who may still be close to the road.
- While driving, never pass a school bus on the right. It is dangerous and against the law.

Dark clouds dissipate on public notice front

By Richard Karpel

The year began with a bang but may end with a whimper.

Legislation that would fundamentally alter public notice laws has been introduced in 21 states in 2017, and several of those bills once had real momentum. But with Memorial Day now behind us, 39 state legislatures have already adjourned, and only a few danger spots remain.

The latest threat to subside was in Maine, where a bill that would have moved public notice in the state from newspapers to a government agency website died last month despite strong support from Gov. Paul LePage. The clock also ran out on two bad bills in Missouri when the legislature there adjourned in mid-May. One bill would have moved municipal notices to government websites and the other threatened to shift foreclosure notices to websites operated by law firms.

Bills that would have moved most public notices to government websites also died in Texas and Florida, when the legislatures in those states adjourned sine die in May. Also, legislation that would make major changes to public notice in four other states, which have adjourned, appears to have no realistic prospect of passage even though the bills will be carried over until the end of next year’s session.

The only public notice bills that have been approved so far in 2017 introduce modest changes. At least nine states passed laws adding or enhancing newspaper notice requirements in narrowly defined circumstances, like grave relocations in Florida, mining permit applications in Michigan and new prison facilities in Arizona. At least six others moved similarly limited categories of notice to non-traditional venues, including government and radio/TV station websites.

Two states made slight changes to their main public notice statutes. Illinois revised notice requirements for jurisdictions without a newspaper and made technical corrections regarding type size and publication on the Illinois Press Association statewide public notice site. (The governor hasn’t signed the bill yet but is expected to do so.) Utah extended its eligibility requirements to publications that don’t have a periodical permit but publish at least monthly and contain at least 25 percent non-advertising content of “local or general interest.”

Many of these bills were so minor that state press associations didn’t take a position on them.

Unfortunately, some legislators are still intent on making mischief. In North Carolina, a bill that would completely revise the state’s public notice laws had passed the Senate and was still alive in the House earlier this month. And in Pennsylvania, a bill was introduced last month that would move local government notices from general circulation newspapers to government websites.

In Texas, the governor started a special session July 18, and newspapers there are worried that property tax notices could be targeted.

Public notice legislation could also still move unexpectedly in any of the states that haven’t yet adjourned this year. Last year’s epic public notice battle in New Jersey, for example, wasn’t joined until Gov. Chris Christie decided to target newspapers a couple of weeks before the Christmas holiday.
APA's 2017 Perfect Performance List

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.

Ashdown – Little River News
Batesville – Arkansas Weekly
Batesville Daily Guard
The Beebe News
Bella Vista – The Weekly Vista
Benton – The Saline Courier
Berryville – Carroll County News
Midweek
Berryville – Carroll County News Weekend Edition
Calico Rock – White River Current
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Corning – Clay County Courier
Crossett – The Ashley News Observer
Danville – Yell County Record
DeWitt Era-Enterprise
El Dorado News-Times
England Democrat
Eureka Springs – Lovely County Citizen
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Glenwood Herald
Gravette – Westside Eagle Observer
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
Jasper – Newton County Times
Jonesboro – The Sun
Little Rock – Arkansas Times
Little Rock – The Daily Record
Lonoke Democrat
Magnolia – Banner-News
Malvern Daily Record
Manila – The Town Crier
Mansfield – The Citizen
MARIANNA – Courier-Index
Marshall Mountain Wave
McCrory – Woodruff County
Monitor-Leader-Advocate
McGehee-Dermott Times-News
Monticello – Advance
Monticellonian
Morrilton – Conway County Petit Jean
Country Headlight
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville News-Leader
The Osceola Times
Paragould Daily Press
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pocahontas Star Herald
Rison – Cleveland County Herald
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
Trumann – Poinsett County Democrat Tribune
Waldran News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

68 Papers Remain in “Perfect” Standing
August IS...

Arkansas’ Tax Free Weekend is scheduled for Aug. 2-4. 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 any business 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.
From the Field Feature
Mother’s son makes a good boss in Brinkley

As a life-long fourth generation resident of Brinkley, Beth Taylor never dreamed she would be working at the local newspaper and especially never thought she would be working for her son, Hayden, who is publisher. Beth works 30 to 40 hours a week as the managing editor and freelance writer.

Hayden – at the age of 19 – bought the subscriber list and string machine from the Central Delta Argus-Sun on Dec. 31 of last year. He changed the name of the paper to Monroe County Herald. He also publishes the Monroe County Shopper.

“It is really strange how it all came about,” Beth said. “I have had retail stores for 25 years and have owned the Cottage Café for 12 years. I went into the newspaper office last fall to place an ad, and the former owner – Katie Jacques, who attends my church – asked me if Hayden would be interested in buying the newspaper. I told her I would, but she was concerned that I was too busy with catering, running the boutique and handling some rental property.

“However, I talked with Hayden and at first he was not interested. He had returned to Brinkley in May 2016 after attending Williams Baptist

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Petit Jean Country Headlight moved to new location

The Conway County Petit Jean Country Headlight recently moved to its new location at 10 Smith St., according to editor Larry Miller. “Our staff is excited to be in a much newer, modern office,” Miller said.

The move comes after more than 30 years at 908 W. Broadway. That building was designed and built by the former office manager and Miller’s brother-in-law Eddy Hodge.

“With technology advances over the years, we needed an office designed more for the new way we publish the newspaper,” Miller said. “The former dispatcher office used by Wayne Smith Trucking fits our needs extremely well.

“We are excited that the building has space for customers and trucks that bring in inserts will be much more convenient.”

The new location is one mile west of the old office just off Highway 64. Look for the Petit Jean Country Headlight sign on the south end of the new office.

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Beth Taylor, managing editor of the Monroe County Herald in Brinkley, reviews a recent edition of the newspaper with her son Hayden, who is the publisher and her boss.
From the field

continued from page 1

College in Walnut Ridge for two semesters. But when it came time to go back to college last fall, he decided to stay home. Hayden was ready for a new challenge. We talked about buying the newspaper together, but he had money saved up and wanted to purchase the newspaper’s assets by himself. There wasn’t much left since the newspaper office had burned.”

The newspaper is owned by Hayden Taylor Publishing, LLC. Beth said she is proud of Hayden.

“He pays his bills on time and doesn’t have a bank loan. He’s done a really good job,” she said. “Hayden is very intelligent, but he also has common sense.”

Beth said Hayden and she are both strong willed and opinionated – and not always about the same things.

“It makes for an interesting newsroom,” she said.

Hayden’s father, Larry, is on the Brinkley City Council. He told his dad from day one that he wouldn’t cut him or the city council any slack.

“I don’t think Larry would ever try to influence what Hayden prints in the newspaper, but Hayden does tell it like it is. He’s kind, honest and factual. There is a lot of local news in Brinkley that needs to be reported,” Beth said.

“I feel corporate-owned newspapers are sometimes told what to run. Being an individually-owned publication, we can report the news – not give our opinions...”

Former editor of the Maumelle Monitor Billy Joe Lawson, 68, of North Little Rock passed away July 27. He was born Oct. 2, 1948 in Memphis, Tenn., to Jessie and Omega Lawson. He was a member of Park Hill Baptist Church in North Little Rock.

Lawson was an award-winning writer covering everything from city councils, school boards and county government. He also served as governor of the 10th District of the Arkansas Advertising Federation, which included Arkansas, Louisiana, Oklahoma and Texas.

Lawson was a graduate of Marked Tree High school and earned a degree in radio/TV from Arkansas State University in 1970. At ASU, he was a member of the Army ROTC and was commissioned a second lieutenant upon graduation. He was instrumental in the childhood immunization program started by Betty Bumpers, Every Child by ’74, and a statewide beautification program, Pick-Up Arkansas, which was the foundation for today’s Keep Arkansas Beautiful. He retired from Blue Cross Blue Shield

He is survived by his wife of 45 years, Janie Lawson; children, Brian Lawson (Kathleen), Ben Lawson (Amie), Brad Lawson (Jordie); grandchildren, Madelyn, Hudson, Eva Jean, Mark, Parker, and Peyton; sister, Barbara Moise from Trumann, Ark., and numerous nieces, nephews, and cousins. He is preceded in death by his parents and brother, Thomas Lawson. His burial on Aug. 3 was with military honors at Arkansas State Veterans Cemetery in North Little Rock.

Drew Calhoun was recently hired as a sports reporter and writer for the Clay County Courier, according to Pam Lowe, managing editor of the newspaper.

A 2017 graduate of Corning High School, Calhoun is the founder of the Corning Beautification Committee.

“Drew takes pride in Corning and its rich history,” Lowe said. “His interest in Corning reflects in his work on the newspaper.”

Calhoun will be enrolling at Black River Technical College in Pocahontas this month. He plans to later attend Arkansas State University to pursue his interest in history.

David Damerow was recently hired as publisher for The Daily Citizen in Searcy. He is replacing Harry Porter, who left the newspaper in June to become publisher of the Hot Springs Sentinel Record. Damerow came to Searcy from The Shawnee News-Star in Oklahoma where he was the advertising director.

He has more than 26 years of experience in the newspaper industry and has an educational background in journalism, advertising/marketing and sociology.

Paxton Media Group Regional President David Mosesso said Damerow “possesses the experience and the knowledge of newspapers that will be a good fit for The Daily Citizen and the Searcy community.”

In his new role as publisher Damerow said he is looking forward to getting involved and helping to facilitate partnerships in the community.

“I started out in the larger markets,” he said. “As my career developed, I found myself looking more toward your mid-size and smaller markets – your community newspapers – not your suburban or metro newspapers because I felt like you could get more involved in those communities.”
New publisher joins Southeast Arkansas newspaper group

Editor’s Note: This story originally ran in the Pine Bluff Commercial on August 14, 2017.

The Pine Bluff Commercial recently welcomed a new publisher. Teresa Hicks, who prefers to go by “Tee,” was born in Los Angeles but hails from Las Vegas. She joins the paper as senior group publisher for Southeast Arkansas, which includes the Stuttgart Daily Leader, the Newport Independent, the Arkadelphia Daily Siftings Herald, the Hot Springs Village Voice, the Hope Star, the White Hall Journal, the Heber Springs Sun-Times, the Helena Daily World, the Van Buren County Democrat and the Bastrop News, among others.

