

MNA Bulletin

November 6, 2012 - Issue 42



PLAN NOW TO INCLUDE THE MNA ANNUAL CONVENTION IN YOUR BUDGET

MNA Convention dates are: January 24 & 25, 2013

HURRICANE SANDY NEWSPAPER RELIEF EFFORT



The New Jersey Press Association through its New Jersey Press Foundation has launched an initiative aiming to provide much needed financial assistance and moral support to NJPA members devastated in the aftermath of Hurricane Sandy.



Several NJPA newspaper members and their employees are really hurting. Please consider donating. The page created on NJPA's website, www.njpa.org/hurricanesandy, describes the basis for the effort in greater detail including a link for making a secure donation on-line.

Donate by credit card at [NJPF Hurricane Sandy Relief Fund](#). It's secure and easy.

Mail checks to "NJPF Hurricane Sandy Relief Fund"
New Jersey Press Foundation
840 Bear Tavern Road, Suite 305
West Trenton NJ 08628

NJPF will ensure that all donations are used for legitimate hurricane damage – after reimbursements from insurance, FEMA and other public assistance

VALASSIS: NEWSPAPER INSERTS DRIVE USERS ONLINE AS PART OF NEW PATH TO PURCHASE

Valassis, one of the nation's leading media and marketing services companies, shared consumer insights from a recent survey conducted via social media that demonstrates favorable response to newspaper-delivered advertisements.

According to findings from a 2012 Valassis survey, conducted on Facebook, 30 percent of respondents said they searched online for more information about a product or service within 30 days of seeing a newspaper insert. This consumer behavior further demonstrates how the traditional path to purchase has evolved and is no longer linear. The survey also revealed that of respondents who use newspaper inserts:

- 76 percent said inserts are one of the main reasons they purchase the newspaper;
- 92 percent say that inserts save them money; and
- 65 percent said inserts save them time.

To read more: <http://www.piworld.com/article/newspaper-printed-inserts-drive-users-online-part-new-path-purchase/1#>

FULL COLOR 2013 PRESS PASSES NOW AVAILABLE!

MNA is pleased to offer full color Press ID Cards for members again for 2013. The customized ID cards feature the card holder's photo and signature, as well as the newspaper's name and phone number.

The press card is driver's license-sized and printed in full color on durable plastic so it will last all year without tearing or bending, like MNA's traditional paper cards. The cards have a professional look and may even be accepted as a second form of identification in some establishments.

ID cards for each publisher and staff member can be ordered for only \$5 each. Cards can be ordered and paid for online via a secure server. You may order as many cards as you like.

To complete your order, visit:

<http://idcards.mna.org/>

PUMARLO: THE FIRST STEP FOR MEANINGFUL BUSINESS REPORTS? MAKE THEM UNDERSTANDABLE

Your newsroom has just finished brainstorming on how to beef up its business reporting. The conversation happens to be at the same time your newspaper has a major announcement itself. What better opportunity to signal to your readers a new page in local business reporting. ([Read more...](#))

AD-LIBS: HOW TO FIX A COMMON COMMUNICATION FLAW

The flaw: You're meeting with a prospective client, but you seem to be communicating on different wavelengths. When you mention a key sales point, your prospect barely acknowledges it. And when he or she talks, you feel like the entire conversation is off topic. The experience

reminds you of the two proverbial ships passing in the night, with neither crew being aware of the other. ([Read More...](#))

VETERANS DAY: THE FRIENDS OF ERNIE PYLE MAKING HIS MOST FAMOUS COLUMN AVAILABLE TO NEWSPAPERS TO PUBLISH

The Ernie Pyle World War II Museum features the famous journalist's birthplace and a museum dedicated to Pyle's life and writings as a war correspondent. It is owned by the Friends of Ernie Pyle, who are dedicated to preserving and expanding the legacy of the writer whose columns linked the soldiers on the front line to worried families on the home front. To preserve Ernie Pyle's memory is to preserve the sacrifices made by what has been dubbed "The Greatest Generation." To learn more about the Ernie Pyle World War II Museum located in Dana, Indiana, or make a donation to assist the efforts of the Friends of Ernie Pyle to honor him and that generation, go to www.erniepyle.org.

