

AdNews

A MONTHLY PUBLICATION SUPPORTING APA-MEMBER ADVERTISING PROFESSIONALS

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CALENDAR

JULY 8-11

APA SuperConvention
Wyndham Riverfront,
North Little Rock

Featuring the following events:

JULY 8

APA Annual Golf Tournament,
The Greens at North Hills, Sherwood

JULY 10

APA Annual Trade Show

JULY 11

APA Better Newspaper Editorial Awards Banquet

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SuperConvention returns to North Little Rock *Russell Viers to headline again this year*



Russell Viers, transition expert in the publishing world, will headline the Arkansas Press Association (APA) 2015 SuperConvention July 8-11 in North Little Rock. The convention theme is “Rally on the River: Charting a New Course,” and it will also feature sessions on readership study results, covering elections and political issues and investigative reporting. The convention will be headquartered at the Wyndham Riverfront Hotel, 2 Riverfront Place, North Little Rock.

Viers, who is no stranger to APA members, will lead sessions at 2 and 4 p.m. Friday, July 10. The first session will focus on managing photos, and the second is entitled “Production Design Management.”

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

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From The Field *Feature* *Otts believe there’s no place like home*

Just like Dorothy in the Wizard of Oz, **Tanner** and **Laura Ott** believe there’s no place like home.

That’s why the Otts are so happy to be working at *The Mountaineer Echo* in Flippin. Both of them grew up in Yellville just six miles away and still have family and friends in the area.

“It’s really surreal to be in this position,” Laura said. “We’ve had this dream for a long time, and we are so thankful to be here. We are very excited to be back in this community.”

The Otts began working at *The Mountaineer Echo* in May, following in the footsteps of



continued on page 2 **Tanner and Laura Ott** recently took over operations of *The Mountaineer Echo*.

From the field

continued from page 1

Dale and Jane Estes, who own the newspaper but are turning over the daily operations to the Ott's. Laura is managing editor focusing on the editorial side of the newspaper, and Tanner is business manager handling advertising and circulation.

Laura and Tanner, both graduates of Arkansas Tech University, were working at *The Courier* in Russellville prior to coming to Flippin.

"Our conversation with **Jane Estes** started about a year ago. Jane approached us when we placed our engagement announcement with her to run in *The Mountaineer Echo*," Laura said. "She knew us because this is such a small community and the fact that we grew up in Marion County reading this newspaper. She asked how we would feel about working at the newspaper. We were interested, but wanted to finish up what we had started in Russellville."

The couple, who were high school sweethearts, married Aug. 9, 2014.

"I am two years older than Laura," Tanner said. "Our first date was when I invited her to my senior prom in 2009. I went to Arkansas Tech after graduating from high school, and then Laura came to Tech as well."

Tanner was undecided on a major until the middle of his sophomore year although he had thought he would probably major in business.

"Laura was editor of the *Yell-Kat* student newspaper at Yellville-Summit High School and pursued a journalism degree in college. Once I saw what journalism was all about by being around her, I thought it would be a much more fun job than doing some kind of business. Journalism is much more satisfying, and this job at the newspaper is a perfect correlation between journalism and business."

Laura worked on *The Arka Tech* newspaper for a few years in college and was editor her senior year.

"**Tommy Mumert**, my advisor at Arkansas Tech, pushed me to get me to where I am today," Laura said. "I am doing now exactly what I did then – building pages from stories I assigned to our writers. It was at Tech I learned the foundations of journalism and became excited about this career. After I graduated in early December last year, I stayed an extra semester to finish my role as editor of *The Arka Tech*."

While Laura was finishing up her last semester at Tech, Tanner began working at *The Courier* in Russellville as a news clerk and sports reporter. Laura began an internship as a reporter at the Russellville newspaper in May 2014. They both worked there until they moved to Flippin last month.

The Ott's said they received some valuable advice from the Estes.

"Dale told me to do whatever I could for my customers because you should strive to keep existing customers you have rather than dropping them for new ones," Tanner said. "There is a major difference between some of our small customers and say a large car dealership. So Dale said to try and work a deal that could apply to a small business that might not have the money to run as many or as large of ads – and to give small customers the same amount of attention and respect as large ones."

Laura said Jane's advice to her was to always try to get information in the newspaper that local residents want to read.

"It's different for a community newspaper that covers the entire county," she said. "Television and large newspapers are not going to cover a school board meeting, but that's our job. That's what we do – cover local events and people that matter to Marion County."

"I am so excited about going out and interacting with our readers face-to-face in the community I grew up in. I can't believe I get to share my job with this community."

Tanner said calling on people in the community is what he enjoys the most about his new job.