Matt Guthrie, vice president of GateHouse Media’s Southwest Region, said, “I can’t tell you how happy I am to have Teresa join the team here in Arkansas. Her energy and enthusiasm, coupled with her knowledge of the business, will make a huge positive difference I think everyone will see.”

Tee grew up in Denver, Colorado, where she received most of her formal education. Her parents moved to Texas just before her junior year of high school. Tee graduated from A. Maceo Smith High School in Dallas, Texas. She received her B.A. from Wiley College in Marshall, Texas, and holds an MBA from University of Texas, Dallas.

Tee has a steady background in the media space, beginning her career in the newsroom at KRRL Newsradio in Dallas. Soon after, she was a sports editor at the Dallas Morning News. However, Tee says she quickly realized she could improve her community by being in sales, so she made the switch.

Tee held sales and leadership positions at The Dallas Morning News, Milwaukee Journal Sentinel, Denver Newspaper Agency, Freedom Newspapers (to include Orange County Register), Montgomery Advertiser and she served most recently at the Las Vegas Review Journal.

Tee has a passion for community and believes that “together we can make a positive impact.”

She said she is excited to bring energy and looks forward to being involved in the community and the Southeast Arkansas region.

“Coming behind a good man like (former publisher) Ed Graves leaves me with big shoes to fill, but I stand arm and arm with the vision to let my own light shine. I bear witness to the fact that when we are in lock step and we hold each other accountable, we can make good things happen. Good things are on the way, and I want the Commercial to be an unbiased voice for the community.”

She continued: “I am excited to hear about the Go Forward Pine Bluff initiative. It speaks volumes that the citizens of the city desire revitalization. I will lead with dignity and grace and I plan to be involved and promise to be a positive leader and advocate helping to bridge gaps, bring resolve and unification to the community leaders and residents, alike.”

Tee suggests that “we all buckle up, or fasten your seat belts ... it’s going to be a fun journey to wild success. While we may not get there as quickly as we may like, we must remind ourselves that good things take time to manifest. Just today I have learned that we have a powerful and committed team at the Commercial.”

With excitement in her voice, Tee said, “We bring the power of a national media brand with the nobility of a newspaper and blend that with the unique modern technology of our Digital Media Agency and we bring that power into this city and deliver it right to your front door. We want to work hand-in-hand with the business owners, decision makers, community leaders, educators, and city officials in effort to continue to improve the vitality of Pine Bluff.”

She said, “I am committed to this journey, and I’m elated to go on this ride with those who care about Pine Bluff. I welcome your visits and phone calls and look forward to meeting the good people who make up the great city.”

Arkansas News Bureau closes

The last reporter standing at the Arkansas News Bureau, John Lyon, was laid off July 21 when GateHouse Media effectively closed the operation, which was based in North Little Rock.

Lyon’s dismissal marked the end of a once-vibrant news operation that provided Arkansas news coverage to all GateHouse publications, and before that to Stephens Media properties and subscribing newspapers across the state. GateHouse took over the bureau after acquiring Stephens Media’s newspapers and assets for $102.5 million in early 2015.

The bureau once employed nine people, including experienced journalists like columnist John Brummett, now of the Arkansas Democrat-Gazette, and sportswriter Harry King.

Lyon, who grew up in Oklahoma City and started his career at the Elk City (Oklahoma) Daily News, joined the Southwest Times Record of Fort Smith in 2000, when it was owned by Stephens Media. He kept that job until joining Arkansas News Bureau.

The final layoff came after a painful series of job losses at the bureau’s offices in the U.S. Bank building in downtown North Little Rock. Stephens Media laid off five full-time employees in February 2014, including bureau chief Dennis Byrd, news editor James Jefferson and reporter Rob Moritz.

King’s three-times-a-week sports column was discontinued in May, and GateHouse has turned several of its daily newspapers, including the Siftings Herald in Arkadelphia and the Daily Leader in Stuttgart, into twice-a-week publications just this year. The Pine Bluff Commercial announced on May 25 that it will no longer print a Saturday edition, leaving the Times Record as GateHouse’s only seven-day-a-week publication.

“Every once in a while, you have to take a step back and look at your business model and make tough decisions,” Ed Graves, the Commercial’s publisher at the time, said in June. Earlier this month, Graves left his job for semi-retirement in Florida.
Involve and Respect the Gatekeeper

One of the biggest challenges of prospecting can be getting past the decision makers’ “Gatekeeper.” You know that person, the one assessing whether a salesperson will be allowed to speak with or meet the decision maker. It is important to gain the assistance of the person because of the influential power he or she possesses. Learn the name and title of the decision maker’s prior to your sales contact so when you visit or call each company, you will be able to ask for the person by name with confidence. Research the company’s website to learn the decision maker’s name. Or, call each business and ask, “May I have the name and title of the person responsible for advertising decisions for your company? I would like to send him or her some literature and information on my products and services.” (The literature you send will be announcing your future call.) While this call and mailing adds steps in the sales process, it will increase the likelihood of securing a meeting. That’s the main goal.

After learning the decision maker’s name and the best time to reach them to contact him or her and ask for a meeting. You may wish to refer to the previous email and info you had sent them. The tone of your voice is paramount. Emphasize the importance of your call in a business-like tone. Avoid self-sabotaging phrases in your opening. Instead, state your request confidently, in a concise and thorough manner, then be quiet.

Ask for and always use the Gatekeeper’s name each time you call. Rather than asking them directly what their name is you can always say, “My name is Neil McConnell, and your name is?” This will work 100 percent of the time.

Call before and after hours, as well as during the lunch hour. Call during these times as the Gatekeeper is often absent, yet the decision maker is available.

“Sell” the Gatekeeper. While Gatekeepers may seem to be only assistants, they often influence many company decisions. Plus, they are important allies in securing a meeting. Never lie to or try to intimidate them as this will prevent you from ever speaking to the decision maker.

Ask the Gatekeeper a few relevant general business questions, such as top selling merchandise, or services offered. This not only makes the person feel important, it also helps you gather information, which will be insightful for your discussion with the decision maker.

Always remember the Gatekeeper’s responsibility is to determine interest of value for their boss. Avoid attempting to get around the Gatekeeper. Instead, build a business relationship with them and share why the decision maker will want to see you.

GateHouse buys Log Cabin and others for $120M

Editor’s Note: This story originally ran in Arkansas Business on August 9, 2017.

Months of speculation about a possible sale of the Log Cabin Democrat, Conway’s daily newspaper, came to fruition Aug. 9 when Morris Communications announced a sale to GateHouse Media, long reported to be a suitor.

The sale came as Morris, based in Augusta, Ga., announced its exit from the daily newspaper business. It sold 10 dailies besides the Log Cabin, as well as several non-daily publications and digital assets, to GateHouse, an acquisition-hungry company based in suburban Rochester, N.Y., that is known for frugality and staff-cutting.

New Media Investment Group Inc., parent company of GateHouse, put the total sale price at $120 million.

The long-term implications for the Log Cabin Democrat’s staff were unclear, although a news story published on the paper’s website at 6:38 a.m. Aug. 9 noted that Cynthia Crabb, the de facto chief since the paper dispensed with having a publisher a year ago, would remain in the top post, group controller. In March, the paper announced that Crabb, sales executive Betsey Barham and Kelly Sublett, the vice president of audience and the daily’s chief editorial voice, would direct the publication as a triumvirate.

“Kelly and Betsey, along with all the other employees, will remain in their current positions,” Crabb told Arkansas Business on the morning of Aug. 9. With the sale scheduled to close on Oct. 2, “there is not much to know at this time.” Crabb held a meeting with her staff on that day and said all Morris Publishing Group employees were informed about the sale simultaneously.

Sublett, reached via email, would say only that the paper “is excited about moving forward with GateHouse Media.” The sale included all the assets of Morris Publishing Group, a subsidiary of Morris Communications. GateHouse, which already owns dozens of Arkansas papers including the Pine Bluff Commercial and the Southwest Times Record in Fort Smith, is the largest newspaper chain in the country by number of publications.

Morris described the sale as a strategic restructuring “to focus on lifestyle publications, property development and new business.” “I am excited to be a part of GateHouse, as they own many other newspapers that are in closer proximity to us,” Crabb said. “I believe we will see synergy between the properties as we continue to be a multimedia platform for our readers and advertisers.”

Crabb said the paper would retain its mission to be “Faulkner County’s news, advertising and information source since 1879.”

William S. “Billy” Morris, chairman of Morris Communications, described GateHouse as a “wonderful buyer” that is “strongly committed to providing good community coverage for readers and effective solutions” for advertisers.

continued on page 5
GateHouse
continued from page 4

“Since my father took a job as a bookkeeper of the [Augusta] Chronicle in 1929, our family has been dedicated to journalism...” Morris said.

Morris will stay on as publisher of the Chronicle and will oversee editorial-page policy for Morris’ three newspapers in Georgia.

GateHouse Media is a division of New Media Investment Group, a publicly traded company that has allotted hundreds of millions of dollars annually for acquisitions over the past few years. According to its website, New Media has 125 daily newspapers, 314 weeklies and 555 local websites. Michael E. Reed, New Media’s CEO, became CEO of GateHouse early last year.

“GateHouse is very excited to welcome the Morris publications and their employees into our company,” Reed said in a statement.

“For more than 80 years, the Morris family has built and operated an incredible collection of local media assets.”

Will Morris, the president and CEO of Morris Communications, the parent company of Morris Publishing Group, called the sale a difficult decision for his family, but said he was enthusiastic “about our plans to diversify our business holdings” in print and digital communications, as well as real estate development.

“Every newspaper company in America is battling trends and redirected advertising dollars, so it is necessary for newspapers to be part of a large newspaper group to build and maintain the necessary resources to compete,” Billy Morris said.

Daily papers included in the sale, in addition to the Log Cabin and Chronicle, are the Savannah Morning News; the Athens Banner-Herald in Georgia; the Florida Times-Union and St. Augustine Record in Florida; the Amarillo Globe-News and the Lubbock Avalanche-Journal in Texas; the Topeka Capital-Journal in Kansas; and the Juneau Empire and Kenai Peninsula Clarion in Alaska.

