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 so 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, had 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.

In the News

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.
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 mane “flawless.” Instead, it can mean, far less elegantly, “at a point where one can stop fiddling with it.”

Sure, there ae 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 Karrrh, 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 together and encourages more active participation than social media.

continued on page 5
together with one voice while many independent digital sites promote dissention.

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 sell-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.
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
Fordyce News-Advocate
Glenwood Herald
Gravette – Westside Eagle Observer
Harrisburg – The Modern News
Horseshoe Bend – Pacesetting Times
Hot Springs Village Voice
Huntsville – Madison County Record
Imboden – The Ozark Journal
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
McCly – Woodruff County Monitor-Leader-Advocate
McGehee-Demott Times-News
Monticello – Advance Monettilionian
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
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 Monthly Sales Planner

**Call List**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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).