



Weekend Review

Friday, April 10, 2015

Read the full eBulletin from Tuesday, April 7

From the SNPA President

April 17: Deadline to participate in Salary Survey



*By Charles Hill Morris
Regional Manager
Morris Multimedia
President, SNPA*

Data matters in today's business environment. Long gone are the days of shooting from your hip and acting on pure gut instinct.

The SNPA Salary Survey – designed for daily newspapers – is

a free member service that is packed full of great data. The survey allows you as industry leaders to make informed human resource decisions.

However, in order for this data to be as complete as possible, and for it to remain free, you must participate. Very little time and work on the front end by you and your staff will pay dividends back to you and others in the industry throughout the next year.

To take advantage of this no-cost valuable information, your questionnaire must be received by the SNPA staff by Friday, April 17.

Once the data is combined and tabulated, the results will be sent to participating newspapers the first week of June.

Please rest assured that SNPA does not release a list of participants and no one will see your survey questionnaire except Cindy Durham in the SNPA office.

Again, take the time and make the effort in order to reap some of the most insightful human resource data in our industry.

Thank you in advance for your help.

[Download survey questionnaire \(Excel format\)](#)

April 30: Deadline to sign up

SNPA publishers and owners invited to participate in candid industry talks

SNPA President Charles Hill Morris, regional manager with Morris Multimedia, has announced plans for SNPA to host a series of newspaper forums to talk openly and candidly about what is working and what is not working within the newspaper industry. Each forum will be attended by a small group of owners or publishers of similarly-sized operations from around SNPA's footprint.

A moderator will lead the conversation within the group, and the meetings will run from Noon on the first day through 5 p.m. the next day.

Morris said, "In order for the meetings to be most beneficial, all members of the forum will be required to sign a non-disclosure form. Members will be sworn to secrecy with the understanding that what

is discussed in the meeting needs to stay in the meeting.”

Confidentiality will be required because full financial information, along with any revenue and expense concerns will be discussed in the meetings.

Publishers and group owners who would like to join one of these groups should email Edward VanHorn in the SNPA office by April 30:

edward@snpa.org.

Each group will meet at an Atlanta airport hotel conference room, or at a location that is more centrally located and agreeable to both the group and the moderator.

The costs will be for reimbursement of the conference facilities and for the cost of the moderator.

Only a few places left!

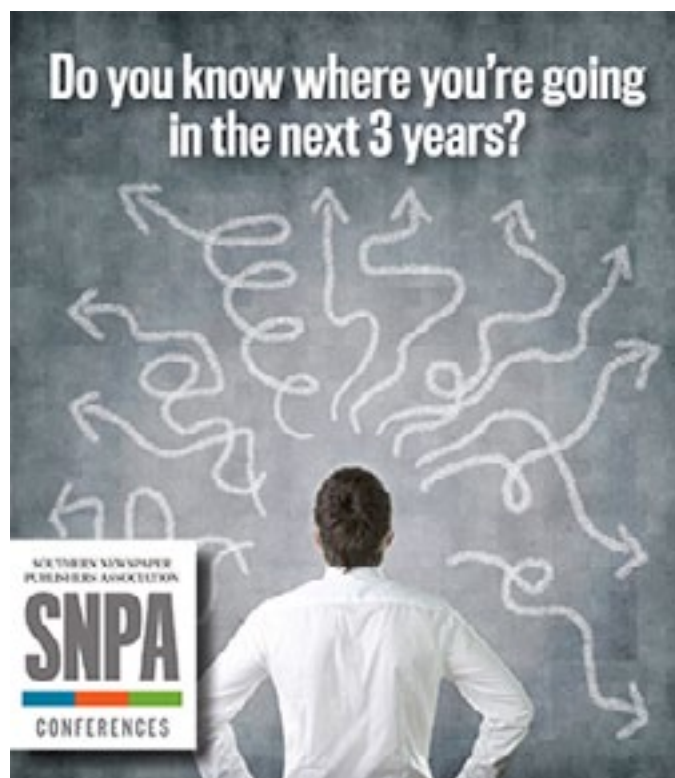
SNPA-UNC program on transforming your business is nearly full

Time is running out to sign up for the SNPA-UNC program in Chapel Hill that will help you create a strategy to maintain profitability at your company and understand tactics that will strengthen your newspaper in the digital age.

Attendance is limited to 40 participants, and 33 people are confirmed. Rooms at The Franklin Hotel are nearly sold out.

This program for top newspaper executives – “From Disruption to Transformation: New Strategies for Prosperity in a Digital Age” – is a collaboration of SNPA and the School of Journalism and Mass Communication at the University of North Carolina. The goal of this conference is to help top newspaper executives create a strategy for their company, a timeline for implementation, and a system for measuring progress.