The Morris family said it would keep publications including Buzz on Biz and Augusta magazine; Georgia Trend, a business journal; and several city and specialty magazines.

The Conway staff was described by one employee as in “stunned mode,” but the deal came as no huge surprise. Back in February, Log Cabin workers were calling colleagues around the state asking what it would be like to work for GateHouse. Staffers were told that no major changes are expected and that jobs are safe, at least “for a while.”

After generations of leadership by the Frank E. Robins family of Conway, Morris assumed full ownership of the Log Cabin in the mid-1990s. Under Frank E. Robins III, who retired as publisher in 1994 and died in 2009, the paper was known as one of the premier medium-size dailies in Arkansas and a launching pad for journalists like John Brummett of the Arkansas Democrat-Gazette and John Arwood, business editor of the Charlotte Observer in North Carolina.

Guest Column:
Calculating your purchase price

Lewis Floyd
Sr. Associate, W.B. Grimes & Co

From the seller’s view the value of his publication(s) is usually not as high as he would like. The industry use to use a multiple times revenue. Now it is mostly a multiple of cash flow which is often less than one times revenue. Regardless of how a buyer and seller come to terms, even if the value seems to be there, there is one more factor a buyer should consider – can this business repay my investment in a timely manner or make loan payments – and still provide me with an income?

From the buyer’s view this is the most important question she should ask before committing to the purchase. Depending on the type of loan, the security of a loan, or a buyer’s return on investment needs, the most typical time periods are five, eight, and 10 years (Note: If real estate is involved, the terms may be longer, or at least the repayment terms for the real estate normally are longer, 15 to 20 years.)

The calculation I use as a business broker to validate a sales price can be used to comfort a buyer with the probable payback and income they should expect.

Let’s take an example: The current revenue is $950,000. The current cash flow is $200,000

First, determine a price – assume the multiple is 4.5 times cash flow which is $900,000. Using the $900,000 as a return on investment, you can consider the following:

<table>
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<th>Purchase Price</th>
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<tbody>
<tr>
<td>Investment recovery years</td>
<td>5</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Annual recovery amount</td>
<td>$180,000</td>
<td>$112,500</td>
<td>$90,000</td>
</tr>
<tr>
<td>2016 Cash Flow</td>
<td>$220,000</td>
<td>$220,000</td>
<td>$220,000</td>
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<tr>
<td>Balance funds for Buyer</td>
<td>$40,000</td>
<td>$107,500</td>
<td>$130,000</td>
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</table>

Using the price determined by the seller, the buyer does not have a lot left, so perhaps the buyer will make a counter offer of $700,000:

<table>
<thead>
<tr>
<th>Purchase Price</th>
<th>$700,000</th>
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<tbody>
<tr>
<td>Investment recovery years</td>
<td>5</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Annual recovery amount</td>
<td>$140,000</td>
<td>$87,500</td>
<td>$70,000</td>
</tr>
<tr>
<td>2016 Cash Flow</td>
<td>$220,000</td>
<td>$220,000</td>
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<tr>
<td>Balance funds for Buyer</td>
<td>$80,000</td>
<td>$132,500</td>
<td>$150,000</td>
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The buyer may have other factors that allow her to make the higher offer, e.g. – she may be able to do a longer recovery time, or could see growth the seller has not accomplished, or synergies the seller has not acted on, which could allow for a higher price close to the seller’s asking price.

If the investment recover amount is a loan for the purchase, the buyer really needs to consider the funds left after paying the loan note. If she cannot live on the funds left, she should not purchase it at that price.
APA's 2017

Perfect Performance List

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.

Ashdown – Little River News
Batesville – Arkansas Weekly
Batesville Daily Guard
The Beebe News
Bella Vista – The Weekly Vista
Benton – The Saline Courier
Berryville – Carroll County News
Midweek
Berryville – Carroll County News Weekend Edition
Calico Rock – White River Current
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Corning – Clay County Courier
Crossett – The Ashley News Observer
Danville – Yell County Record
DeWitt Era-Enterprise
El Dorado News-Times
England Democrat
Eureka Springs – Lovely County Citizen
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Foyrdey News-Advocate
Glenwood Herald
Gravette – Westside Eagle Observer
Harrsiburg – The Modern News
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
Little Rock – Arkansas Times
Little Rock – The Daily Record
Magnolia – Banner-News
Malvern Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
Marshall Mountain Wave
McCorry – Woodruff County Monitor-Leader-Advocate
McGehee-Dermott Times-News
Monticello – Advance
Monticellonian
Morriston – Conway County Petit Jean Country Headlight
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville News-Leader
The Osceola Times
Paragould Daily Press
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pocahontas Star Herald
Salem – The News/Areawide Media
Silsoam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Trumann – Poinsett County Democrat Tribune
Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

65 Papers Remain in “Perfect” Standing
September is...

**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.
ON THE INSIDE

Page 3 - Bill HR 756 Offers Solutions to Mail Service Issues

Page 6 - Plan Your October Sales!

From the Field FEATURE

Career change took some getting used to for Burton

Bobby Burton’s career took a drastic turn in 2002 when he moved from Memphis to Little Rock. It wasn’t the new city or state that created the upheaval, but rather the fact he went from working nights standing up the entire time to working 8 a.m. to 5 p.m. and sitting behind a desk.

“I started working as a bus boy in Memphis when I was 15 years old because I wanted to buy a car,” Burton said. “I moved up to cook and after three years was one of the top cooks running the line. Then in 2002 my step father, Don Bona, suggested that I come to work with him and my mom, Kay, at The Daily Record in Little Rock. I started in the legal notice section, and my mom trained me.”

Burton said it was quite a transition for him.

“I was used to working late night hours and always moving, so going to morning hours and sitting in a chair was tough. I remember right after I first started I actually fell asleep while my mom was training me. That didn’t go over very well,” he laughed.

But now, 15 years later, Burton is the chief continued on page 2

Statement of ownership filing for October deadline

The publisher of each publication sent Periodicals Class Mail, including foreign publications accepted at Periodicals rates, must file Form 3526 by Oct. 1 of each year at the original entry post office. If Oct. 1 falls on a Saturday, the post office would expect to receive it by close of business on Sept. 30.

The National Newspaper Association (NNA) also requests that all NNA member newspapers send a copy of their statement of ownership to NNA/Lynne Lance, 900 Community Drive, Springfield, IL 62703; or e-mail them to lynne@nna.org.

The information provided on Form 3526 allows the U.S. Postal Service to determine whether the publication meets the standards of Periodicals mailing privileges. Newspapers with electronic subscriptions to claim will also use Form 3526x.

The required information also must appear in an issue of the publication whose primary mailed distribution is produced:

Not later than Oct. 10 for publications issued more frequently than weekly.

Not later than Oct. 31 for publications issued weekly or less frequently, but more frequently than monthly.

For all other publications, in the first issue whose primary mailed distribution is produced after Oct. 1.

“If you listen better, you will sell more.”
– Jeffrey Gitomer

Ad News
A Monthly Publication  Supporting APA Member Advertising Professionals

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From the field
continued from page 1
operating officer at The Daily Record. He oversees all operations and makes sure things are running as they should with the newspaper, which now is a weekly publication with a circulation of more than 8,000.

The Daily Record is a niche publication with its major focus on the realtor, legal and education communities. It is part of the American Courts and Commercial Newspaper Network.

“Public notices are a big thing with us. We strive to be the best – making sure everything runs accurately,” Burton said. “We work with a lot of other newspapers on public notices. My pet peeve is that these days in the newspaper industry, as a whole, it seems more and more people are not interested in doing a quality job. We want to do things the correct way and some others are not of the same mind set. It is frustrating.”

Burton said The Daily Record started as a five-day a week newspaper. It then went to publishing three days a week, then two days a week.

“When we printed twice a week, one of the papers would focus on real estate, and the second one would primarily target the legal community,” he said. “However, we found that combining those two into one weekly publication is actually a better product. It’s a good mix.”

There are only six employees at The Daily Record, but Burton finds that appealing.

“The people who work at The Daily Record have been here a long time, so we are all pretty much family. They are all very talented, which gives us freedom that isn’t offered in other jobs. It’s a different work environment. Our owner, Mark Nichols, lets us do our jobs.”

Outside of The Daily Record, Burton’s passion is photography, which he also learned from his mother.

“She and I have been in a competition for several years now to see who could win the Arkansas Press Association’s Media Directory cover photo contest the most times. She won three times in a row, and I won first place a couple of times,” he said.

Burton mainly shoots landscape photos on his travels across Arkansas and the United States.

“I married my wife, Brandi, last year on April 2. We eloped to Dead Horse Point State Park in Utah. Terrible name, but beautiful views. There were a total of six people there. It was simple and stress free,” Burton added.

His last trip was to Yellowstone and Grand Teton National Parks. In November, Burton and his wife are planning a trip to Zion National Park in Utah.

“Between Arizona and Utah there are a lot of things to see,” he said.

Burton has become quite proficient as a photographer and has his own website featuring his photography: fstophangout.com. His photos are even for sell.

On the website he states: “I have narrowed my focus down to primarily landscape photography. There is a peace that comes along with being outside that I cannot adequately express in words. I love to shoot with people who enjoy being outdoors and respect nature. I love capturing the beauty in what some call ordinary. My passion is finding a perspective most won’t see with the naked eye and bringing it to canvas. If you can look beyond the surface, you can capture a mood or write a story with one shot.”

In the NEWS

Jennifer Allen, regional advertising director for GateHouse Media, was recently promoted to general manager of the Hot Springs Village Voice, Daily Siftings Herald in Arkadelphia, Nevada County Picayune, Gurdon Times and the Hope Star. She will be responsible for advertising and overall operations of each newspaper.

A native of Malvern, Allen worked part-time for the Malvern Daily Record while attending high school. She ran proofs and tear sheets, assisting in both retail and classified departments. Little did she know that job would be a springboard for a career path of 28 years in newspaper advertising.

She worked her way through Henderson State University as an advertising sales representative at the Arkadelphia Daily Siftings Herald. Just before graduating with her BBA, she accepted a sales position at the Hot Springs Sentinel-Record where she worked for 15 years. When she left there in 2007 to join the Village Voice she was retail advertising manager.