[Article and Attribution Information](#)

[Download the article here](#)

VETERANS DAY, FLAG FEATURES AVAILABLE FOR NIE

Veterans Day is Nov. 11 and this year will be commemorated on Monday, Nov. 12. The Missouri Press Association is offering a feature they created on the history of Veterans Day, including a timeline of how the commemoration moved from a one-time Armistice Day remembrance in 1919 to an annual holiday recognized across our nation.

In 2011, Missouri Press produced a feature on flag etiquette and released it for Veterans Day. More than 250 newspapers nationwide downloaded the Flag Etiquette feature. This feature is still available as well.

Both the Flag Etiquette feature and the new Veterans Day feature were created in partnership with The Missouri Bar association. Newspapers may download the features at www.monie.com. For the Veterans Day feature use download code: veterans. For the Flag Etiquette feature, use the download code: usflag.

SEND A COPY OF YOUR STATEMENT OF OWNERSHIP TO MNA.

Please remember to mail or fax or email a copy of your Statement of Ownership once it has been published in your newspaper.

All circulation figures that MNA uses for advertising, directory information and contest classification purposes must come from a published Statement of Ownership.

If we do not receive a new Statement of Ownership for your newspaper, we will use the circulation figures from the most recent one we have for your paper, which may be quite old, or we may have to indicate that your paper's circulation is "not verified."

Please fax your Statement of Ownership to 612-342-2958 or 612-342-2064 or email member@mna.org

MINNESOTA HIGH SCHOOL LEAGUE CREDENTIAL DEADLINES

A 2012-2013 Media Policy Manual will be mailed from MSHSL to each member newspaper later this month. Please review the manual for rules and regulations for news media coverage of state tournament competition conducted by the League.

ADAPTED SOCCER.....
MON. NOV. 12

FOOTBALL

SEMIFINALS..... MON.
NOV. 12

² FINALS (PREP BOWL)..... MON.
NOV. 19

GIRLS' SWIMMING &
DIVING.....MON. NOV. 12

² Television broadcast rights are not available for championship finals of this state tournament.

All requests for credentials must be submitted online at the League website. Contact Yvonne Walsh at the League office, 763-560-2262, ext. 486, or ywalsh@mshsl.org, or Ellen Giloy-Rajkowski, 763-560-2262, ext. 542, or ERajkowski@mshsl.org, to obtain access information. Further information can be found at www.mshsl.org.

2013 MINNESOTA NEWSPAPER ASSOCIATION CONVENTION

SUPPORT MNA BY SPONSORING THE CONVENTION

Consider becoming a convention sponsor. We have opportunities ranging from \$100 to \$3,500. Contact David Kaplan for more information (david@mna.org)

ADVERTISE IN THE CONVENTION BOOKLET AND THE BNC TAB

Promote your organization or business in the pocket-sized convention booklet and the keepsake booklet listing all winners of the MNA's annual Better Newspaper Contest. Prices start as low as \$175. Contact David Kaplan for more information (david@mna.org)

SILENT AUCTION ITEMS NEEDED

Support the Minnesota News Media Institute through our annual Silent Auction as part of the 146th Annual Minnesota Newspaper Association Convention by donating auction items. Past items have included hotel and resorts stays, airline tickets, gift baskets, artwork, wine, electronics, apparel, newspaper memorabilia, books, DVD sets, and much, much more.

To donate, contact David Kaplan (david@mna.org) with a description of the item you are donating and the approximate retail value.

All proceeds of the silent auction directly benefit the training programs produced by the Minnesota News Media Institute.

MNA CONVENTION TRADE SHOW

It's almost time again for the annual Trade Show as part of the 146th Annual MNA Convention. Do you know of a great company who should be taking part as a vendor? Contact David Kaplan (david@mna.org) and let us know about it.

If your new vendor agrees to exhibit at the Trade Show, you'll get 50% off your convention registration!

Contact David Kaplan for more information (david@mna.org)



**Honor the memory of a friend or colleague
with a MEMORIAL GIFT to the Minnesota News Media Institute.**



[Click Here](#) to make your donation.



NOT PUBLISHING ON THANKSGIVING DAY?