"It is exciting to help this community where I grew up," he said. "It is nice to call on people I have known my whole life and are familiar with."

The Ott's plan to continue keeping the system the Estes started at *The Mountaineer Echo*.

"They did a really good job here, so we plan to follow in their footsteps. Down the road, I would like to write more and put our own spin on things, and Tanner plans to cover a lot of sports. He would like to expand the sports section to a full page or two."

In any case the Ott's plan to stay put now that they are back home.

"We truly love it here, and we plan on living here the rest of our lives, whether that includes journalism or not. We had great jobs in Russellville that we would have been able to keep for the rest of our lives if we wanted to. But we were unhappy because we knew we could do the same here. So we left to come home to a county with a population of about 16,000, which is less than Russellville's population alone. This is contrary to what most people our age are doing in this area," Laura said.

But the Ott's are happy to be going against the grain, living and covering the hometown area they love.



"I am so excited about going out and interacting with our readers face-to-face in the community I grew up in. I can't believe I get to share my job with this community"

– Laura Ott

SuperConvention

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was honored as an AdobeMAX Master. He has helped many major publications and designers learn techniques to work faster and improve quality. He started with CompuGraphic typesetting machines in the early 1980s, then PageMaker 1 in 1987. In addition to speaking live, he has done videos for Lynda.com, Peachpit Press and Total Training.

A round table luncheon will open the SuperConvention at noon Thursday, July 9 followed by a session at 2 p.m. presented by **John Marling**, president and founder of Pulse Research.

Marling will discuss newspaper readership study results recently commissioned by the Arkansas Press Association. As publisher of a weekly newspaper group with more than 100,000 circulation serving suburbs of Portland for more than 13 years, he recognizes the need for research information that is effective in communicating the value of a publication's readers to advertisers.

At 4 p.m. Thursday a panel discussion on Integrating Print and Digital Platforms will be led by **Ashley Wimberley**, director of marketing at APA; **Heather Judd**, Nashville News web editor, and **Barry Arthur**, assistant managing editor/photo and electronic media at the *Arkansas Democrat-Gazette*.

Scott Swafford, associate professor at the Missouri School of Journalism since 2003, will hold a session on "Better Coverage of Elections and Political Issues" at 9 a.m. Friday, July 10. Swafford worked as a reporter and editor at Missouri newspapers for 19 years, including 13 years at the *Columbia Daily Tribune*, before joining the University of Missouri. He also is currently senior city editor at the *Columbia Missourian*, where he oversees coverage of local government and elections.

John Robert Schirmer of the *Nashville Leader* and **Fred Conley** of the *Times-Herald* in Forrest City will lead a session titled Basic News Photography & Telling the Story at 10:30 a.m. Friday. These two APA award-winning photographers will share tips and insights for improving news photography.

Chad Day with the *Arkansas Democrat-Gazette* and **Benjamin Hardy** with the *Arkansas Times* will lead sessions on Investigative Reporting, at 9 a.m. and 10:30 a.m., respectively, on Saturday, July 11 before the annual Better Newspaper Editorial Awards Luncheon.

The trade show will open at 8 a.m. Friday with a breakfast with trade show vendors. The Headliner of the Year Award will be presented at the Friday luncheon, along with the passing of the Past Presidents' Gavel and awarding of golf trophies.

The annual golf tournament will kick off the convention at noon Wednesday at the Greens at North Hills in Sherwood. A \$90 entry fee includes a boxed lunch and two mulligans.

The golf tournament benefits the Arkansas Newspaper Foundation. **Byron Tate** is tournament chairman.

An Early

Bird Dinner is planned for Wednesday night, July 8 at Arkansas Children's Hospital. It will include a behind-the-scenes tour of this world-class medical facility, including a stop on the helipad to view the hospital's Angel One helicopter up close. A catfish dinner with all the fixings will be served after the tour. A special program is planned for children attending who are 13 and younger.

A night at the Arkansas Travelers baseball game is scheduled for 6 p.m. Thursday. The cost is \$15 per person, which includes dinner and the game.

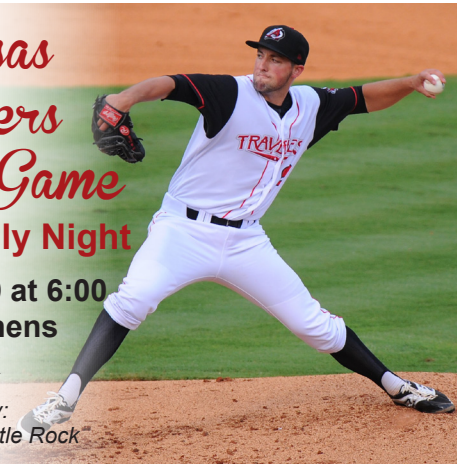
The annual Kids' Press Camp, for children ages 6 to 13, is scheduled to begin at 8:30 a.m. Friday. Kids will have an opportunity to serve as a reporter and photographer for the day, while enjoying a sightseeing field trip. Afterwards they will publish their own newspaper with photos and stories, which will be displayed Friday at the Honoree's Reception at 6 p.m. The cost is only \$10 per child.