Technology is redefining the way that news and information are consumed. At the May 18-20 conference, key industry leaders will work with partici-



pants to develop functional models and strategies to transform their businesses.

[Click here to register](#)

[Click here for details and the full agenda](#)

Newspaper executives from all market sizes will benefit. The discussion and interaction at the conference will focus on:

- Knowing your audience
- Re-thinking news
- Developing a new business model
- Connecting revenue growth to audience and cost
- Building on what you've got
- Creating new types of content, and
- Re-engineering to develop the critical capability to take advantage of new sales and revenue opportunities.

The conference will be led by Penny Abernathy, the author of “Saving Community Journalism: The Path to Profitability” and a Knight Chair of Journalism and Digital Economics, and JoAnn Sciarrino, longtime advertising executive and currently Knight Chair of Digital Advertising and Marketing.

Discussion leaders include:

- John Clark, director of UNC's Reese News Lab and former general manager of WRAL.com
- Steve Gray, director of strategy and innovation, Morris Publishing Group
- Les High, editor, Whiteville (N.C.) News Reporter
- Bruce Kyse, former publisher, Santa Rosa (Calif.) Press Democrat
- Raju Nariseti, vice president of strategy and development, News Corp.
- Catherine Nelson, vice president and CEO, Rutland (Vt.) Herald
- Tom Rosenstiel, executive director of the American Press Institute
- Ryan Thornburg, UNC digital professor and former digital editor of The Washington Post
- Robyn Tomlin, vice president of digital and communications, Pew Research Center, and former editor of Digital First

The registration fee is \$495 for the first person from each newspaper. Additional executives from the same newspaper may register for \$295.

Reserve your room at The Franklin Hotel in Chapel Hill before April 20! The group room rate of \$159 includes free parking, Internet access and breakfast. The J-School is an easy walk from The Franklin Hotel. Reserve rooms in the SNPA block by calling (866) 831-5999.

Entries invited for 2015 Carmage Walls Commentary Prize

Daily and non-daily newspapers are encouraged to nominate their most outstanding work for the 2015 Carmage Walls Commentary Prize. Your best work could earn a \$1,000 cash prize.

Awards will be presented in each of two circulation categories – over 50,000 circulation and under 50,000 circulation. The deadline for entries is Friday, May 8.

In each circulation group, the first-place winner will receive a plaque and a cash award of \$1,000. Second-place winners will receive a plaque and \$500.

This annual award, to be presented during the Oct. 5-7 News Industry Summit in Savannah, Ga., recognizes outstanding commentary on local issues. It encourages thoughtful, courageous and constructive editorial page leadership on issues specifically relevant to each newspaper's primary readership.

The prize was named for the late Benjamin Carmage Walls whose newspaper career spanned seven decades. Walls primarily owned community newspapers and advocated strong, courageous and positive editorial page leadership. His friends and associates funded the cost of the awards for the first 10 years. Southern Newspapers, Inc. – led by Lissa Walls Vahldiek, his daughter – has been underwriting the cost of the awards since then.

Vahldiek says, "One positive result of the challenges facing the newspaper industry is the recognition that quality local content is essential to a newspaper's success.



"My father, Carmage Walls, believed a newspaper was a semi-public trust which should reflect and serve its community by providing constructive criticism and positive leadership.

"Central to providing that leadership are the editorial pages of a newspaper. Editorial pages that are relevant, insightful and engaging have become the 'town hall' for a community and serve a role that no other institution or organization could.

"It takes courage and commitment by talented and resourceful editors and writers to shine a light on their community and offer praise when earned and constructively criticize when necessary.

"Please consider honoring those who work tirelessly each day to do this incredibly difficult but critical job by submitting entries."

For additional information, contact Cindy Durham at SNPA: cindy@snpa.org or (404) 256-0444.

Download entry form (which includes contest rules)

Associate Member Spotlight

Turning the traffic around

By Jane Nicholes

Suppose Business A has 200 faithful followers on Facebook. Business A works diligently to keep everyone updated and looking forward to the next social media post.

Now, suppose Newspaper B has 2,000 page views a day. Newspaper B installs the widget made by **Friends2Follow**. Then it sells Business A on the concept of streaming its social media through the widget to Newspaper B's website.

Suddenly Business A potentially reaches 2,200 people instead of 200 with the same social media content it was already producing. And Newspaper B has done little more than offer Business A the opportunity.

The effect is that of a megaphone for the advertiser, said John Winn Miller, chief strategy officer for the two-year-old Friends2Follow. "It's simple but very effective for increasing reader engagement and revenue."

