

the Bulletin

**THURSDAY,
MAY 7, 2015
ISSUE 19**

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Pocket \$1049 in pure profit!*

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Michigan Press Association offers member newspapers the opportunity to participate in the statewide classified and 2x2/2x4 small space display networks.

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Did you know that Michigan newspapers sold nine ads into the networks in the month of APRIL. That is more than \$2,700 in commissions earned by Michigan Network participants.

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To sign up: Go to www.cnaads.com/mpadownloads or call the Inside Sales Manager, Samantha Fett at 800-227-7636 ext. 126 or sfett@cnaads.com to answer any additional questions.



**WANT TO MAKE
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Join the training webinar on
Tuesday, June 16th - 2pm EST

The webinar will take an in-depth look on how to
sell the newspaper networks in your local market!

Sign up today!

<https://cc.readytalk.com/r/ki1uh7jzva5i&eom>



Susan Patterson Plank, Sales and Marketing Director from Customized Newspaper Advertising, MPA's sales, planning and placement affiliate, will be joining us via video to provide insights into CNA's sales efforts along with how your newspaper can join our advertising networks for a win-win for your newspaper and for the association.



REGIONAL MEETING

May 14, 2015 • Marquette, MI - Holiday Inn • 10am - 2pm

Join the Michigan Press Association in Marquette on May 14 as we kick off the first of several regional meetings to be held around the state. All members are invited to this event.

In order to build a better association we need to hear from you on what could benefit you the most. Share with us your concerns and what you would like to see as part of your membership.

Questions? Please contact:

Mike MacLaren • MPA Executive Director mike@michiganpress.org
Bill Speer • MPA Board President bspeer@thealpenanews.com

**Send your R.S.V.P. to diana@michiganpress.org
by May 12 to let us know you'll be attending.**

Sen. Tonya Schuitmaker & Rep. Peter Pettalia receive Michigan Press Association's "Sunshine Award"

The Michigan Press Association honored State Senator Tonya Schuitmaker (R-Lawton) and State Representative Peter Pettalia (R-Presque Isle) for their support of sunshine and transparency in government.

MPA announced these awards during the national celebration of Sunshine Week in March. MPA President Bill Speer (Publisher-*Alpena News*) and Public Policy Chairman Dirk Milliman (Publisher-*Three Rivers Commercial-News* and the *Crawford County Avalanche*) formally presented the awards during the MPA board meeting at the Capitol last week.

Both Schuitmaker and Pettalia have been stalwart supporters of the public's right to know during their legislative careers. They received the award based on their support of last year's Freedom of Information Act expansion and their leadership in promoting the importance newspaper public notices in keeping Michigan's citizens informed about government activity. These actions directly support MPA's

mission of defending free speech, promoting an open and responsive government and fostering an informed citizenry.

"The MPA Sunshine Award is presented to legislators who champion good open government and understand the role the newspaper plays in watching government and informing the people," said Milliman. "Last year's winners, Rep. Tom McMillin and Rep. (now Sen.) Mike Shirkey were instrumental in pushing changes to Michigan's Freedom of Information Act into law. This year's winners, Rep. Peter Pettalia and Sen. Tonya Schuitmaker embody those same beliefs - transparency



in government, the rights of the people to know what their government is doing and a robust free press as a cornerstone to democracy, on both the local and state level. We applaud them for their efforts and their leadership in helping educate and move others in that same direction."

Some say the future of media is the big social platforms

Edited from original article by Alyson Shontell of BusinessInsider.com

Traditionally, media companies have operated independently and controlled their own destinies. They owned the whole content supply chain, from research to writing to publication to distribution. In the digital era, they built their own websites, which drew loyal readers (direct traffic), and they sold most of the ads that ran on their sites, keeping 100 percent of the revenue.

Those days are gone.

Now the fate of some publishers increasingly depends on social platforms such as Facebook, where billions of people discover news to read and videos to watch. And the social platforms are equally interested in the media business.

There are three reasons media and social platforms are converging:

1. **Engagement.** Having original, native content keeps people in apps like Facebook and Snapchat longer.
2. **Mobile.** Increasingly, content is be-

ing consumed on mobile devices, not desktops. Social platforms offer better mobile experiences than many publishers do.