Allen served as regional advertising director overseeing 13 GateHouse properties over the past four years, including the Village Voice, North Little Rock Times, Lonoke County Democrat, Van Buren County Democrat, The Sun Times in Heber Springs and Newport Independent.

Velma Herren recently retired from the Clay County Courier in Corning and JV Rockwell Publishing Company. The following recently ran in the Clay County Courier, paying tribute to her career and character:

“Velma’s congenial manner made her a favorite with customers. For the past 45 years, she dedicated herself to helping others, both in the community and inside the publishing company. Her wisdom and knowledge of the daily operations of the newspaper are vast. She was trained by the best. When Velma began work at the Clay County Courier, Marylea Vines trained her in the way a newspaper should be run. Velma held true to those values through her many years; keeping a picture of Marylea to watch over the newspapers in the office. Her knowledge of the newspaper and ad business will be missed by all who work at the company. She was a steady beacon of support to all.”
The sky is not falling; print is still here

In 2011, the University of Southern California (USC) Annenberg School for Communication and Journalism released a study on the state of the media. Jeffrey Cole, director of the Annenberg’s Center for the Digital Future, issued 10 predictions for the futures of news media.

Many of those predictions have come true. He predicted the explosion of social media and the degradation of content online. According to the study, back in 2011, 51 percent of users reported finding none or only a small portion of the information they saw on social networking sites to be reliable.

Flash forward to 2017 and the war against Fake News. Cole also predicted the slow death of the PC (ongoing), the rise of the tablet (not so much), the loss of privacy (too true), the tenuous role of the Internet in politics and changing buying habits. Overall, what he describes is very close to the reality we all live in. However, he did make one major miscalculation.

“Most U.S. print newspapers will be gone in five years.” Cole’s future only saw the survival of the largest and smallest print newspapers.

“It’s likely that only four major daily newspapers with global reach will continue in print: The New York Times, USA Today, The Washington Post, and the Wall Street Journal. At the other extreme, local weekly newspapers may still survive, as well as the Sunday print editions of metropolitan newspapers that otherwise may exist only in online editions.”

Now, in 2017, I’m happy to report he was wrong. Last year, the estimated total U.S. daily newspaper circulation reached 35 million Americans for weekday delivery and 38 million for Sunday. It is an audience that not only believes in the importance of journalism, but also understands that print is a pretty good technology.

It is readable in all sorts of ambient light, needs no batteries and is incredibly efficient at delivering a wide array of information. (I still contend that there is nothing yet online that is as efficient at key information delivery as a scan across a front page of a print newspaper.)

Print is also still a good vehicle for high value advertising. When you advertise in a print newspaper, it ends up in the hands of a trusting and vast audience, with 74 percent of readers trusting the print newspaper compared to the 49 percent who put their trust in Twitter.

Online news articles are read for an average of 30 seconds—how much time do those flash-readers really spend looking and interacting with advertisements? Milliseconds? Compare that to print, which sits in readers hands for an average of 40 minutes, daily.

In 2016, 56 percent of American readers still only read print newspapers. The “death of print” has been greatly exaggerated. In fact, circulation revenue has been steady over the past few years, rising from $10.4 billion in 2012 to $10.9 billion in 2015 and 2016.

The bottom line is that the industry we represent is, first and foremost, in the news business— and the audience for our journalism is larger than it has ever been in history. We deliver news to people in every way they want to consume it. Some want digital, some want print and a whole bunch of people want both. No one should be too quick to tell audiences how they should consume their news – and we should all expect a large segment of our audience to enjoy the ease and efficiency of a print product for some time to come.

Slow mail costs money

By Matthew Paxton IV
NNA President

Most people get mail every day, Monday through Saturday. But what happens when the mail comes later than we expect?

We found out a few years ago, when the Postmaster General had to take away overnight First-Class and Periodicals mail from most of the nation. That caused a problem for a lot of consumers and businesses. Now, we may be facing a new slowdown, if something isn’t done by Congress very soon.

Who needs the mail, some people ask? We have the Internet now. But a lot happens in the mail, and a lot goes wrong when it is late. To begin with, mail is the backbone for about $1.3 trillion in jobs, products and services. And then there is the personal impact.

People send in their credit card payments at the last minute when cash is tight. The payment reaches the credit card company late, and credit scores take a beating. That causes loans for cars and houses to get more expensive.

Many people count on the mail for medicines. A missed dosage can mean a trip to the hospital.

Small businesses count on the day’s mail to bring in cash from customers. A few days’ delay can mean a trip to the bank for a loan. Loans cost money, and put pressure on the business to raise prices.

Some things just can’t be emailed. It is hard to send your grandkid’s birthday cake overnight by the Internet. Some farm supply houses use the mail to deliver small animals quickly. They certainly can’t zap them across broadband, or allow them to die in a post office waiting for a mail truck. And then there are legal documents that have to arrive by certified mail. Also, I have to mention late newspapers, where sales coupons are missed and public event announcements arrive after the event. Newspapers like this one that rely on the mail for delivery to readers took it on the chin the past few years, with disappointed readers canceling their subscriptions.

We are at another crunch point. The USPS has a $57 billion deficiency on its balance sheet, most of it caused by Congress. Fixing it may require the Postmaster General to close more post offices and mail sorting plants, eliminate continued on page 4
Newspapers Are Important - Simple as A-B-C

The Subteach firm that has contracted to hire substitutes in many Arkansas, and some out of state, school districts is a perfect example of how network sales can compliment your newspaper sales, increase your circulation, and help keep your newspaper utilized as a staple in your community. Julie Crum of Subteach USA Corporate, located in Paragould, states “We subscribe to any paper where we have a school district so that we can keep up with the school news in the area and different happenings. It is helpful knowing what is going on in the community.”

Subteach notes that e-editions are very helpful and will use them when available. Occasionally you may notice they use the Display Advertising Network (DAN) or Statewide Classified Network (SCAN) to target substitute teachers generically all over the state of Arkansas, and places their “individual school district training ads” as a classified retail buy which makes the newspapers money. Since substitutes tend to only drive a shorter distance, statewide or regional ads for their trainings would not be feasible.

Additionally, they subscribe to each paper where they have a district. Everyone benefits! Newspaper circulation and revenue increases and is deemed important to the advertiser and community. Arkansas Press Association (APA) revenue increases to help keep the paid ads and trainings/awards, Freedom of Information (FOI), conferences, etc. coming to your paper.

What does this mean to you as an advertising rep? Take this story to your local school district and show them how advertising for teachers through the DAN or SCAN program gives them broad exposure, even if their primary market is in your town. Then customize the pitch to other types of advertisers. The bottom line is that print publications still work, even if the advertiser is reading it online or in actual print. The community papers are still the source of local news that cannot be found elsewhere.

If you need assistance in selling a DAN or SCAN ad, or need any order forms available for use, call Neil McConnell or Eva Bakalekos at APA, 800-569-8762.

Slow mail
continued from page 3

mail-hauling truck routes and ground the airmail. The mail would be slowed down even further.

USPS last received a major overhaul by Congress in 2006. The next year, Steve Jobs appeared on a stage with a new gadget called an iPhone. Since then, Congress and the Postmaster General have been grappling with the tough problem of collecting enough postage for a system that must reach ever more mailing addresses in America, but with less mail—though still important mail—to pay for the service. So far, Congress has done nothing but tinker.

This is nothing new. Since the birth of the nation, Congress bogged down many times in finding resources for this essential economic backbone—one of the few government services actually in the Constitution! Usually a slow Congress results in slower mail.

The choices are tough, and Congress is never good at tough choices. Businesses that buy postage cannot afford big increases and will simply find alternatives if the rates are jacked up too much. Consumers cannot afford to pay more for slower mail. USPS wants to protect jobs for its workers.

Of course, USPS is not supported by tax dollars, but by postage. And no tax-payer money should be needed unless Congress lets the system deteriorate further. There is a better choice.

A bill was sent to House Ways and Means Committee last March by the House committee responsible for overseeing the US Postal Service. The bill, HR 756, is now sponsored by Republican Rep. Mark Meadows of North Carolina, and three Democrats: Reps. Elijah Cummings of Maryland; Gerald Connolly of Virginia; and Stephen Lynch of Massachusetts. All are experts on postal matters. That this group, who agree on little else, could come up with a solution says a lot about this bill.

The legislation would require about 77,000 retired postal workers who draw benefits from a federal benefits health fund to use Medicare instead. Medicare taxes were already paid for these workers. The Medicare fund owes these retirees their benefits anyway. It is just that this group has chosen a different benefit for themselves, which they were allowed to do. Now it is time for them to follow the practice of most private sector workers and draw their earned benefits from Medicare instead.

Commercial mailers would have to accept a small postage increase to pay most of the new cost to Medicare. But the benefits to the federal budget and to USPS would be substantial. Overall, the federal deficit would be $6 billion less if the bill passed.

And the US Postal Service would save about $30 billion over 10 years. The rest of its red ink would have to be erased through new efficiencies, and many steps have already been taken to find those, without creating slower mail. All that needs to happen is for House Speaker Paul Ryan to put the bill up for a successful vote before it is too late.

If you are concerned about losing more mail service, particularly in rural America, the ways to protect is to contact your representative and ask for a big push for HR 756. Go to www.house.gov to find a message page for your member of Congress.
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Bella Vista – The Weekly Vista
Benton – The Saline Courier
Berryville – Carroll County News Midweek
Berryville – Carroll County News Weekend Edition
Calico Rock – White River Current
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Crossett – The Ashley News Observer
Danville – Yell County Record
DeWitt Era-Enterprise
El Dorado News-Times
England Democrat
Eureka Springs – Lovely County Citizen
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Glenwood Herald
Gravette – Westside Eagle Observer
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
Jasper – Newton County Times
Jonesboro – The Sun
Little Rock – Arkansas Times
Little Rock – The Daily Record
Magnolia – Banner-News
Malvern Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
Marshall Mountain Wave
McCorry – Woodruff County Monitor-Leader-Advocate
McGehee-Dermott Times-News
Monticello – Advance
Monticellonian
 Morrilton – Conway County Petit Jean Country Headlight
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville News-Leader
Paragould Daily Press
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pocahontas Star Herald
Salem – The News/Areawide Media
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Trumann – Poinsett County Democrat Tribune
Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

62 Papers Remain in “Perfect” Standing
**October Monthly Sales Planner**

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**Call List**

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**October IS...**

**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.
ArkLaMiss Conference slated for Nov. 9-10

Registration deadline next Wed., Nov. 1

A number of sessions on developing and growing your audience in print and online are planned for the annual ArkLaMiss Circulation and Marketing Conference Nov. 9-10 at Vicksburg’s Ameristar Hotel and Casino.

