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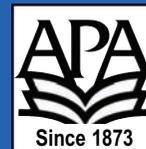
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APA TO CONVENE
SECOND ANNUAL
"DAY AT THE RACES"

411 SOUTH VICTORY
LITTLE ROCK AR 72201



ARKANSAS

Publisher

WEEKLY

NO. 2 • THURSDAY, JANUARY 14, 2010

SERVING PRESS and STATE SINCE 1873

Mike Blinder to keynote Ad Conference



Mike Blinder of the Florida-based Blinder Group will be the featured speaker at the annual advertising conference of the Arkansas Press Association to be held March 11-12 at the Clarion Resort on the Lake in Hot Springs.

Blinder, whose new book, *Survival Selling, Even in the Toughest Times*, has received wide acclaim as a must read guide to what it takes to win in sales during challenging economic conditions.

Over 350 media companies worldwide are clients of The Blinder Group which assists clients in maximizing sales through effective revenue generation programs and sales training.

The registration fee for the APA ad conference is being held at \$70 per participant, the same as the fee for last year's conference. The registration will include all conference presentations refreshments, a pre-banquet reception and the awards banquet Thursday evening in the ballroom atop the Clarion Hotel.

For an additional \$30 participants may also opt to attend the APA "Day at the Races" at Oaklawn Park Friday afternoon. This event will be held in the Jockey Club just as last year's event that drew over 35 APA members and guests.

APA Ad Contest deadline is Jan. 29

The Arkansas Press Association received the first entries submitted for the 2010 Better Newspaper Advertising Contest this morning. **Rusty Fraser** of the *Stone County Leader* in Mountain View hand delivered his to the APA headquarters in Little Rock.

New rules for this year's competition and entry forms were mailed to all member newspapers over a month ago, and extra copies may be downloaded at APA's Web site...in the News Section (arkansaspress.org), in the APA Forums (onlineservices.arkansaspress.org/forums/) or on APA's Facebook Fan Page, which can be accessed from the Web site. Eligible entries must be hand delivered to APA by 4:00 p.m., January 29, or postmarked by that date.

SPJ Ethics Hold'em opened to all journalists

The SPJ Arkansas Pro-Chapter will host its first "Ethics Hold'em" poker tournament Saturday, January 16, at 6:30 p.m. at the Flying Saucer basement party room in the River Market area of Little Rock.

The event merges the classic parlor game into an educational extravaganza for all to enjoy while learning the tenets of SPJ's Code of Ethics. The event is free and therefore legal to play. There will be some food provided and cash prizes offered. The winner will go home \$200 richer.

Initially open only to Pro Chapter members, the event has now been opened to all journalists. Only a limited number can play in the tournament so entry for the games will go to the first who RSVP to play.

Those wishing to participate or to attend can email john_krupa4711@yahoo.com.

Contest panel to mull Young Journalist Award

The APA Board of Directors in their fall retreat in December endorsed the creation of a "Young Journalists Award" to be presented annually and deferred the criteria for the award to the APA Member Services committee co-chaired by **Rusty Fraser** and **Melody Moorehouse**.

The award, designed to be presented to two young journalists each year, one from a daily and one from a non-daily, will be limited to those practicing journalists at APA member

newspapers who are age 30 and under. The idea is to recognize good words by young, up and coming journalists at Arkansas newspapers.

The awards come with a \$250 stipend.

The APA editorial contest committee, meeting today at the APA building, will consider the proposed criteria for the new award and establish a nominating procedure. The committee meeting begins at 10:30 a.m. today (Thursday) and will be held in the museum room. Lunch will be served at the conclusion of the meeting.



mark your calendars

January 14

APA Editorial Contest Committee Meeting,
10:30 APA Headquarters

January 15

APA Member Dues Payment Deadline

January 29

APA Advertising Contest Entry Deadline

March 11-12

APA Advertising Conference
Clarion on the Lake, Hot Springs

June 23-26

Tri-State Convention - Arkansas, Tennessee
and Mississippi
Harrah's Mid-South Convention Center,
Tunica, Miss.



Tom Larimer's Potpourri

When my phone rang the Tuesday before Christmas I smiled when I saw on the caller ID that it was **Jeff Christenson** calling. That close to Christmas I made the assumption Jeff was calling to wish us all a Merry Christmas.

Instead Jeff informed me he'd just learned he has a brain tumor. What do you say to a long-time friend who calls with this news? "I'm sorry." That's about all I could muster and I repeated it several times. The news was numbing.