Miller, retired publisher of the Concord Monitor in New Hampshire, is the chief strategy office for Friends2Follow. The company is based in Barrington, N.H, but Miller lives in Lexington, Ky., where he is a journalist in residence at the University of Kentucky. The company was started about two years ago by two of his former colleagues at the Monitor.

"They saw a need, that the trend for marketing was going toward spending on social media, and that newspapers needed to figure out a way to take back some of that market share," Miller said. "About a year ago they demonstrated the product to me. I said, this is genius. I want in."

More than 130 publications are using Friends2Follow's widget. Most are newspapers; some are magazines. There are a few retail customers, including a brewery.

Once the widget is installed, the advertiser can stream whatever it was going to do on social media

anyway. It also has a number of options, such as sending only some posts to the newspaper website and changing its message at any moment. "All the production is whatever the advertiser wants to put on their social media," Miller said.

Miller said many businesses and other users of well-known social media such as Facebook and Twitter don't realize that ever-changing algorithms limit how many posts appear on a user's timeline. The number of people seeing a commercial post may be far fewer than the business owner thinks. The widget expands the audience exponentially.

(Paid Content)

Friends 2 Follow



 Hubbard's Off Main
f Apr 6

It's free drink Tuesday!!! Tell your server you saw our Tuesday Lunch Facebook post and get a free drink! #HOM #downtowndestination (View photo)



[View widget on the website of The Anniston Star](#)

[Widget links to Facebook](#)

“The advantage to the paper is they don’t have to do any work. The advertiser does all the work. The advertiser does all the updating,” Miller said. “It’s almost a 100 percent margin for newspapers because they don’t have to put any work into it.”

But Friends2Follow doesn’t just sell the widget, install it, take the money and walk away. The company provides sales training and sales generators to newspapers. It collects data on clicks, impressions, follows, shares and other measurements of success. Clients have access to a monthly newsletter, a center for best practices and demographic studies.

“We can show the newspaper and the advertiser, down to the Tweet, how well they’ve done,” Miller said.

Newspapers that pay for Friends2Follow services and its widget usually charge advertisers a monthly fee to stream social media to the paper’s website, Miller said.

“We want them to succeed. What we tell them is we don’t make money if you don’t make money. Our business model is a revenue share. The more money they make, the more money we make.

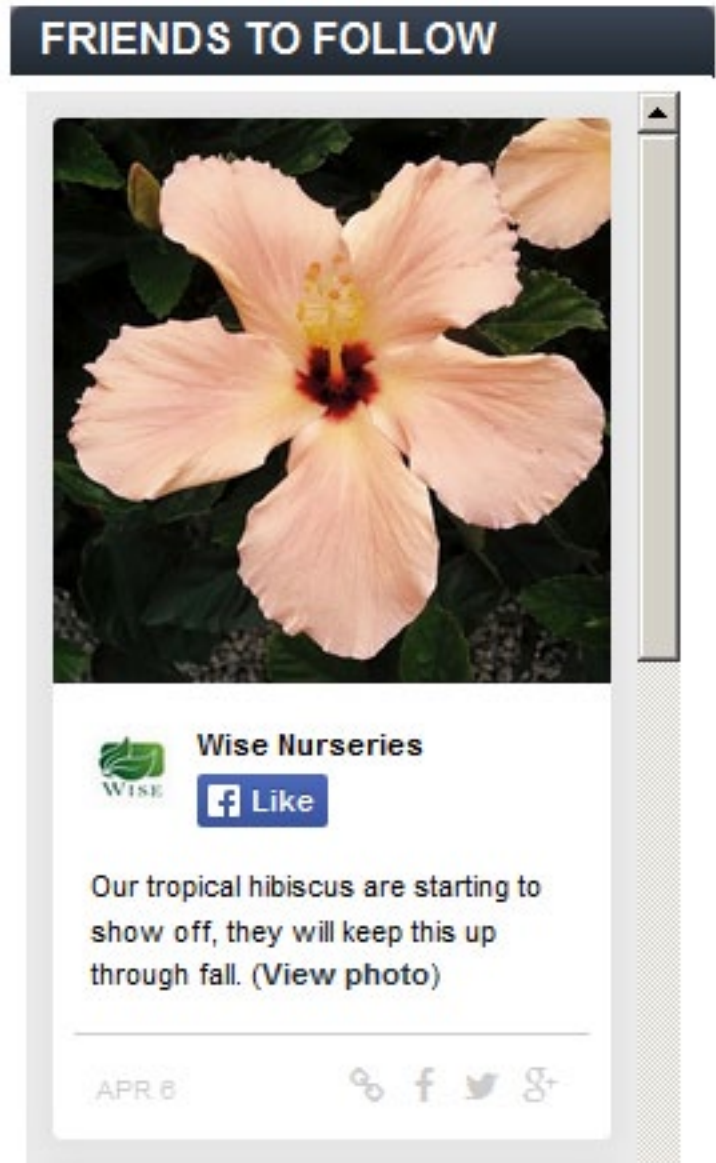
“It behooves us to make sure they’re trained and they’re selling effectively, and that they’re able to retain their customers once they’ve sold it.”