Zack Ahrens, president and publisher of the Topeka Capital-Journal, will be the keynote presenter. Ahrens has served as publisher in Topeka since October 2015. He previously was publisher for the Log Cabin Media in Conway, Ark. Both properties are owned by GateHouse Media. He also previously worked as vice president for sales at Gatehouse Media Ohio.

Prior to the start of the conference, Byron Tate, president of the Arkansas Press Association (APA) and publisher of The Sheridan Headlight, will moderate the Newspaper Management Roundtable at 9 a.m. on Nov. 9. There is no additional cost to attend this event.

The conference will kick off at 1 p.m. on Nov. 9 with a welcome from Paul Keane, president of the Mississippi Press Association.

The conference will also include a Hot Ideas Breakfast, during which members will share their best revenue-generating and cost-savings tips. Dennis Dunn, circulation director of the Annistar (Ala.) Star, will lead the exchange of ideas at 8:45 a.m. Nov. 10.

Tom Larimer, APA executive director will preside at the conference wrap-up session at 11:30 a.m. Nov. 10.

Conference registration is $99 per person. The deadline is Nov. 1. Details and online registration is available at arklamissconference.com. Questions should be directed to Terri Cobb in the APA office at 501-374-1500.

Hotel reservations should be made directly with Ameristar by calling 601-638-1000. Please use the group code SARKLA to receive the conference rate of $74 per night. Deadline for the hotel discount rate is Oct. 27.

Grants available to attend conference

The Arkansas Newspaper Foundation (ANF) is offering eight Continuing Education Grants for member newspapers of the Arkansas Press to send representatives to the ArkLaMiss Conference Nov. 9-10.

“The ANF Board of Directors is excited about this opportunity to provide continuing education for member newspaper and their employees,” said Karen Brown, ANF executive director. “We are happy to provide up to eight grants in the amount of $200 each for one person per newspaper to attend the conference. We have had good participation and hope newspapers continue to take advantage of this opportunity.

“In addition to adding three additional grants this year, we have also incorporated a waiting list if a grant recipient becomes unable to attend the conference, another applicant will be eligible to receive the grant.”

ANF’s focus is on developing programs and opportunities for member newspapers that support the goals of educational opportunities, literacy, internship programs, community awareness and continuing education.

The grant application, with specific details and instructions, can be found on the Arkansas Newspaper Foundation Facebook page at http://www.arkansaspress.org/?page=anfgrants. The application can be downloaded and should be emailed to Brown at arknewspaperfoundation@gmail.com when completed. Questions regarding the application process should be sent to Brown at the same email address. The grants will be awarded on a first-come basis.
From the Field FEATURE
Publisher calls newspaper ‘vital’ to community

Dawn Deane, publisher and sales manager at the DeWitt Era-Enterprise, has spent most of her life around radio stations up until recently. Her father owned radio stations, and Deane started working for him at the age of 13 in Pine Bluff. However, after selling the stations in 2003 and moving to St. Charles, Deane transitioned over to the print side of media.

She says the transition was fairly easy. “Selling advertising is selling advertising. It doesn’t matter if it is in radio or newspaper. I actually think selling newspaper ads is easier than selling for radio because customers can see their ads in the newspaper. But in radio it’s harder to convince people I think. Radio ads are harder for people to wrap their heads around,” Deane said.

As a weekly community paper with a circulation of about 2,000, Deane said she is lucky to have editor Kaley Webb and Haley Watkins, graphic designer. The three of them produce the newspaper every week with the help of three stringers.

“It is a team effort,” Deane said. “I couldn’t do it without them. I am lucky to have such great people.”

However, producing a weekly newspaper is still a tough job with such a small staff. “I just take it one day at a time and go with the flow,” she said. “I do get stressed sometimes, but at my age I’ve learned you can’t predict what is going to happen so I make the best of every day. Sometimes we worry about things that never happen. It’s always the things you didn’t think of that get you. There’s never a dull moment.”

The Era-Enterprise does three big specials each year: Farm Family, Letters to Santa and Graduation. Deane plans to add a progress edition next year.

“We’ve never done a progress edition before, but I think we’ll start working on it at the end of this year. We need to space out special sections since we only have three people on staff. We normally print 12 to 16 pages each week so adding a 24-page special can be overwhelming.”

Deane feels the newspaper is vital to the community. “We are all local,” she said. “Our readers are not going to get this local news and information anywhere else.”

The Era-Enterprise recently added a website that can announce breaking news and also expand coverage and photographs from local events. A newspaper subscriber can view stories and photos on the website free. She said they have added more and more subscribers lately who prefer the digital version of the newspaper.

Deane said she loves being a part of the community – especially getting to know her customers. But it also can create issues when customers want to add an ad at the last minute.

“We have people who ask us to add ads at the last minute – even when we already have the paper put together, but I always try to help them out,” she said.

Born in Baltimore, Md., Deane moved to Watson Chapel when she was five years old. She graduated from Watson Chapel High School and earned a degree in radio/television from Arkansas State University. At one time her family owned six radio stations in Pine Bluff, which is where she met her late husband Craig.

After moving to Arkansas County, Craig was working as the sales manager for the Era-Enterprise when he became ill. The owners of the newspaper at that time – Frank Scott and Christina Verderosa – asked Deane to fill in for him. In 2013, the DeWitt Era-Enterprise was purchased by Kingsett, LLC, and it was then that Deane took over the newspaper as publisher and sales manager.

She also works part-time at the post office, plus she owns a RV park in St. Charles, Ark. Although she doesn’t have much free time, when she does, she enjoys music, cooking, riding her four-wheeler in the woods and fishing.

The DeWitt Era-Enterprise staff consists of (from left) Haley Watkins, graphic designer; Kaley Webb, editor, and Dawn Deane, publisher and sales director.

The Arkansas Weekly in Batesville is donating proceeds from all personal classified sales this month to help area cancer patients. Ribbons of Hope is a White River Medical Center (WRMC) program that assists area cancer patients who are receiving treatment at Batesville Oncology and WRMC Cancer Care Center with some out-of-pocket expenses. Patients must meet certain financial criteria to receive help with such things as travel to and from treatments, medications, and food.
Fall Prospecting for the First Quarter

As the end of the year approaches we tend to get bogged with our holiday schedules and deadlines. We can lose sight of prospecting for new clients and it can sometimes be put off or neglected altogether. At this point you may find some advertisers may have already placed their holiday ad buys or they’re preparing and looking at their advertising budget for next year. Most planning takes place during this time so making that contact and being in front of clients now is imperative. Don’t you want to be the sales person that already has their first quarter planned out and in the bag while your fellow associates scramble around in January trying to make budget? The ultimate failure of any good sales person is the lack of planning and prospecting on a regular basis. If making new sales calls isn’t implemented daily it will inevitably result in irregular revenues and inconsistent commissions. It is easy to get distracted in day-to-day tasks by many things – not just the holidays. Time is valuable and should be used wisely to fatten up that prospect list and to fill your sales funnel. It’s as simple as setting aside one hour a day every day, picking up the phone and calling a prospect.

DAN Christmas Bonus Money

Earn cash for any 2x2 or 2x4 ad buy! Receive a $100 Visa Gift Card for a regional buy Receive a $250 Visa Gift Card for a Statewide buy

Congratulations to Heather Sullivan of the Camden News for her DAN sale in October! Heather earns $50 bonus money! Here’s what Heather had to say about her first DAN sale:

“I’m always thrilled with more money! And my manager loves money even more than I do, so it’s a good deal all around! Thanks a ton for this great opportunity!”

– Heather Sullivan, Classified Advertising, Camden News

The myth of perfection in messaging

Some organizations approach their messaging with all the zeal and enthusiasm of someone who is scheduled to be deposed. One client (in the financial services industry) has been working with me for months to equip its sales force, managers and subject-matter experts for new conversations with their own clients. They long ago recognized the need to stand out from competitors and avoid commoditization. But even after months of start-and-stop message development, and content that ultimately the teams were excited about this company . . . had a hard time . . . just . . . pulling the trigger . . . and rolling out the messaging.

“…If the vibe in your organization is that customer conversations must be perfect then in most cases the people who know your business the best simply won’t engage with customers very often.”

Once it was out, the leadership got past its risk aversion. One executive asked, “What took this so long?”

I have found wisdom in the ancient Greek word teleios, which was often used to describe a state of perfection in the development of character. It can also be correctly translated as “finished” or “mature.” Note that the state of perfection implied in teleios doesn’t necessarily have to mean “flawless.” Instead, it can mean, far less elegantly, “at a point where one can stop fiddling with it.”

Sure, there are times when public communications must be carefully vetted (especially when specific claims are involved, in highly regulated industries or in times of crisis). Still, if the vibe in your organization is that customer conversations must be perfect then in most cases the people who know your business the best simply won’t engage with customers very often. Who wants to miss on all those opportunities?

Your message need not be perfect. It never will be. It just needs to be authentic, believable and timely.

Source: Dr. Jim Karrh, consultant, speaker and coach helping clients to transform their customer conversations.
Newspapers that reach customers’ social media often misses

A Kansas publisher emailed me last month seeking information on how to respond to businesses who say they’ve “placed their sale or event on Facebook so they don’t need a newspaper ad.” The businesses think, the publisher said, that “the Facebook posting is essentially free and generates at least some response without any cost to them”.

The problem is nothing is ever truly free. Businesses depending on Facebook or any other social media to generate customers for a special sale or unique entertainment event are turning their backs on far greater potential profits than the little they’re saving in advertising dollars. As my son Jeff often reminds me, “no business ever saved their way out of debt.”

Facebook’s limits

A sense of reverence has surrounded social media that has caused many businesses to drink “the Internet’s bitter poison.”

It is true that Facebook has its appeal, but it also has its faults. For every Facebook friend or follower who regularly reads a posting by a business or individual there’s at least one other who wishes he could permanently turn Facebook off. He’s tired of postings from some 30-year ago classmate reporting, with pictures, what he had for lunch, supper and a midnight snack.