Jeff was APA president in 2005. He was on the search committee seeking to find someone for the job I now hold. But I've known Jeff far longer than that. I first met Jeff when he came to Harrison back in the 70s to be the high school band director. It was during that time that he met and later married **Jane (Dunlap) Christenson**, APA past president (1991). I didn't really get to know Jeff well until he joined the newspaper business working in advertising for his late father-in-law **J.E. Dunlap, Jr.**, at the time the owner and publisher of the *Harrison Daily Times*.

Jeff, always smiling and upbeat, was an excellent APA Board member and later president. His quick grasp of sometimes complex issues was a real asset to the APA and we are fortunate Jeff was willing to commit all the years he did to service on the board.

After completing his tenure on the board, serving his last year as immediate past president, Jeff was asked and agreed to come back for a second year as "immediate past president" to fill the term of **David Cox** who took employment out of state shortly after completing his term as APA president.

Jeff immediately declined the joking suggestion that he become the PIPP (Permanent Immediate Past President) for APA when **Bill Hager** retired after his year as APA president the next year. Jeff had done his time. He was happy to do it, but enough, he would admit, is enough.

Another call that came back in the fall was also a shocker. That was when Jeff called to say he was retiring as publisher of the *Harrison Daily Times*. Jeff and I are the same age. Only a couple of months separate our birthdays. He is, I thought at the time, too young to be retiring. A couple of weeks later Pam and I attended Jeff's retirement party at the Durand Center in Harrison. A huge crowd turned out to join in Jeff's sendoff to retirement, and sure enough Jeff retired.

It was surreal seeing Jeff in the surgical intensive care unit at Baptist Health in Little Rock over the weekend and again on Tuesday. I don't know what I was expecting but this was not it. But then, Jeff had just had brain surgery on Friday. I think he recognized me on a Saturday afternoon visit, but I'm fairly certain he did not on a visit 24 hours later.

Friday I sent out an update on Jeff to the APA board of directors. **Don Bona** replied to my email update by saying that "life is very fragile." Don would know having undergone his own health challenges and emergency open-heart surgery while on vacation in Wyoming last fall. Life is, indeed, fragile. There are no guarantees. One is reminded of that when you see a friend like Jeff

confined to a bed in a surgical intensive care unit. It is, to put it mildly, unsettling.

Please keep Jeff and Jane and the entire family in your thoughts and prayers.

You will see next week a news release on a new program called "Write For Arkansas." It is, to say the very least, a unique program and opportunity for five lucky APA member newspapers.

The program, funded by a Knight Foundation grant through the Arkansas Community Foundation (ACF), will provide the salary for two years for five reporters for community newspapers in Arkansas. The salaries will be \$35,000 per year for each of the two years.

The focus of the reporters will be on local news coverage. A committee will develop the complete criteria for the program, but it is likely that the five newspapers selected will represent each of the corner quadrants of the state and one in Central Arkansas. APA is working with the ACF to develop the criteria.

The Knight Foundation grant is for \$252,000. Approximately \$140,000 will need to be raised to match the grant. That effort is being handled by the ACF whose representatives are confident the matching funds can be raised by Nov. 1.

This is truly an extraordinary and exciting program. Be watching next week and in coming weeks for more details.

The January 29 deadline to enter the APA Better Newspaper Advertising Contest is rapidly approaching. If you haven't put your entries together, now would be a good time to do so. Inevitably we get some panicky phone calls at the deadline wanting to know if more time could be had. Entries must be hand delivered to the APA headquarters by 4:00 p.m., January 29, or postmarked by that date.

Deadlines are, or at least should be, important in our industry. The contest deadline is among them. Please make a special effort to get your entries in on time.

The advertising contest awards will be presented at the annual APA Advertising Conference to be held March 11-12 at the Clarion Resort on the Lake in Hot Springs. The awards will be presented in a banquet in the hotel ballroom located atop the hotel. The room affords a beautiful view of Lake Hamilton and is an excellent setting for the awards reception and banquet that follows.

Please plan to attend, hear **Mike Blinder**, one the nation's top advertising presenters, and stay over for the second APA Day at the Races at Oaklawn Friday afternoon. It's a full two days but there will be ample opportunity to learn something and to have a good time.

Have a great week!

Lea named VP/GM at Democrat-Gazette

Nat Lea, general manager of the Hot Springs *Sentinel-Record* since 2006, has been named vice president and general manager at the *Arkansas Democrat-Gazette*, the newspaper announced Monday.

Paul Smith, president of WEHCO Newspapers, Inc. and general manager of the *Democrat-Gazette*, will remain as president but will hand over the GM title to Lea.

Jeff Jeffus, vice president and general manager of the *Democrat-Gazette* in Northwest Arkansas will remain. Lea will have oversight for the *Democrat-Gazette's* other 63 counties in Arkansas.