Please let MNA know. [Email the advertising department here.](#)

IT'S TIME! MNA REINTRODUCES THE QUARTER-PAGE (QP+) DISPLAY ADVERTISING NETWORK

Originally discussed but temporarily tabled in mid-2011, MNA is excited to reintroduce the Quarter-Page (QP+) Display Advertising Network. Success in other states has proven there is now an appetite for a larger space statewide saturation advertising program aimed directly at non-traditional newspaper advertisers. Sold as a “high reach/low cost multi-market turnkey advertising solution,” the QP+ Network will offer unparalleled reach of Minnesota households, but with larger page presence that advertising clients who are looking to test newspaper campaigns are seeking.

To create a sense of urgency and increase demand with potential advertisers, only ONE QP+ Network ad will be available for sale per week. As with all MNA advertising networks, each participating newspaper has the option to accept or refuse an ad that is sold into the network.

Depending upon member newspaper participation interest, multiple networks may be created (eg. Dailies, Dailies + Weeklies, Statewide.) Participating newspapers will receive 20% of their general net rate, paid monthly. In addition, any participating newspaper that sells a QP+ ad into the network will keep 10% of the total sale.

The QP+ Network will provide an innovative opportunity to many new print advertising prospects, the benefit of which is an incremental new business revenue source for our member newspapers. If your newspaper is interested in being a part of this exciting new display ad network, you can find the [QP+ Agreement Form here](#). Please contact Dan at MNA – 612.278.0223 or dan@mna.org if you have any questions or for more details.

MNA STATEWIDE NETWORKS: HEALTHY MEMBER PARTICIPATION, IDEAL OPTION FOR ALL ADVERTISING CLIENTS

MNA has 343 active newspaper members, with a total circulation of 2,786,916. Of the active newspapers, only 46 do NOT participate in at least one statewide network advertising program!

MNA networks provide participating members with a cost effective turn-key advertising option for their clients. Earn more revenue for your newspaper, earn more revenue for your territory, and earn personal sales bonuses also! MNA advertising networks are simple to execute and deliver proven results! For more information on how your newspaper can participate in the MDAN (Display Ad Network), MCAN (Classified Ad Network), or MINN (Interactive Newspaper Network) please contact Randy – 612.278.0225/randy@mna.org or Dan – 612.278.0223/dan@mna.org today!

FACEBOOK: RUMORS SAY IT MAY CREATE CLASSIFIED ADS (AGAIN)

Rumor has it that Facebook is on the verge of creating a new classifieds listings, which could put it in direct competition with Craigslist. Two anonymous sources within the social network revealed information on the project and said that it's likely to be finished sooner rather than later. The service would reportedly let users create ads to show up in friends' news feeds. These would essentially offer the same sorts of things Craigslist posts do -- jobs, apartment rentals, and items for sale -- but would only target users who meet specific criteria. Users could also add photos and links to these advertisements.

Read the entire article here: <http://cnet.co/TwWY3A> (Courtesy of *CNET.com*)

PAPER G SURVEY: BETTER TRAINING ON VALUE OF DIGITAL ADS MOST EFFICIENT WAY TO HELP SALES EXECUTIVES SELL

PaperG, a San Francisco based local display advertising technology company, has released the results of its first “Ad Sales Executive” survey, evaluating the future of digital advertising sales from the view of sales executives at local newspapers, directories, broadcast stations and other media nationwide. The report assesses the necessities of sales executives. The findings show that better education on the value of digital ads and having spec ads to show clients are the top two ways to help sales executives sell more digital advertising.

Read the entire article here: <http://bit.ly/YvJWoW> (Courtesy of *MediaPost.com*)

DIGITAL: WEB AD REVENUES AT \$17B IN FIRST HALF OF 2012 SETS RECORD

According to the IAB Internet Advertising Revenue Report by the Interactive Advertising Bureau and PwC US, internet advertising revenues climbed to an all-time high of \$17 billion, in the first half of 2012, representing a year-over-year 14% increase. Retail advertisers constitute the largest category of internet ad spending for the first half of this year, claiming 20% of the

total revenues at \$3.4 billion, while Automotive brought in \$2.2 billion for first-half 2012, an uptick to 13% versus 11% of category spend reported for half-year 2011 at \$1.7 billion.