Digital media experts say Facebook pages – and business websites – need to feature new fresh, worthwhile information to retain active, truly interested Facebook friends. Those postings might come in the form of a daily blog, a recipe for that night’s meal, breaking credible news, a commentary on the local college’s football standings and stats or local reviews of the movies currently playing at the hometown theatre.

But this oversight of material requires time most business owners don’t have to invest. There are local and national services that do such work but their fees can be expensive and their material anything but local or unique to the specific business.

Facebook’s flaws

There are four upfront reasons local businesses should not depend only on a Facebook page to grow their business.

1. The businesses’ Facebook friends recipient list is limited mostly to those who already know of and traditionally shop the store. Those customers may be the first to respond to an emailed price reduction on certain merchandise from knitting yarn to shotgun shells but they probably would have bought the items, when needed, at full price anyway.

2. Many Facebook postings, especially those selling a product or service, quickly disappear after momentarily popping up on the receiver’s device. Facebook users are often frustrated by their inability to retrieve a recent message or picture let alone a commercial message not posted by Facebook itself. With millions of users worldwide, Facebook’s management says it is necessary to constantly edit and condense the material posted to accommodate the heavy flow of new messages.

3. Facebook purposely limits the number of those on a business friends list who actually receive a specific promotional message to five percent. Facebook management explains this is done as a service to its members. If every user received every message, says Facebook, most users would be overwhelmed with messages. That five percent is determined by Facebook tracking the history of which friends most often read the sources postings. Interestingly, businesses can expand their reach to their full friends list by paying Facebook a user fee. So much for protecting the end user.

4. Unlike locally managed community newspapers, many social media postings are poorly researched or even purposely untrue or decisive. Las Vegas Sheriff Joe Lombardo, the morning after the recent concert massacre, said law enforcement’s response could have been quicker except for the many erroneous internet reports (fake news) that there were multiple shooters firing guns from various locations. Later that day dozens of blogs and websites were wrongly reporting more fake news claiming knowledge the shooting was planned by the Russians, ISIS, the anti-Trump movement and untold others. All those claims have still to be proven.

The six Cs unique to media.

Local newspapers reach their immediate market with six unique values not always shared or observed by social media.

The most important, of course, is the creation of a sense of community. The local or regional newspaper provides families with information about everything that brings them together: high school sports, city government updates, local entertainment opportunities, weather, births, marriages and deaths.

The local newspaper encourages cooperation. Newspapers often take leadership in the bringing together of various interests to accomplish good for the community. They also recognize the efforts of others working for the good of the community and encourage support and involvement. The printed newspaper brings the masses
Newspapers
continued from page 4

Newspapers provide continuity. The community newspaper is the first recorder of local history and the source most often turned to for details regarding earlier historical events and activities and even family history. No other source can be so easily researched or duplicated.

The newspaper is respected for its credibility. Newspapers stake their reputations and financial future on researching the facts and providing every side of an issue. When questions arise the favored statement is, “It’s true. I read it in the newspaper.” That is in strong contrast to “It must be true. I read it on the Internet.” That last comment usually results in a condescending laugh from those in the crowd.

That credibility leads to the newspaper’s ability to create consensus. When it comes to making community decisions it is the newspaper that best gathers the opinions around both sides of the question. Broadcast reports the news in bits and pieces but seldom provides all the extenuating details. Social media sites provide many adverse and condescending opinions, often self-fulfilling, that lead to greater dissent and controversy. The local newspaper is the one source that shares a common focus with the majority of people living in the market area.

Finally, newspapers have commitment. From the beat reporter to the executive editor, managing editor to the publisher the newspaper professional knows his role and purpose. Newspapers report the good and the bad, the entertaining and the devastating, the simple stories and the in-depth interviews, game scores, what is happening in the schools, on main street and with local industry.

Newspaper professionals care first of all about the community they live in and the future of the people who live there. That commitment alone is the main reason newspapers will never completely disappear from markets that support them in return.

Source: Peter W. Wagner, founder and publisher of the award-winning N’West Iowa REVIEW.

House ads still available for use

House ads touting the effectiveness of Arkansas newspapers are still available for use. They can be downloaded from the APA Ad Clearinghouse section of the APA website. Ads are available in color and black and white in 3 col. x 7” and 3 col. x 10” sizes.

Arkansans Turn to Newspapers

Arkansans value the access and disclosure of public notices being printed in their local newspaper.

56%
of Arkansans prefer public notices to be published in the newspaper which is 35% higher than those who prefer they be posted on a government website.

Arkansans Turn to Newspapers

Newspapers across the state create a powerful network, reaching both rural and metro areas.

more than7 in 10*(71.2 percent)Arkansans are reached utilizing the power of daily and weekly newspapers, and their websites, across the state.

Arkansas Press Association
411 S. Victory St., Little Rock, AR 72201 | (501) 374-1500 | ArkansasPress.org

*Based on a 2015 Readership Survey conducted by Pulse Research Inc., among adult Arkansans.
APA's 2017
Perfect Performance List

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.

Batesville – Arkansas Weekly
Batesville Daily Guard
The Beebe News
Bella Vista – The Weekly Vista
Benton – The Saline Courier
Berryville – Carroll County News
Midweek
Berryville – Carroll County News
Weekend Edition
Calico Rock – White River Current
Cherokee Village – Villager Journal
Clarksville – Johnson County Graphic
Corning – Clay County Courier
Crossett – The Ashley News
Observer
Danville – Yell County Record
DeWitt Era-Enterprise
England Democrat
Eureka Springs – Lovely County Citizen
Farmington – Washington County Enterprise-Leader
Fayetteville Free Weekly
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Fordsyce News-Advocate
Glenwood Herald
Gravette – Westside Eagle Observer
Harrisburg – The Modern News
Horseshoe Bend – Pacesetting Times
Hot Springs Village Voice
Huntsville – Madison County Record
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Magnolia – Banner-News
Malvern Daily Record
Manila – The Town Crier
Mansfield – The Citizen
Marianna – Courier-Index
Marshall Mountain Wave
McCroy – Woodruff County Monitor-Leader-Advocate
McGehee-Demott Times-News
Monticello – Advance Monticellonian
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Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville News-Leader
The Osceola Times
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Pocahontas Star Herald
Salem – The News/Areawide Media
Siloam Springs – Herald-Leader Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Trumann – Poinsett County Democrat Tribune
Waldron News
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

62 Papers Remain in “Perfect” Standing
November is...

**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).
Renee Durham certainly made her way up the corporate ladder in the newspaper industry starting with the first rung – throwing newspapers from her bike as a teen.

Durham is a respected leader, according to her peers in the industry, and the new advertising and operations manager for the Stuttgart Daily Leader, a GateHouse Media company. It has been some time since the newspaper has had an in-house general manager, but Theresa Hicks, senior group publisher for GateHouse Media’s eastern publishing division in Southeast Arkansas, more than believes in Durham’s capabilities.

“The essential part of being a leader is you have to understand everything – inside and out,” Hicks explained.

Durham has been climbing the newspaper industry ladder for going on 35 years, and Hicks knows that Durham understands people, and by understanding that will create good results for the Stuttgart Daily Leader.
The thing I like most about my job is working with my family ... I love the family atmosphere. Being able to see them every day is something I missed when I lived in El Dorado.”

“But I don’t believe it’s a death sentence at all. I believe community newspapers are still the most trusted source for local news, and I do not see that changing. We work hard to maintain that trust and provide our readers with news they can’t get anywhere else,” she said.

“From an advertising standpoint, there is no comparison in the value of advertising in community newspapers versus social media and other digital mediums. Though, it is something we have to continuously remind our customers and potential customers who are looking for ways to slim their advertising budgets.

“In small markets like ours, our biggest competition used to be the local radio stations. Now it seems I spend more time talking with advertisers about the benefits of local newspapers versus Facebook.”

In the News

Steve Smithson has joined the Charleston Express staff as a multi-media sales executive. He said he looks forward to working with the community.

Smithson, who is from Caulksville, grew up around Lavaca, Charleston and County Line and graduated from Lavaca High School in 1992. He joined the Army right after graduation and served for 17 years before transferring to the Air Force for four years. He served his country in Iraq during Desert Storm.

After his military career Smithson owned a furniture business in Northwest Arkansas before traveling around the country to Colorado, Florida and finally back home to Arkansas in 2006. Smithson was a paramedic and a firefighter in surrounding counties before a back injury forced him into another line of work. He then began his marketing career with Harley Davidson.

Smithson and his wife have five children of their own and also host exchange students from around the world in their home.

—

Sharon Denton was recently named the new advertising salesperson and graphic designer for the Clay County Courier in Corning. She replaces Velma Herren. Sharon had worked for the Corning and JV Rockwell Publishing company for many years prior to joining the newspaper. She originally worked in the production department at the publishing company, then moved to the bookkeeping department.

Denton graduated from Maynard High School and has lived in Corning her entire adult life. She is married to Rob Denton and has three children.

—

The Arkansas Democrat-Gazette is no longer producing a business section on Monday. Publisher Walter Hussman Jr. says Monday will be a day off for the section, saving the newspaper some money. Business news that needs to get into Monday’s paper will appear in other sections.

Hussman, chairman of the paper’s parent company, Wehco Media Inc., said “very few newspapers nowadays” have Monday business sections, “and the main reason is that there is not usually much to report after two nonbusiness days, Saturday and Sunday.” The newspaper plans to have a stand-alone business section the other six days of the week.”
Embracing Change in the Workplace

Neil McConnell,
APA Marketing Consultant

It is inevitable that you will face change in the workplace regardless of your occupation. There will always be modifications to staff, management, policies, expectation, sales goals or technology. Even though we know we need to embrace change, it’s only human nature to resist it. If you are unwilling to be flexible and adapt it may derail or prohibit career advancement and success. If you are willing to embrace the changes you will become a valuable asset to any company.

Always demonstrate your flexibility and always be a versatile employee. Stay open minded, whether looking for a new job or are currently employed it is essential to career success.

You must showcase your skills in a way that highlights your ability to accommodate the demands of work and the needs of co-workers and your superior. With limited resources in today’s economy, employees must adapt to accomplish more with less and work quickly through it all. In turn, this ensures employees benefit from being willing to adapt their work styles in new ways and with positive attitudes.