3. **Money.** Advertising companies spend about \$80 billion on television ads in the US. Those ad dollars are finally shifting toward digital video content in a meaningful way. All the social platforms want a chunk of it. That means they need video content to sell ads across. Those videos can be generated by users, media companies, or internally.

Though publishers might be worried that the platforms are going to siphon off the ad dollars that keep them alive, publishing straight to platforms isn't a new concept.



Facebook's plan:

Facebook wants media companies to start publishing articles on its platform first and their websites second. For Facebook, the decision to focus on media is "100 percent" being driven by the industry's movement toward mobile, a person familiar with the company's plans said.

Snapchat's plan:

In January, Snapchat launched Discover, a section of its app reserved for select media companies. It chose 11 launch partners and stuck their logos on its app. It then asked them each to create five articles a day in a Snapchat-friendly format

Continued on Page 4

Transactional vs. Relational Sales

I was talking to Nick, a long-time ad manager, about the nature of selling. “I agree with the theory that there are two types, transactional and relational,” he said. “As consumers, we have become increasingly transactional. We go to the store, pick out a product, take it to the register, pay for it and take it home – even if the clerk at the register doesn’t bother to say ‘hello.’ Or we shop online, find something of interest, compare prices, click ‘buy’ and wait for delivery.”

Nick explained that organizations that rely on sales – including newspapers – measure success in terms of transactions. How many ads are in the latest edition? How much revenue will those ads produce?

“It’s tempting to see all sales as transactional,” Nick said, “but that would be a huge mistake. The challenge is to be relational in a transactional world. That’s why customer loyalty, which is long term, is more valuable than customer satisfaction, which is sometimes based on single buying experiences.

“It starts with rapport,” Nick said. “I encourage our sales team to find common ground and build from there. Along the way, clients learn that our folks have some marketing savvy. That gives us credibility and makes selling a lot easier.”

To expand on Nick’s observations:

1. Individual transactions don’t necessarily lead to good relationships.

When sales people treat their advertising product as a commodity, they encourage prospects and customers to see them as anonymous people at the cash register. There’s no connection. That often leads to churn – advertisers who jump ship if their ads don’t work right away.

2. Good relationships can lead to more transactions. A smart sales person looks beyond the immediate gratification of today’s sale. He or she works to build rapport and turn that transactional advertiser into a marketing partner.

3. Leadership is relational. In many organizations, a sales person who consistently has good numbers is likely to be promoted to sales management. If his or her company has a transactional sales culture, the new manager will be poorly prepared for a management position. The duties of leading a team are relational, not transactional.

4. Individual ad sales are transactional. Think of a vending machine. Insert money into the coin slot and get an ad. It’s difficult to go any further than that, when sales people present themselves – and are seen as – order takers who sell one ad at a time.

5. Ad campaigns are relational. Properly executed, an ad campaign requires consistent contact between sales person and client. From planning to execution to periodic tweaks, there are plenty of opportunities to build strong relationships.

6. Don’t forget your clients’ relationships with consumers. On a broader scale, strong ad campaigns create relationships between advertisers and their audiences. Think of the number of times you have been drawn to certain stores or brand names because you felt connected to them. That emotional attachment is a major factor in brand identity.

And that kind of campaign success can lead to – surprise! – more advertising dollars for your newspaper.

Advertising



John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: jfoust@mindspring.com.

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MPA MICHIGAN PRESS ASSOCIATION
FOUNDATION
PRESENTS THE
29th ANNUAL
MPA FOUNDATION
SCHOLARSHIP GOLF BENEFIT

Thursday May 21, 2015
The Emerald Golf Course | St. Johns, MI
Visit emeraldgolfcourse.com for course info & directions.
\$700/ Foursome | \$200/ Single Golfer
NOON SHOTGUN START
 Contests, prizes, lunch, reception, dinner and dinner-time silent auction.

Register online at MichiganPress.org/ScholarshipGolfBenefit
 ...or find a registration form in this Bulletin!

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Big social platforms

From pg. 2

(short and visual with a vertical layout). Snapchat lets publishers keep 100 percent of the revenue if they sell an ad campaign for the platform and 40 percent if Snapchat sells it.

Twitter might want a media company

It's one thing for social platforms to partner with publications or deeply integrate their content. It's another for them to produce, own, and distribute news.