In addition to the *Democrat-Gazette*, WEHCO daily newspapers include the Chattanooga (Tenn.) *Times Free Press*, the *Texarkana Gazette*, the *Sentinel-Record*, the *El Dorado News-Times*, the *Northwest Arkansas Times* in Fayetteville, the *Camden News* and the *Magnolia Banner-News* in Arkansas, and the *Jefferson City News Tribune*, the *Fulton Sun* and the *California Democrat* in Missouri.

The company also operates several non-daily newspapers.

Fahr appointed publisher of Log Cabin Democrat

Rick Fahr, who has been serving as acting publisher of the *Log Cabin Democrat* in Conway for the past year, is the new publisher, according to a statement by **William S. Morris IV**, president of Morris Communications, which owns the newspaper. He succeeds **Scot Morrissey** who left to become publisher of another Morris Communications newspaper in Georgia.

Fahr, 39, is a native of Weiner. He joined the *Log Cabin Democrat* in 2008 as editor. A graduate of Lyon College in Batesville, he was the editor of the *The Courier* in Russellville and *The Sun* in Jonesboro before moving to Conway.

As a sergeant in the Arkansas Army National Guard, Fahr served active-duty tours at Guantánamo Bay, Cuba, and in Iraq.

He is currently vice president of the Arkansas Associated Press Managing Editors (APME).

E-Commerce implemented on APA Web site

Not long after it rolled out its new, completely revamped Web site in Summer, 2008, APA began working on stage two of the online overhaul: the addition of e-commerce functions, so that visitors could purchase advertisements, products and services online with the click of a few buttons and some key strokes. The goal of the second stage was to reach more potential clients and to generate more revenue for the association.

Tres Williams, who is the administrator of APA's Web site, began setting up preliminary accounts and services in late 2008, including establishing a secure socket layer (SSL), an online merchant services account through Retriever and a secure electronic payment account with Authorize.Net.

In the meantime, various members of the staff

worked on user-friendly forms that would be used to make purchases online. Those were completed and "went live" last week, though, as always, some kinks had to be ironed out.

The site is now fully functional, and third parties can now purchase general advertising through APS or buy into the Advertising Networks (ARDAN, ARSCAN), place ads through the Daily Connection or purchase Market Radius Line Ads (MRLA). APA products and services are also available for sale online, including APA Press Cards, safety vests, the Electronic Broadcasting (Mailing) Service, *Community Diaries*—the "APA History Book" and the *Arkansas Media Directory*. Those in the job market can also use the Web site to buy employment ads in the APA publication, *Jobs Bulletin*.

Cover Photo Contest finalists announced

Though announced exclusively in the APA Forums almost a month ago, specifically in the "Photography Forum," the association is now naming the seven finalists in the 2009 Media Directory Cover Photo Contest in the *Arkansas Publisher Weekly*. Though it was the 2009 Contest, the top vote getters are vying for spots on the cover of the 2010 *Arkansas Media Directory*.

The seven finalists are (alphabetically by the name of the photographer):

1. "Single Butterfly" by **Emily Alexander** of the Nashville Leader;
2. "Snow in the Mountains" by Emily

Alexander of the Nashville Leader;

3. "Harvest" by **Robert D. "Dodie" Evans** of the Gravette News Herald;

4. "Argenta Sunset" by **Eric Francis** of dog-townwriter.com;

5. "Bald Eagle" submitted by **Lucy and Tommy Goodwin** of the Lafayette County Press, Stamps;

6. "Cedar Falls" by **Debbie Kelly** of The Arkansas Press Association;

7. "Starburst in the Pond" by **Louis Short** of the Sun-Times in Heber Springs.

Those wishing to see the winning photographs can find them in the APA Forums.

APA lobbyists begin monitoring 2010 Session

The filing period for the first-ever Fiscal Session of the Arkansas General Assembly began Monday, and APA's lobbyists **Tom Larimer** and **Tres Williams** began receiving daily updates from the Arkansas Legislative Digest on all bills filed. Though the session is intended to address budget issues, there is little

doubt that non-appropriations bills will be introduced.

Larimer and Williams will be hawking the bills for any that would impact the newspaper industry of Arkansas and will take appropriate action if necessary. They will inform newspapers of any bills of concern in this publication.