Read the entire article here: <http://bit.ly/YvOmfp> (Courtesy of *MediaPost.com*)

SURVEY: 91% OF BRANDS TO MAINTAIN OR INCREASE LOCAL SPEND IN 2013

Much of the innovation in local over the past few years has focused on small and medium-sized businesses — a previously underserved segment now reaching web adolescence. However, between traditional media, daily deal providers, local marketing pure-plays, and major tech firms like Facebook and eBay gearing up local sales, the SMB market has never been more crowded, and the still relatively immature ecosystem appears to be suffering from its own disorganization. The study also found that while SEO and social media marketing dominated in 2012, more and more brands are looking to invest in new tactics in 2013.

Read the entire article here: <http://bit.ly/YvPqjv> (Courtesy of *StreetFightMag.com*)

MNA SALES QUOTE OF THE WEEK:

“Don't go around saying the world owes you a living. The world owes you nothing. It was here first.” - Mark Twain

PERSONAL PRESENCE



As I've mentioned many times in the past, *how* you say something during a sales meeting can be just as important as *what* you say.



Dan Lind
MNA Managing Director
dan@mna.org

How you look, how you act, how you move, and how you engage with an advertising prospect all send powerful messages about who you are and whether you can be trusted. I'm guessing about 80% of sales people ignore the non-verbal parts of the sales cycle, which likely results in losing 30% of the opportunities available to them. Once sales people discover how to use their personal presence to close more business, their closing ratios begin to soar.

Here are a couple of small hints for improving your "personal presence":

- Shake hands firmly.
- Look people directly in the eye.
- Dress one notch better than your prospect.
- Arrive 5 minutes early for every meeting.
- Leave your cell phone in the car.
- Pop in a breath mint before walking in the door.
- Be organized and prepared. Bring two pens just in case.
- Ask permission to take notes during the meeting.
- Say, "thank you."

I'll admit that none of the hints I'm suggesting are rocket science. But I can guarantee you that more business is won or lost through these and other simple non-verbal cues than through all the fanciest, most complicated sales presentations in the world.

Whether it is riding a bike, playing a musical instrument, learning to dance - or closing business - the basics are always the hardest and most important thing to master. Kevin Love still sinks dozens of free throws every day in practice, because he understands that mastering the basics is what it takes to win.

Have a terrific week,

Dan

*If there are specific topics you'd like to see discussed in a future issue of *The Sales Cycle*, please let me know! dan@mna.org or 612.278.0223*



The Minnesota News Media Institute of the Minnesota Newspaper Association provides regular training opportunities for its members. Visit this section of the Bulletin each week to find information on new programs, in-person training sessions and webinars. Contact Program Director Sarah Bauer with any questions, comments or programming suggestions: sarah@mna.org or 612-278-0250.

CHECK OUT THE REYNOLDS CENTER'S UPCOMING FREE TRAINING

From finding investigative stories to interviewing to branding yourself and setting up your own business, we've got you covered with online training you can do at your desk. Please check out [offerings - online and in-person -- from the Donald W. Reynolds National Center for Business Journalism](#) and sign.

Learn in just one hour a day with these free webinars:

- [SEC Filings Master Class](#), Nov. 13-15, with Michelle Leder of Footnoted.com
- [Investigating Public Pensions](#), Dec. 4, with Barlett & Steele Award winner Craig Harris
- [5 Local Economic Stories to Jump on Now](#), Jan. 15-16, with NPR's Marilyn Geewax
- [Finding Your Best Investigative Business Story](#), Feb. 5, with Pulitzer winner Michael J. Berens
- [Branding for Journalists: You Being You...Online](#), March 5, with Reynolds Center Digital Director Robin J. Phillips
- [Power Searching for Business Journalists](#), March 19, with Google research scientist Dan Russell
- [Getting the Goods - Interviews that Work](#), May 8-9, with Pulitzer winner and Knight Chair Jacqui Banaszynski
- [The Business of Me](#), June 4-6, with 10,000 Words blog founder Mark S. Luckie

UPCOMING MNI TRAINING OPPORTUNITIES

WEBINAR: Reporting on the Tough Issues: The Role Media Can Play in Suicide Education

Presented by Online Media Campus in Partnership with the Minnesota News Media Institute

Friday, November 9 | 1:00 - 2:00p | \$35 | [Register Online](#)

The media can play a powerful role in educating the public about suicide, including ways to prevent it and ways to help readers deal with it and other emotional issues.