If Twitter were to acquire a media company, it would suddenly make the company a direct competitor to many of its power users — journalists and media organizations — instead of a distribution partner. Twitter, unlike Facebook, does not use an algorithm to dictate which tweets show up in a user's stream. Would that change if Twitter had internal content it wanted to promote?

Owning a media company would allow Twitter to more quickly test tools and products for publishers before rolling them out to the broader community. Twitter today

can use partnerships with publications to test things, but that process is slower than if it owned a content creator outright.

Media is entering a 'post-traffic era'

While social platforms might love media companies, publishers aren't sure how to feel about their suddenly gigantic partners.

"For publishers, Facebook is a bit like that big dog galloping toward you in the park," David Carr of *The New York Times* wrote in October. "It's hard to tell whether he wants to play with you or eat you."

Facebook, Snapchat, and Twitter have hundreds of millions of visitors every day, meaning they can drive a lot of referral traffic for publishers. But partnering with platforms means giving up control of who sees their articles and how those stories are promoted. It also means splitting a meaningful chunk of revenue with a third party. Then there's the question of who will get to collect user data and who will get to own analytics.

Fun facts, firsts about the Free Press on its 184th birthday

Edited from original article by Dan Austin of the *Detroit Free Press*

On Tues., May 5 the **Detroit Free Press** celebrated their 184th birthday. Here are some fun *Free Press* facts and firsts:

- When the *Free Press* began publishing, Detroit was a town of only 2,300 - but that was still good for being the nation's 35th largest municipality.
- When Michigan became a state in 1837, the *Free Press* couldn't cover the festivities because the newspaper's offices were destroyed by a fire.
- John C. Lodge, yes, the guy who the M-10 freeway is named after, was a Detroit mayor and longtime councilman — but he was also a one-time city editor at the *Free Press*.
- The first color photo to run in the *Free Press* came in December 1953 — and it was a picture of a duck dinner.

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MPA Classifieds | Ads for May 7 - 13, 2015

The Evening News in Sault Ste. Marie, Michigan, is looking for a dynamic sales and marketing professional to lead our team to the next level. The ideal candidate will:

- Lead by example through personal productivity and engaging in the sales process with current sales tools,
- Support and manage team of 3 multimedia sales executives, ensuring revenue goals and other success metrics are exceeded,
- Directly cultivate and foster relationships with top advertisers, advertising agencies & product vendors,
- Work closely with Regional Advertising Director to develop and implement strategies to increase customer response to digital, print and niche advertising product portfolio,
- Train and coach MMSEs multimedia advertising products and identify, acquire and grow new accounts.

Job Requirements:

- MUST HAVE at least 2 years of sales management experience leading a team of sales executives.
- Sales management experience to include: Strategic planning, budget and analysis functions and project management experience.
- Excellent communication, time management, presentation skills and professional demeanor
- Strong attention to detail and organizational skills
- Prior experience in digital media strongly preferred.

The Evening News offers a salary, aggressive commission plan based on performance, medical/dental benefits, 401k and paid holidays/vacations. This is the perfect opportunity for a positive and competitive team leader. **Email your resume with letter of interest to richard@sooeveningnews.com.**

The Traverse City Record-Eagle, northern Michigan's daily newspaper, is looking for a motivated photojournalist who is dedicated to producing stunning, storytelling images. Photographers are an integral part of the Record-Eagle's newsgathering operation and contribute to our daily print edition, website and magazine. We provide our photojournalists with a full complement of Canon digital camera gear, a laptop computer equipped with Adobe Photoshop and plenty of opportunities to produce telling photos. Our next shooter will be a self-starter with a penchant for accuracy, unwavering ethics and an eye for the best images. Qualified candidates will have a BA/BS in a related field, newsroom experience, and the ability to work well under the constant deadline pressure of a 24/7 newsroom that respects its print products but constantly works to grow its digital offerings. Traverse City is a vacation hotspot situated on the shores of Lake Michigan that repeatedly is lauded as one of the most beautiful places in the country. We offer a competitive wage plan as well as a full benefit package including 401(K). The Traverse City Record-Eagle is owned and operated by Community Newspaper Holdings, and equal opportunity employer. **Please email a cover letter, resume, portfolio and salary requirements to: apply@record-eagle.com or mail to: Traverse City Record-Eagle, Human Resources Department, 120 W. Front Street, Traverse City, MI 49684.**