The news side can also benefit, Miller said. Friends-2Follow can set up a news widget. It’s especially useful for smaller papers without a full online staff to keep updating a website all day, he said.


A news widget can stream reporters’ breaking news stories and photos directly to the front page of the website. Traffic alerts can go up just as quickly. Success depends on reporters being active on social media, Miller said. “The point of it is a breaking news content block that will increase reader engagement,” he said.


Miller said social media are overtaking the major search engines in referring traffic to newspaper websites. Newspapers that seek out revenue from social media find evidence of circulation increases as well.

“It’s just an underutilized, vital resource for most newspaper organizations.”




FRIENDS TO FOLLOW

 **Wise Nurseries**



Our tropical hibiscus are starting to show off, they will keep this up through fall. ([View photo](#))

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For more information, contact John Winn Miller at john@friends2follow.com.

Jane Nicholes, a regular contributor to the eBulletin, is a freelance writer and editor based in coastal Alabama. She is an award-winning veteran of more than 30 years in the newspaper business. Reach her at jbnicholes@att.net. Nominate your company for an associate member spotlight article!

Friday, April 17

Webinar: How to Use Data Visualization Tools

Sometimes text and photos aren't the easiest way for a reader to digest information. Learn how to help your readers relate to data, put information into context and really appreciate the numbers using one of several free online tools that can build graphics and interactives.

Our Presenter:

Nicole Simmons has been the regional digital editor for GateHouse Media New England since 2012. Previously, she was the metro editor for new media for MetroWest Daily News in Framingham, Mass.

Simmons started at Community Newspaper Company (later bought by GateHouse) in 1999 as an education reporter, moving on to become a city beat

reporter, a copy desk editor, a page one designer/ editor and a Sunday paper editor.

The registration fee is \$35 – if your registration is received by Tuesday, April 14. Fees increase to \$45 after April 14.

**If you are interested in attending but are unsure if you will be able to view the live webinar, we encourage you to sign up anyway. As part of your webinar package, you will receive free access to the archive of this webinar by registering for the live viewing.*

[Learn more and register](#)

The next SNPA eBulletin will be published Tuesday, April 14

To read the full eBulletin, an SNPA LOGIN is required. See next page for instructions or contact cindy@snpa.org for a LOGIN.

How to Use Data Visualization Tools

Presented
by:



Comments
Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.

Friday, April 17
2:00-3:00 p.m. EDT
1:00-2:00 p.m. CDT

Registration
Fee: \$35
Deadline: April 14

You miss out L I \ R X G R O W C

SNPA's website is designed to help publishers share ideas that work and find solutions to problems. Check it out at www.snpa.org

Much of the information on the website and ~~bulletin~~ is restricted to SNPA members. To access the full site, SNPA members need to create a username and password. You only have to do this once, and it is simple. Here are the steps:

1. Click the [LOGIN](#) link- top, right on the home page
2. Select "[Click here](#) to set up your free web account."
3. Type your last name and your email address
4. Enter a username and password
5. If you have trouble gaining access admin@snpa.org We'll help you!

Login once for full access.

MySNPA Meetings/webinars Great Ideas Ask the expert News Awards/contests Surveys Virtual trade show **LOGIN** Job network About us

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION
SNPA

Connect Grow Learn

SEARCH GO

People VIEW ALL

Courier, Comet publisher to retire
Belinda Lush joins Leap Media Solutions
Virginian-Pilot publisher leaving for Homes Media

Look what we made today!

FRONT PAGES | VIEW ALL
WEB SITES | VIEW ALL

New Ways to Read Old News

Exploring the Southern past through Southern papers

During the Tuesday afternoon session at SNPA's News Industry Summit, Dr. Edward Ayers, president of the University of Richmond, will take SNPA members on a road trip through Southern history, with lessons that every executive who lives or operates in the South should understand. This masterful storyteller and historian will show how newspapers connect the past, present

Calendar VIEW ALL

September 26, 2014 | Webinar: Premium Editions -- Reaching Higher Revenues
October 6 - 8, 2014 | 2014 News Industry Summit
October 16, 2014 | Webinar: The Art of the Interview
February 23 - 25, 2015 | 2015 Mega-Conference

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