ANF rolls out 2010 Student Internship Program

The Arkansas Newspaper Foundation (ANF) announced its 2010 Internship Program yesterday. The program provides funding to establish student internships for four APA member newspapers. The program is designed to benefit the Arkansas newspaper industry by providing \$1,500.00 in matching funds to interested organizations and by encouraging students at Arkansas

schools to become involved in the newspaper business. In order to participate, newspapers must complete an application form and return it to ANF prior to February 19, 2010, by fax (501.374.7509) or mail (411 South Victory, Little Rock, AR 72201). Questions or comments should be directed to **Karen Brown**, ANF executive director at karenb@commpub.com or 479.936.6471.

APA members to convene second 'Day at the Races'

For the second year in succession, APA members are invited to participate in an APA "Day at the Races" event to be held at Oaklawn Park in Hot Springs Friday, March 12.

The event will take place in the Jockey Club at Oaklawn and will include lunch, racing programs and an outstanding vantage for the day's race card. APA is also sponsoring a race on that day and board members will pose in the winner's circle with the race winner.

The cost of participating in the APA Day at the Races event will be \$30 per person, which will include gate admission.

The event will immediately follow the adjournment the APA's annual advertising conference March 11-12 at the Clarion Resort on the Lake in Hot Springs.



Ontario papers share success while upgrading technology

BY KEVIN SLIMP

I spent a good bit of my afternoon thinking about the current state of newspapers. In a discussion with a trusted friend and colleague, I once again was challenged to rethink the traditional role newspapers have played and consider a world where most of what we read is provided online by other sources. Then I remembered a group of newspapers based in the small town of Prescott, Ontario. With a decrease in the number of industry-related conferences, I've found myself visiting more places like Prescott of late.

You might call Prescott, located about an hour south of Ottawa, the epicenter of a group of community newspapers that serve the towns in that area. That's where I spent two days with Beth Morris and the staffs of the six newspapers that make up the Morris Group. Three of the papers are paid circulation; three are free.

I had dinner with the staff of the Prescott Journal my first night in Ontario. There was electricity in the air as the group talked about the new equipment waiting in the new building we would occupy for training. New computers, new software and a new press all awaited editors and designers from the six papers the next morning.

When the training was done, I asked Beth Morris if we could discuss her papers. After all, while word on the street is that newspapers are struggling for survival, here's a group of newspapers that are not only surviving, but adding facilities, staff and soon, two new publications.

Beth shared a very simple vision statement for the Morris newspapers: "A place where people like to work and customers want to support."

She added that a key to a newspaper's success is its staff. "It's important to keep an eye toward staff. They all work hard. They know they have secure jobs. There is definitely a team spirit."

She wasn't blowing smoke. The staff I met in Prescott was, in a word, impressive.

We first discussed the three free papers: The Barrhaven Independent, The Packet (serving South Ottawa) and Business News.

I asked about the difference in free and

paid newspapers. She noted that both have their place, but she doesn't see many new paid newspapers in the future. Her two new papers will be free.

Beth emphasized the importance of customer service, which keeps advertisers returning. She noted this was a deciding factor for many advertisers who had several options when it comes to print.

Eventually, I turned the topic to the Manotick Messenger. The Messenger is a paid weekly with a circulation of 1,100. There are two people on staff, with the layout and production done in the Prescott facility.

I asked if it was possible to make a profit with a circulation of 1,100. "At best, it's break even," said Beth, "but it's important to the people."

When pressed she added, "This paper is important to the thousand people who read it. All you have to do is look in the eyes of a parent when a child is in the paper. Then you'll know why we do this."

Playing the devil's advocate, I pressed even further. I wanted to know why she even cared if there was no profit involved.

"I care," she said, "because I'm part of a long chain of newspaper people. It's like a legacy. I'm not going to be the one to end it."

If you've followed my work very long, you know that I was one of the first voices urging newspapers to resist the temptation to ignore online journalism. And you might know that I speak on topics related to online journalism at schools of journalism and industry-related events on a regular basis. However, it's people like Beth Morris that give me optimism concerning the future of our business.

Following our earlier conversation this afternoon, my friend sent the following email: "Don't take my statements earlier today as my saying that newspapers will vanish. I don't think that's the case at all. However, I do believe that in order to maintain survival, both the printed paper and the online presence have to find a way to complement each other."

I think we might have found a point of agreement.

Weekly WORD

lapidary

(LAP-uh-dair-ee), adjective;

1. Of or pertaining to the art of cutting stones or engraving on them.
2. Engraved in stone.
3. Of or pertaining to the refined or terse style associated with inscriptions on monumental stone.

noun:

1. One who cuts, polishes, and engraves precious stones.
2. A dealer in precious stones.

Source: www.dictionary.com

"It's true that we don't know what we've got until we lose it, but it's also true that we don't know what we've been missing until it arrives."

— Unknown

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