Newspaper for sale. Longtime family owned, financially sound, weekly newspaper for sale in eastern Michigan. Sale would include newspaper. The business has a successful print shop as well. Will sell the newspaper and print shop or just the newspaper. **Serious inquiries only to 989-550-9700.**

Media Specialist Wanted: Major agriculture organization seeking full-time advisor to support farmer members' local-level media relations activities. Ideal candidate strong in AP style, newsworthiness, interpersonal communications, photography, media/public relations, managing volunteers. Assist in planning and presenting educational workshops, conferences. Compile and distribute newsletter for local industry leaders. Provide photographic support for state and local-level events and activities. Familiarity with MS Office & Adobe Creative Suite preferred. Bachelor's degree or equivalent experience in communications or journalism preferred; agricultural knowledge helpful. Position is based in Lansing and involves statewide travel. **See full description and apply at <https://www.farmbureauinsurance-mi.com/Portal/Career/JobPosting.aspx?id=10737423805>.**

Michigan based leading newspaper, Traverse City Record-Eagle, is currently seeking a professional Adobe InDesign Page Designer to join our HUB. This position is ideal for a result-driven individual with Adobe InDesign capabilities. This position requires a high level of accuracy and expediency as well as the ability to follow a newspaper-style guideline. The ideal candidate is a self-starter, organized, efficient and capable of meeting deadlines. Must be willing to rotate work shifts on a periodic basis, possess a high degree of business and personal integrity as well as excellent communication skills. An Associates degree or equivalent work experience in Journalism or related field required as well as Adobe InDesign and PhotoShop experience. A minimum of 1-2 years in newspaper design background preferred. A portfolio review will be required, please have samples available. **To apply for this position submit a cover letter and resume to: Traverse City Record-Eagle attn: Human Resources, 120 W. Front Street, Traverse City, MI 49684 OR email your cover letter and resume to: apply@record-eagle.com.**

No charge for ads to member newspapers of the Michigan Press Association and students whose papers are MPA members. Ads must be submitted to bulletin@michiganpress.org no later than Wednesday noon. Non-MPA member ads 100 words or less run for four weeks for \$40 with payment due in advance. Non-MPA student ads 100 words or less run for four weeks for \$20 with payment due in advance. All ads should be limited to 100 words. All ads containing over 100 words will be charged an extra \$10. The Free Member Exchange is available at michiganpress.org and is delivered to subscribers by e-mail. E-mail bulletin@michiganpress.org to subscribe to the electronic distribution list.

Send us your member news

We'd like to know what's happening in your business. Have you: Celebrated a major business anniversary? Opened, closed or moved a location? Changed ownership or promoted a key employee? Received an award? Organized a community service venture? Made news in some other way? Send the news to bulletin@michiganpress.org to be featured in The Bulletin.





Looking for a job in newspapers?

MPA wants to help!

We get requests from our members to help them find the right person for a vacancy at their newspaper. For that reason, we have the MPA Resume Bank.

michiganpress.org/resumebank

Looking for an intern?

Post your internship opportunity online at the MPA Internship Bank



michiganpress.org/internbank

MPA Foundation memorial gift envelopes available

The MPA Foundation offers a memorial program for those who wish to honor a loved one in a special way. These memorial donations support high school and collegiate journalists through scholarships, internships, workshops and other activities and programs. By paying tribute to someone dear, you contribute to the journalistic values we honor. We will acknowledge every gift.

A special MPA Foundation memorial envelope, designed to make submitting a memorial gift quickly and easily, is available from Janet Mendler at the Foundation. To receive a quantity of envelopes, simply contact Mendler at 517-552-2811; janet@michiganpress.org, and indicate the number of envelopes that you'd like to receive.



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Uploading your PDFs to Newz Group gives you a free, searchable digital backup of your newspaper. Helps strengthen MPA's public notice website & can earn revenue for your newspaper.

Contact Roselie at MPA, 517-372-2424 or roselie@michiganpress.org to find out more.