After the initial shock of a major change has passed, it is important to maintain a positive attitude through the unforeseen changes. Take on more responsibilities, ask if there is anything additional you could do to help out. No one expects you to take on the world all at once but it is highly frowned upon when an employee says, “That’s not part of my job description” or “I just don’t have time.” Expressions like these will hurt you in the long run and could end your career.

What will make you stand out above everyone else is having the ability to say “yes” and be the first one to offer a solution. Saying “yes” may require extra time and energy but approaching challenges with such drive will make you an asset to your organization quickly.

Businesses thrive when they embrace change. It’s also true for all human beings. Adapting your work style to meet the changes of the workplace will make you a valuable co-worker and team member. If you can meet job competition head-on and you respond to unforeseen events in a positive attitude, growth and better opportunities will come your way.

Stuttgart Daily Leader

continued from page 1

everyone.

“I am extremely pleased to announce (her) arrival to the Stuttgart Daily Leader who will not only manage the day-to-day operations, but be an advocate for that community,” Hicks said.

Durham’s second step on her way to the top was the Pensacola News Journal in Florida where she had a 10-week marketing internship.

Once she got her foot on the ladder she never stopped climbing. According to Durham, her jobs in the newspaper industry have included:

– Marketing intern
– Marketing database analyst
– Circulation analyst
– Marketing manager
– Strategic marketing manager
– Inside sales manager
– Client strategy and brand manager
– Contributing writer, and
– Business manager

“What’s not to love?” she said. “Every newspaper produced is a page of history and a glimpse into the lives of people from the community it serves. And there is much to be said for the transition to include digital. Media companies have the ability to engage every demographic with their digital and print presence.

Durham has been in Stuttgart for a few weeks now, but is enjoying the small town atmosphere.

“I like Stuttgart; I like small towns, in general, with their history and charm. Also, people seem more genuine and friendly. I haven’t ventured far in the past weeks besides coming to work, but I am starting to get out to local businesses. I also plan on checking out the surrounding state parks on the weekends,” she explained.

Durham is all for the local paper to be filled with local content, which is what the Stuttgart Daily Leader prides itself in with each edition.

“Community newspapers are still important – both print and online. You can find national news everywhere, but you’ll find Stuttgart news right here in your town. You can witness the passion first-hand if you come to the office on a day when delivery is missed or if something is left out,” she said. “Now with social networks, media companies have the opportunity to interact with their readers like never before, and to bring them together. The short answer – continue the traditional coverage, and get more engaged with online social audiences.”

Durham also manages the Helena World newspaper, which is a GateHouse Media sister paper.
Newspapers need to teach readers, advertisers importance of local markets

By Peter Wager

There are times when it seems that every local business is turning to the Internet in the belief it is free and the only way to connect with younger Americans. It is a movement, say so-called experts, who will bring an end to the newspaper industry.

But why is the negative emphasis always on newspapers? I don’t remember when I last listened to a traditional radio station. I’ve got SiriusXM in all my vehicles and on my computer at the office. With just a few keystrokes I can bring Pandora up on my household computer and have any kind of music I desire flowing into every room of my home.

I hardly ever watch traditional network television. All my favorite television programs are shown on one of my cable channels: the Travel Channel, A&E, USA, the Food Channel or Netflix. Television news coverage from our two closest over-the-air stations means little since those stations concentrate on the events taking place in their metro city and hardly ever report on anything happening in my local market.

Recently I signed up for Facebook and was quickly deluged by my new “friends” with dozens of suggested musical snippets I should watch on YouTube. I found myself clicking around my computer keyboard long past bedtime that night discovering concert quality musical selections by some of my favorite artists. Who needs to buy musical DVD recordings?

So why does the media — especially metro market newspapers — only forecast tough times for the newspaper industry? Perhaps it is because although we deal in the creation and sale of quality advertising, we don’t do well advertising our unique story. We’re like the cobbler whose kids go to school in shoddy shoes.

The total 2018 dollars spent on advertising is forecast to increase by 7.6 percent. The greatest amount of those dollars will come from the 98 percent of retailers that are considered small businesses.

That potential increase is the good news. The bad news is the stream of revenue. Nor can we expect our sales team to bring in any kind of music I desire flowing into every room of my home. Facebook and all the other digital media are wonderful for reaching one-time customers 200 miles away. But history has proven that 75 percent of every advertiser’s actual buyers live within 25 miles of home. They are folks who like where they live and want to keep where they live the way it has always been.

The question is: do your potential advertisers want to reach 10,000 people who may or may not come into their store or, through their local printed paper, dozens or more buyers they know will? But the real problem continues to be finding more newspaper revenue. We cannot publish quality papers without a steady, growing stream of revenue. That’s why it is our responsibility, as publishers, editors and sales representatives, to teach our readers and advertisers the importance of local. The Internet, local schools, meanwhile, aren’t local anymore. The future suggests they will continue to consolidate, taking the heart and soul out of towns that once had their own school buildings, sports programs and local supporters that regularly gathered together to cheer on their local football, basketball or baseball team.

The local newspaper is the only promoter of community that still exists. Newspapers are the business and public service cheerleaders. Newspapers continue to be the explainers of how some specific government actions affect the community. Local newspapers are the original recorders of every town or city’s social and cultural history.

Without newspapers America will eventually be nothing more than a collection of people simply living in the same geographic area.

That’s why it is our responsibility, as publishers, editors and sales representatives, to teach our readers and advertisers the importance of local. The Internet, the local newspaper is the only one of the five that still exists in many smaller towns. The banks have become nothing more than branches of conglomerates that make most decisions from many miles away. Walmart and other box stores have usurped the role of locally involved family-owned businesses and the loss of those hometown stores has led to the closing of many local Chambers of Commerce.

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**Newspapers**

continued from page 4

on what’s new and exciting in one of the 17 consolidated school districts in our circulation area. We report on the 14 public consolidated school districts twice each school year and the three regional Christian high schools three times.

Another is our annual weekly summer broadsheet sections focusing on the 27 communities we regularly cover. A few years ago the theme was “Heart and Soul.” Each section featured a wonderful essay by a local citizen on why he or she preferred to live in that community. The balance of the full-color section was filled with pages of photos representing everyday activities in that town.

Another year we featured every church in our five counties. Each story shared the church’s unique history, background information on the pastor, a listing of the local church board, the church’s service schedule and some interesting facts about the church. Still another year we honored each community’s heroes with photos and stories about local individuals who have excelled in government, the military, education, religion or some other aspect of community life. The featured communities have populations as small as 400 citizens. But community building community is our foremost responsibility.

And community sections sell. The weekly sections always add at least $2,000 to $4,000 additional dollars to that week’s sales report.

A third way to partner with the community is to publish sections such as our All-Review football, volleyball, boys’ and girls’ basketball, baseball and softball sections. Each section features a unique cover, coach of the year and our sports editor’s choice for first and second All-Review team. The ad revenue comes from process color quarter-page congratulatory ads from various businesses in each honoree’s hometown.

Finally, consider The N’West Iowa Review Academic All-Stars recognition. Complete with a banquet, featured stories on each student and the presentation of framed certificates for each honoree. This section lifts up the best students in all 17 area high school graduating classes and is supported by progressive businesses in the communities that make up each school district.

Content, community commitment and promotion – these are the steps necessary to maintain the importance of your publication in your local market. Think local in your sales. Be the local leader in everything you do.

*Source: Peter W. Wagner, founded and publisher of the award-winning N’West Iowa Review.*

**Important national debate on tax reform preserves advertising expense deduction – so far**

WASHINGTON—An important national debate on reform of the federal tax code was initiated today by House of Representatives leadership recently. It appears that the first versions of the bill recognize the critical importance of encouraging economic growth through advertising, according to National Newspaper Association (NNA) President Susan Rowell, publisher of the Lancaster News, Lancaster, SC. But she warns that the debate has just begun and taxes on advertising are still possible.

The bill, HR 1, contains a general framework for sweeping changes in federal taxes. Among them are a continued ability for small businesses to deduct interest on business loans and a doubling of the exemption for estate taxes. Both of these are important to small newspapers.

But the bill is only a first, but key step. A lowering of corporate taxes generally is causing the House leadership to promote many changes that create tax increases in other ways. To avoid an impact on the federal deficit, the House and Senate bill sponsors will continue to seek ways to implement new taxes.

“NNA will look at the overall impact of this 429-page bill to determine the consequences for community newspapers,” Rowell said. “We want policy that protects journalism and encourages growth in our local communities, particularly America’s small towns. Vigilance over the importance of advertising as a tool to spur growth is absolutely essential as our senators and representatives feel the pressure of many taxpayers over the portents of new tax liabilities. Our mission is to preserve, protect and promote community newspapers, and we pledge our support for both House and Senate as leadership continues its work.”

NNA represents about 2,000 members, primarily weekly and small daily newspapers in America’s small towns. It was established in 1835 and maintains offices in Springfield, Ill., and Falls Church, Va.

**Send Us Your Updates!**

*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.
APA’s 2017 Perfect Performance List

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 a newspapers still on the list for their staffs’ hard work and dedication to perfection.