The Honors Banquet will start at 7 p.m. Friday where awards for Journalism Educator, Golden 50, Freedom of Information and Distinguished Service will be presented. The APA Better Newspaper Editorial Awards Presentation at noon Saturday will close out the convention.



**Arkansas
Travelers
Baseball Game
Dinner & Family Night**
Thursday, July 9 at 6:00
**Dickey-Stephens
Ball Park**

Sponsored By:
The Daily Record, Little Rock



The deadline to register for the SuperConvention is Friday, July 3. Registration packets are available at arkansaspress.org. Hotel reservations must be made directly with the Wyndham Riverfront by calling 501-907-4823 or 866-657-4458.

For more information on the SuperConvention, please contact **Terri Cobb** or Ashley Wimberley at 501-374-1500.

2015 SuperConvention Schedule

WEDNESDAY, JULY 8

- Noon APA Golf Tournament
The Greens at North Hills, Sherwood
- 7:00 p.m. Early Bird Dinner, Arkansas Children's Hospital

THURSDAY, JULY 9

- 8:30 a.m. APA/APS Board of Directors Meeting
- Noon **Opening Round Table Lunch**
Moderated by Rusty Fraser, Stone County Leader
- 2:00 p.m. **Session: Newspaper Readership Study Results**
Presented by John Marling, Pulse Research
- 3:00 p.m. ANF Silent Auction Opens
- 4:00 p.m. **Panel Discussion: Integrating Print & Digital**
Panelists: Barry Arthur, Arkansas Democrat-Gazette; Heather Judd, Nashville News; Ashley Wimberley, Arkansas Press Association
- 6:00 p.m. Arkansas Travelers Baseball Game & Dinner
- 9:00 p.m. After-Hours Hospitality / ANF Silent Auction

FRIDAY, JULY 10

- 8:00 a.m. Past Presidents' Breakfast (Invitation Only)
- 8:00 a.m. Breakfast with Trade Show Vendors
Trade Show Opens
- 9:00 a.m. **Session: Better Coverage of Elections & Political Issues**
Presented by Scott Swafford, Missouri School of Journalism
- 10:30 a.m. **Session: Basic News Photography & Telling the Story**
Presented by John Robert Schirmer, Nashville Leader & Fred Conley, Times-Herald, Forrest City
- Noon **Lunch – Headliner of the Year, Bret Bielema**
Past President's Gavel Passing & Golf Awards Presentation
- 2:00 p.m. **Session: Managing Photos**
Presented by Russell Viers
- 4:00 p.m. **Session: Production Design Management**
Presented by Russell Viers
- 6:00 p.m. **Honoree's Reception**
ANF Silent Auction Continues
- 7:00 p.m. **APA Honors Banquet**
Golden 50, FOI & Distinguished Service Awards
- 8:30 p.m. After-Hours Hospitality
ANF Live & Silent Auction Concludes

SATURDAY, JULY 11

- 8:30 a.m. Continental Breakfast
APA Member Business Meeting
- 9:00 a.m. **Session: Investigative Reporting**
Presented by Chad Day, Arkansas Democrat-Gazette, Little Rock
- 10:30 a.m. **Session: Investigative Reporting Continued**
Presented by Benjamin Hardy, Arkansas Times, Little Rock
- 12:00 p.m. **APA Better Newspaper Editorial Awards Presentation**
- 2:00 p.m. Convention Adjourns

In the News



“Triple Threat,” the Benton singing group presently competing on TV’s “America’s Got Talent,” will be performing at the APA SuperConvention Friday, July 10, courtesy of **Dennis Byrd**, uncle to one of the group’s members. The group will be in Dennis’ trade show booth Friday morning signing autographs and they will perform at the Friday luncheon.

Veteran journalist **Rick Fahr** will become managing editor of the *El Dorado News-Times* beginning July 6, the paper’s general manager **Ronnie Bell** announced recently.



Rick Fahr He also was the managing editor of *The Courier* in Russellville and *The Jonesboro Sun*. Fahr is a graduate of Lyon College in Batesville.