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Deadline to Enter: November 2, 2015

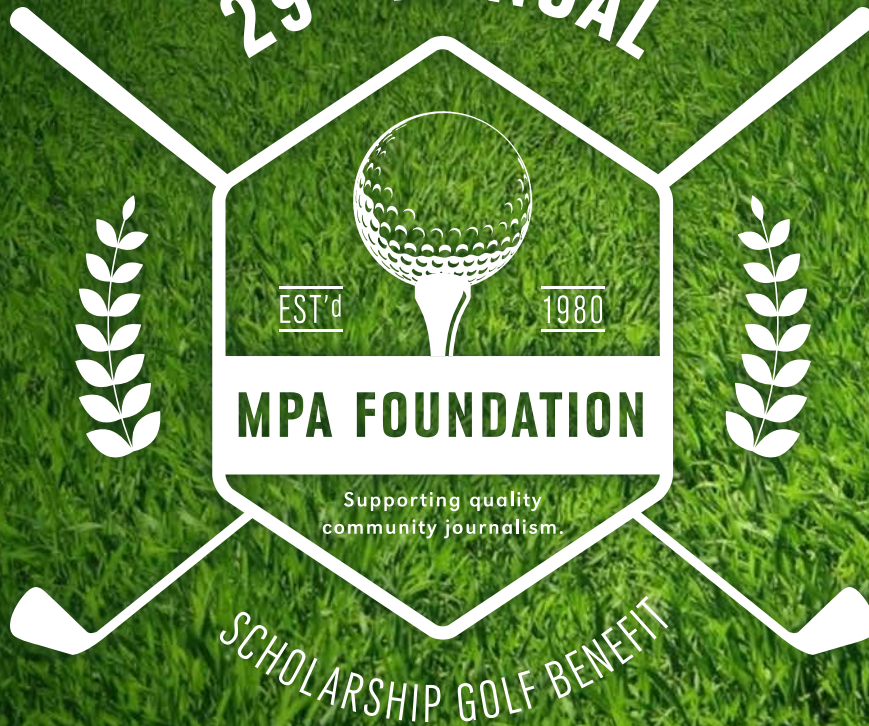




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YES! I want to play in the **MPA Foundation Scholarship Golf Benefit on May 21, 2015 at the The Emerald.** All registration fees benefit the MPA Foundation. Please donate at least \$600 for a team of four or \$175 per golfer for one, two or three golfers if paid before May 1. If paid after May 1 or billed, rates increase to \$700 for a team of four or \$200 per golfer for one, two or three golfers.

Name: _____

Newspaper/Sponsor: _____

Phone: _____

Fax: _____

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Please arrange a foursome for me.

Here is the rest of my foursome:

Name & Email: _____

Newspaper/Company: _____

Name & Email: _____

Newspaper/Company: _____

Name & Email: _____

Newspaper/Company: _____

Payment information:

My check is enclosed for golf Please bill me I will bring my check / credit card on May 21

Reception & Dinner only (\$50.00)

Sorry, I can't make it this year. Here is my contribution to the MPA Foundation Scholarship Fund _____

Please charge my credit card (info below) Remember: Pay before May 1 to get the "Early Birdie" discounted rate!

Name on card: _____ Billing address: _____

Card number: _____ Exp. date: _____ 3-Digit Security Code _____

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REGISTRATION DEADLINE: MAY 14, 2015

Send form to: MPA Foundation Scholarship Golf Benefit, 827 N. Washington Ave., Lansing, MI 48906
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In this webinar...

In the disrupted media advertising space, finding balance between reinforcing the value of core products while effectively growing the emerging digital offerings is extremely difficult.

In this webinar, Chris Edwards will give an overview of how his group has evolved to address these challenges. He will share the unique organizational approach used with his sales teams as well as specifics on how the compensation plans work and what they are designed to drive with each unique assignment of the various sales positions and responsibilities. As always, there will be candid feedback about what DID NOT work along the way to developing this current structure.

The presenter...

Chris Edwards



Chris Edwards joined The Gazette Company in May of 2009. He oversees the sales and marketing effort for all products at The Gazette Company, including The Gazette, KCRG-TV9 and all digital properties, including the Fusionfarm digital agency group.

Prior to joining The Gazette Company, Edwards was vice president of sales & marketing at AdTrack Corporation from 2006 to 2009. He has extensive experience in the technology and communication fields, having served in numerous sales and sales management roles in publicly traded, high-growth companies such as Nextel Partners (now Sprint) and McLeodUSA (now Windstream).

Edwards is the president of Metro Iowa Plus, a consortium of the eight largest newspapers in Iowa, and is president of the Eastern Iowa DMA group.

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