In this webinar we will discuss:

- The relationship between bullying and suicide.
- Safe and responsible ways media can cover suicide.
- How to use stories to inform readers of causes, warning signs, trends and treatment advances.
- How to avoid reporting ways that may lead to suicide contagion.
- National media recommendations for safe reporting.

In today's society, reporters must report on an alarming number of sensitive stories, particularly those involving young people. Each of the techniques and tools discussed in this program will be applicable for coverage of delicate topics.

Presenters: **Wylie Tene** is the public relations manager of the American Foundation for Suicide. **Emily Bazelon** is the author of "Sticks and Stones: Bullying and How To Solve It," to be published by Random House in February 2013.

WEBINAR: Investigative Story Ideas For Small Newspapers

Presented by Online Media Campus in Partnership with the Minnesota News Media Institute

Friday, November 16 | 1:00 - 2:00p | \$35 | [Register Online](#)

Original enterprise news exists in plenty of small towns and counties. Your newspaper can secure its position as a community leader when you tell your readers about it, using investigative reporting that is achievable with small staffs. This session shows techniques, habits and practices to help you identify explanatory and investigative stories that give meaning to ongoing controversies, issues, government actions and decisions you are covering.

***Presenter: Stephen J. Berry**, co-founder, former interim executive director-editor and advisor for the Iowa Center for Public Affairs Journalism, is a journalism professor at the University of Iowa, teaching introductory, intermediate and investigative reporting and writing to undergraduates and graduate-level courses on reporting and contemporary problems in journalism.*

UPCOMING INLAND WEBINARS



Webinars cost only \$75 for MNA members.

To view all upcoming webinars, or to register, [click here](#).

Building Revenue: Four Secret Weapons to Grow Email Marketing Revenue **REGISTER NOW! Thursday, November 8 | 2:00 p.m. CDT**

Newspapers attract record audiences to their websites, and many have created large databases of subscribers. But not all have created the revenue to match. Email marketing is the third-largest category of interactive spending—and a huge opportunity for newspapers. Join database marketing expert Ruth Presslaff of Presslaff Interactive Revenue, as she cites case studies from newspapers who are tapping into these dollars. She shares the four secret weapons that will generate traditional and digital revenue at your newspaper.

With Ruth Presslaff, owner, Presslaff Interactive Revenue

Mobilize Your Classifieds:

[REGISTER NOW!](#) Wednesday, Dec. 5 | 2 p.m. CDT

In this webinar, Adpay shares the strategies for success in classified advertising drawn from its 10 years of serving the media industry. Learn the best practices that generated increased traffic, ad counts and revenues for their partners in mobile, digital and print platforms. Robert Granfeldt, Digital Vice President at Southern Community Newspapers, Inc. will outline how their papers achieved classified gains by following these clear steps.

As a bonus, the webinar will conclude with an offer of a free classified evaluation by Adpay to all attendees. This evaluation will uncover the tweaks to your current system that will quickly make an impactful and positive change.

With Deb Dreyfuss-Tuchman, Executive Vice President of Sales Adpay Inc. and Robert Granfeldt, Vice-President of Digital Media Southern Community Newspapers, Inc.

View a full list of upcoming Inland Press webinars here:

<http://inlandpress.org/training/webinars/>

POYNTER'S NEWS UNIVERSITY

Poynter.

The Poynter Institute's News University serves more than 130,000 users through courses, group seminars, and Webinars, covering subjects from multimedia techniques, to writing, to reporting, and beyond.

Some interesting upcoming training events:

- [November 9: Measuring Your Social Media Impact](#)
- [On Demand \(FREE!\): Covering Islam in America](#)
- [Training Package: Essential Skills for the Digital Journalist: The Webinar Series](#)
- [On Demand: Medicare Reform: Reporting Past the Rhetoric](#)
- [On Demand: Five Steps to Multimedia Storytelling 2012](#)

[CLICK HERE](#) for a complete list of upcoming training opportunities.