Fahr will be leaving his post as public information officer for the Arkansas Department of Emergency Management.

“We are more than pleased that someone with Rick’s background and experience is joining our team here at the *News-Times*,” Bell said.

Under his leadership, Fahr said the *El Dorado* paper will “tell the unafraid truth” and help the city grow in a positive way.

**Attention Graphic Designers,
Production Teams & Photographers**
the Arkansas Press Association presents



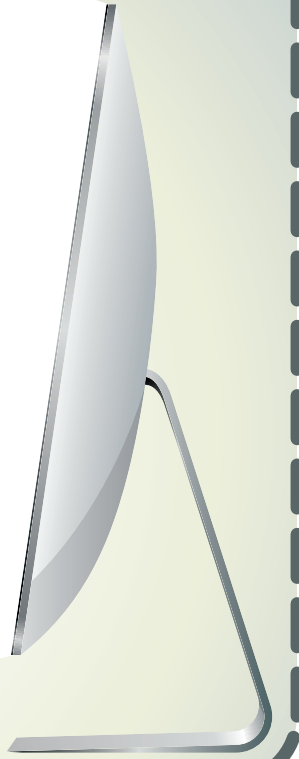
Russell Viers

**How to Sort, Organize and
Process Your Digital Photos
Quickly and Easily**

&

**Working in the Cloud...
Things You Should Know**

Friday, July 10 at 2 pm
Wyndham Riverfront, North Little Rock



How to Sort, Organize and Process Your Digital Photos Quickly and Easily - Learn how to use Adobe's Bridge and Photoshop together to slice your photo production time dramatically, improve quality and leave your photos in a format that is flexible for changing later.

Working in the Cloud...Things You Should Know - Adobe, Microsoft and other companies are moving to cloud-based solutions. This session will answer many questions and demonstrate some of the many new things to come out of Adobe since offering the Creative Cloud.

Paper: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Attendee Name: _____ Email: _____

1. _____

2. _____

3. _____

4. _____

Total attendees: _____ x \$25 = \$ _____ _____ Check enclosed

Credit Card # _____ Expiration Date _____ VCN# _____

Please send registration by July 6 to:
Arkansas Press Association, 411 South Victory, Little Rock, AR 72201 or Fax 501.374.7509

APA's 2015 *Perfect Performance Club*

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

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

Alma Journal
 Amity – *The Standard*
 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 – *The Central Delta Argus-Sun*
 Calico Rock – *White River Current*
Carlisle Independent
 Charleston Express
 Cherokee Village – *Villager Journal*
 Clarksville – *Johnson County Graphic*
 Conway – *Log Cabin Democrat*
 Corning – *Clay County Courier*
 Crossett – *The Ashley News Observer*
 Danville – *Yell County Record*
 Dardanelle – *Post-Dispatch*
 Des Arc – *White River Journal*
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
 Flippin – *The Mountaineer Echo*
Fordyce News-Advocate
 Forrest City – *Times-Herald*

Fort Smith – *Times Record*
Glenwood Herald
 Gravette – *Westside Eagle Observer*
Greenwood Democrat
Gurdon Times
 Hamburg – *Ashley County Ledger*
 Hampton – *South Arkansas Sun*
 Harrisburg – *The Modern News*
Harrison Daily Times
 Hazen – *Grand Prairie Herald*
 Heber Springs – *Sun-Times*
The Helena 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 Times*
 Little Rock – *The Daily Record*
Lonoke Democrat
 Magnolia – *Banner-News*
Malvern Daily Record
 Manila – *The Town Crier*
 Mansfield – *The Citizen*
 Marianna – *Courier-Index*
 McCrory – *Woodruff County Monitor-Leader-Advocate*
The Melbourne Times
The Mena Star
 Monticello – *Advance Monticellonian*
 Morrilton – *Conway County Petit Jean Country Headlight*
 Mountain Home – *The Baxter Bulletin*

Mountain View – *Stone County Leader*
Murfreesboro Diamond
Nashville Leader
 North Little Rock – *The Times*
Northwest Arkansas Democrat-Gazette
The Osceola Times
Paragould Daily Press
Paris Express
 Pea Ridge – *The Times*
 Perryville – *Perry County Petit Jean Country Headlight*
Pine Bluff Commercial
 Prescott – *Nevada County Picayune*
 Rison – *Cleveland County Herald*
Rogers Morning News
 Russellville – *The Courier*
 Salem – *The News/Areawide Media*
 Searcy – *The Daily Citizen*
The Sheridan Headlight
Sherwood Voice
 Siloam Springs – *Herald-Leader*
 Stamps – *Lafayette County Press*
 Star City – *Lincoln American*
 Star City – *Lincoln Ledger*
 Van Buren – *Press Argus-Courier*
Waldron News
 Walnut Ridge – *The Times Dispatch*
 Warren – *Eagle Democrat*
 West Memphis – *Times*
White Hall Journal
White Hall Progress
Wynne Progress

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Papers Remain in "Perfect" Standing



The Networks: Added Value for your Advertiser – Added Revenue for your Newspaper

BY LINDA HIGGS, ADVERTISING NETWORKS MANAGER

Recently, I have had several inquiries about the function of the network programs. I would like to share updated information regarding The Networks with all Arkansas Press Association (APA) newspapers and their staff members.