Batesville – Arkansas Weekly
Batesville Daily Guard
The Beebe News
Bella Vista – The Weekly Vista
Benton – The Saline Courier
Berryville – Carroll County News Midweek
Berryville – Carroll County News Weekend Edition
Calico Rock – White River Current
Cherokee Village – Villager Journal
Crossett – The Ashley News Observer
Danville – Yell County Record
DeWitt Era-Enterprise
England Democrat
Eureka Springs – Lovely County Citizen
Farmington – Washington County Enterprise-Leader
Fayetteville – Northwest Arkansas Democrat-Gazette
Flippin – The Mountaineer Echo
Fordyce News-Advocate
Glenwood Herald
Gravette – Westside Eagle Observer
Harrisburg – The Modern News
Horseshoe Bend – Pacesetting Times
Huntsville – Madison County Record
Imboden – The Ozark Journal
Jasper – Newton County Times
Jonesboro – The Sun
Little Rock – Arkansas Times
Little Rock – The Daily Record
Magnolia – Banner-News
Manila – The Town Crier
Mansfield – The Citizen
Marshall Mountain Wave
McCrory – Woodruff County Monitor-Leader-Advocate
McGehee-Dermott Times-News
Monticello – Advance Monticellonian
Morriston – Conway County Petit Jean Country Headlight
Mountain View – Stone County Leader
Murfreesboro Diamond
Nashville News-Leader
Paragould Daily Press
Pea Ridge – The Times
Perryville – Perry County Petit Jean Country Headlight
Piggott/Rector – Clay County Times-Democrat
Pocahontas Star Herald
Salem – The News/Areawide Media
Siloam Springs – Herald-Leader
Stamps – Lafayette County Press
Star City – Lincoln American
Star City – Lincoln Ledger
Trumann – Poinsett County Democrat Tribune
Walnut Ridge – The Times Dispatch
Warren – Eagle Democrat
Wynne Progress

55 Papers Remain in “Perfect” Standing
December Monthly Sales Planner

Sunday    Monday    Tuesday    Wednesday    Thursday    Friday    Saturday

3        4        5        Pearl Harbor Day       6        7        8        9

10       11       12       Chanukah Begins       13       14       15       16

17       18       19       First Day of Winter       20       21       22       23

24       25       26       Christmas Holiday       27       28       29       30

Call List

December is...

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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From the Field FEATURE

Linda Dollar makes sense of advertising

Linda Dollar, advertising director at the Mena Star, has found her calling in newspaper advertising.

“I’m very passionate about what I do,” Dollar said. “People still enjoy reading their local newspaper. Where else are they going to get local news? Our readers look forward to their newspaper every week, and if for some reason we are late getting the paper out, they call immediately and want to know where their newspaper is.”

A little over a year ago, Dollar moved back to her hometown of Mena and began her current job. Her family had moved to Mena from California when she was 13 years old, and she graduated from Mena High School.

Dollar then graduated from the University of Arkansas in 2004 with a degree in agricultural education. After a very short time teaching, she discovered that advertising was a much better fit for her. She started her newspaper ad career at the Southwest Times Record in Fort Smith where she worked as a sales representative for almost 10 years.

“Coming back to Mena has been good. Working in a small town is completely different than working in a bigger city,” she said. “I have four newspapers and one shopper that I’m responsible for. (Mena Star, De Queen Bee, Mansfield Citizen, Waldron News and the Ouachita Trading Post) So I have to manage my time very carefully. I have four notebooks that I keep with me that help me prioritize my work.”

However, Dollar does have seven sales reps that help take the load off her. In addition to the newspapers and shopper, her staff sells ads for several chambers of commerce directories and calendars.

“We sell ads for several continued on page 2
sheriff calendars and part of the proceeds go back to the sheriff’s department,” she said. “We’ve been doing that for several years, and they are very popular.”

Although most of Dollar’s days are spent in the office these days, she still gets out to help with special projects. And she enjoys building relationships with customers as well as her staff. She takes care of advertising inserts and some house accounts if needed. Plus she helps proof ads and oversees part of the composing department.

She is very proud of the “Best of the Best of Polk County” special promotion the Mena Star ran this year because she and her staff were able to double the revenue from last year.

Dollar said that when she graduated from college it was in the middle of newspapers’ transitioning into the digital world.

“My first memory of advertising online is Internet coupons. We would post coupons that readers could print out and use at stores. Things have changed quite a bit from then, but I think it is a good thing,” she said.

“People still want something tangible that they can hold and read, but I don’t think combining print and digital is a bad thing – especially for my sales staff. They can work off their computer and iPads which allows them to stay in the field and do their paperwork online. It keeps things moving along.”

Printing of 4 papers to move to Little Rock

WEHCO Newspapers announced on Dec. 11 it will cease printing at its press plants in Texarkana and El Dorado and shift that production to Little Rock.

The Texarkana Gazette, El Dorado News Times, Camden News and the Banner-News in Magnolia will be printed in Little Rock. The change will be effective in mid-January for the Texarkana plant, which prints the Gazette, and early in the second quarter for the El Dorado plant, which prints the other three newspapers. Each plant employs 17 people, and those jobs will be eliminated.

Terri Leifeste, president of the Palmer Newspaper Group, a WEHCO subsidiary which oversees three newspapers in Missouri and five newspapers in Arkansas, said the decision came because the aging presses would require significant capital investment to maintain and eventually replace.

Consolidating printing in Little Rock will result in better quality production and the ability to produce more color, she said.

The Sentinel-Record in Hot Springs, another newspaper under the Palmer Group, has been printed in Little Rock for about five years, Leifeste said.

“This has been done in other markets,” she added.

Simple actions can boost your creativity

If you need to come up with a brilliant idea, fast, no problem. Here’s how to jump-start your creativity, courtesy of Woman’s World magazine:

- First, daydream. When your mind wanders, your brain doesn’t take a break. It actually goes into problem-solving mode. Canadian researchers found that “tuning out” boosts electrical activity in the area of the brain responsible for complicated reasoning, allowing your subconscious to quietly work on a solution to your problem.
- Visualize an empty box. Brain scans show that visualization causes physical changes in the part of the brain responsible for creativity and problem-solving. When you visualize an empty box, you subconsciously start to find ways to fill it. This improves your creativity.
- Also, walk backward. Researchers asked volunteers to walk forward, backward or sideways while solving a problem. The result? Those who walked backward came up with more effective solutions, more quickly. Why? Scientists say being in an unfamiliar situation – like not being able to see where you’re going – puts your brain on “high alert.” This stimulates the area of the brain linked to cognitive thinking and problem-solving.
- Move to a taller room – or go outside. A study at the University of Minnesota found that volunteers in rooms with high ceilings used more abstract thinking and solved problems in more imaginative ways, while people in rooms with lower ceilings were more analytical, and focused more on facts and details. Researchers believe it’s because lower ceilings subconsciously feel confining, and reduce out-of-the-box creativity.
- Wave your hands. A study at the University of Chicago found that gesturing helped volunteers solve creative challenges, because movement stimulates the areas of the brain linked to thinking and problem-solving. Studies also show that hand movements improve memory, and can even help you learn a new language!
Making Changes to Reach your Full Potential

Everyone wants to reach their full potential personally and professionally. We all have had success and failures in our careers. I can personally say that I have reached a certain level of success but I don’t think that I’ve created super extraordinary levels of success quite yet, nor do I believe I have tapped into my full potential. Other people can judge me, but I know my true potential and whether I’m living up to it or not. I feel most people feel the same way if you are driven for greatness. Never allow anyone else to judge your success. If you don’t consider it your duty—your obligation—to live up to your potential, then you will live a life far short of what you are capable of. Be the one that stands out and go above and beyond your full potential.

1. Write down your goals - Don’t let anybody else tell you what your goals should be. Think of success like breathing air; your last breath is important, but it’s your next breath that’s vital. Goals keep you focused on what’s next, and writing them down keeps you on track

2. Choose things just out of reach - Don’t just think about what is “realistic.” The problem with realistic thinking is that it’s usually based on what others think is possible. They don’t know your potential. Whenever you start a task with a mind toward the potential outcome, you will limit the actions required to accomplish that goal.

3. Take massive action - Never do anything normal. Take massive action until one day it is no longer an unusual activity but a habit for you. People will ask you: “Why are you still out this late?” “What are you doing calling on a Saturday?” “You never quit, do you?” And even “What are you on?” Big goals require big actions. Reaching your full potential requires massive actions, determination, hard work and dedication.

4. Stay persistent - How do you get a nail in a wall? You hit it over and over and over. Rome wasn’t built in a day. The ability to persist on your path regardless of setbacks, unexpected events, bad news and resistance—to continue firmly in your purpose in spite of conditions is a trait common to those who make it. Reaching your potential requires you to be persistent, never give up, there are no quitters here.

How much success have you accumulated in your life? Whatever level you have reached, continue to work, produce and create long after they’ve flourished.

Proposed newsprint tariffs threaten small-town newspapers

Arlington, VA – On Dec. 4 more than 1,100 newspapers in small and medium-sized communities across the United States signed a letter calling on Commerce Secretary Wilbur Ross to heavily scrutinize the anti-dumping and countervailing duty petitions filed in September by Longview, WA-based paper mill, North Pacific Paper Company (NORPAC).

NORPAC’s petition asks for steep import duties in excess of 50 percent on imports of uncoated groundwood paper from Canada. Such duties, if implemented, could result in steep increases in the cost of newsprint, which would cause widespread harm to local newspapers.

The NORPAC petitions are based on incorrect assessments of a changing market and appear to be driven by the short-term investment strategies of the mill’s hedge fund owners, One Rock Capital Partners.

“This attempt by a Wall Street hedge fund to utilize the trade laws for a short-term return is inconsistent with the views of the broader U.S. paper industry, and is being pursued without any consideration for the significant negative impacts on new publishers serving readers in thousands of small U.S. cities and towns,” News Media Alliance President & CEO David Chavern said.

“The recent declines in the newsprint market have nothing at all to do with trade issues, and everything to do with a decade-long trend of readers shifting to digital platforms,” he added.

Over the last 10 years, there has been a 30 percent decline in print newspaper subscriptions, resulting in a reduction in the demand for newsprint from paper manufacturers.

The Department of Commerce will make a determination on Jan. 8, 2018 regarding the NORPAC petition requesting countervailing duties. The determination on the petition for anti-dumping duties is scheduled for Jan. 16.

If the Department of Commerce makes an affirmative preliminary determination in either the countervailing duty or anti-dumping petition, Commerce will instruct U.S. Customs and Border Protection to begin collecting estimated duties on uncoated groundwood paper, at a preliminary rate established by the Commerce Department. Thus, even before there is a final determination in this case, duties will have an immediate impact on importers of newsprint.

“Facing increased newsprint costs, the operations of many small-town papers will be threatened,” stated Chavern. “This would only exacerbate the challenges already facing print newspapers and accelerate the decline of the newsprint industry – hurting all newsprint manufacturers and ultimately, hurting residents of local communities that rely on their local, community newspaper to stay informed.”
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<td>Crossett – The Ashley News Observer</td>
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<td>DeWitt Era-Enterprise</td>
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<td>Eureka Springs – Lovely County Citizen</td>
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<td>Stamps – Lafayette County Press</td>
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<td>Warren – Eagle Democrat</td>
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50 Papers Remain in “Perfect” Standing
January IS...

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.