The Arkansas Statewide Classified Network (ASCAN) began in November 1984 and will soon celebrate its 31st year of operation. There are 43 other states besides Arkansas that operate a statewide classified network. In 1995, I became the first Arkansas Statewide Classified Coordinator and added to the ASCAN program with the introduction of the Arkansas 2x2 Display Ad Network (DAN) program in August 1998. The DAN 2x2 network program recently celebrated its 17th year of operation. We started offering classified line ads by region in 2003. These programs soon became branded with a logo and known as “The Networks.” The Daily Connection program was introduced in January of 2006. All of these programs are a vital source of revenue for the APA. They were created not only to help underwrite the operational costs of APA, but also designed to bring more revenue to member newspapers.

Major benefits and purposes of the network programs are:

- To get non-advertisers to advertise in newspapers. The idea is that once they see how effective newspaper advertising is, that they will become regular advertisers.
- To get small-space advertisers to move up to become larger advertisers.
- To encourage other businesses to see how some advertisers use newspapers, thus encouraging them to use newspapers to advertise, too.
- An opportunity to offer clients regional, statewide or nationwide coverage.
- To beef up the advertising in newspapers, thus enhancing the advertising environment for other advertisers. ASCAN and DAN ads attract more readers and advertisers.
- To keep APA dues as low as possible by helping with some of the expenses. Dues pay for a small portion of all APA expenses, so other expenses must be paid from other sources. DAN and ASCAN are two of those sources.
- To give newspapers an opportunity to sell ads into The Networks and make more revenue.
- To help underwrite some of the costs of various conferences, training seminars and legal support (such as the APA Legal Hotline).
- To earn an end of the year rebate granted by APA Board of Directors to program participants.

As a member of the association your input is very important to me. Thank you for your continued support and placing our house ads. If you are not a member of any of these programs, please consider joining our networks during our “Birthday Bonus Sign-On” event, July 1 through September 15. Please contact us if you have any questions or comments. We are here to assist you. See the attached “Happy Birthday ASCAN” flyer. If you have any questions, please call Eva or me at 800-569-8762.

1984 - WHEN ARSCAN WAS BORN

by Eva Bakalekos

Conversation between Nancy Gilchrist & David Brown

“Meet our New Arkansas Statewide Classified Network. She’s so smart – she already knows 25 words!”

“Look how far she can reach! Clear across the state! We’re going to make some money on this baby!”



1995, Linda Higgs takes over the 9 year old ARSCAN Networks & in 2000 forms four regions.

“Look how cute she looks in her regions!”



Today...

ARSCAN in 2015 with Linda Higgs & Eva Bakalekos and ARSCAN’s 5 offspring; The Daily Connection.





**Announcing ASCAN's BIG 31st Birthday Celebration!
And ASCAN's Super Sign-On Bonus!**

The Arkansas Statewide Classified Network will soon celebrate its 31st year of operation! Between July 1 and Sept. 15, in honor of the 31st birthday, we are offering to all new newspaper members joining ASCAN or any of the other networks programs – a **Sign-on Bonus!**

THIS IS AN EXCELLENT TIME TO JOIN OUR STATEWIDE PROGRAM.

These programs can become great resources for your newspaper!

NEW MEMBERS WILL RECEIVE THE FOLLOWING:

- An end-of-the-year rebate beginning November 2016 (partial rebate in 2015)
- One free 25-word employment ad in The Daily Connection and The Arkansas Statewide Classified Connection!

Please contact us if you have any questions or comments.
Sign on today and be eligible to receive the end-of-the-year rebate,
FREE advertising, **FREE** employment ad and much more!

_____ Yes, I would like to "Sign on" and become a new member of the ASCAN Program.

_____ Yes, I would like to "Sign on" and become a new member of the DAN 2x2 Program.

Name of newspaper: _____

Your Name: _____

Mailing address: _____

Contact person at newspaper: _____

Fax this form to Linda Higgs, Arkansas Press Services, 501-374-7509.