

the Bulletin

**THURSDAY,
APRIL 17, 2014
ISSUE 16**

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t @MichiganPress

PROMOTING PRESS FREEDOM SINCE 1868

Hillsdale County moves to put notices online

Michigan Press Association (MPA) was alerted that the Hillsdale County Commission ran the following notice in the *Hillsdale Daily News*:

"Whereas Hillsdale County wishes to promote transparency of county government as well as provide for the best and lowest cost access to information regarding the county's legislative body... Hillsdale County shall refrain from publishing in a publication of general circulation any meeting minutes, condensed minutes of the Board of Commissioners, meeting notices, available appointments to Boards or Commissions or any other item not specified for printed publication under State or Federal Statute."

Ironically after receiving a heads up about this, the MPA staff went to the Hillsdale Co. website to investigate and got the following alert: "Firefox can't establish

a connection to the server at www.co.hillsdale.mi.us. The site could be temporarily unavailable or too busy. Try again in a few moments."

The above situation is just one reason MPA believes that newspapers are still the most effective method of informing citizens about what is going on in their communities.

Newspaper members need to be aware that this could be happening in other areas of the state. Some municipalities have put the issue on the ballot and lost (City of Wayne, Trenton and Owosso) some have won partial victories (Ann Arbor and Novi). The state laws have not changed YET, but these movements are the beginning of something that could end in Lansing with legislation that would allow



ERROR 404
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all public notices to run on local government sites only.

MPA staff urges you to keep your eye on your local governments. Their

state associations are telling them this is a great way to save money and still provide information to citizens. We disagree.

You will find talking points inserted into this Bulletin to use when talking with local and state officials about this issue. We also have house ads available at www.michiganpress.org that you can use to keep your readers informed on the issue.

If you have any questions about this issue please contact either Mike MacLaren or Lisa McGraw at 517-372-2424 or email mike@michiganpress.org or lisa@michiganpress.org.

Free Press' Stephen Henderson wins 2014 Pulitzer Prize for commentary

The *Free Press* won a Pulitzer Prize on Monday for commentary by Editorial Page Editor Stephen Henderson, whose unflinching examination of Detroit's financial collapse gave readers a sobering overview of the past and a hopeful road map for recovery.

This year's honor was the *Free Press*' 10th Pulitzer Prize over its history. The award is considered the most prestigious in journalism and is bestowed annually in several categories by Columbia University in New York.

Stephen Henderson



really sunk in yet. I'm still completely overwhelmed, but of course really grateful," Henderson said. "The work that we do here is so important right now and so critical to the city."

The prize committee praised Henderson's columns for being "written with passion and a stirring sense of place, sparing no one in their critique."

Paul Anger, *Free Press* editor and publisher, said Henderson brings deep skills and commitment to his job as the newspaper's editorial director and editorial page editor since 2008. "Steve is a

unique journalist — he's a wonderful writer, he has courage, and he has a commitment to Detroit and Michigan that he feels in his soul."

Joyce Jenereaux, president of the *Detroit Free Press*, said Henderson's prize is another reminder of how the *Free Press* is one of the most outstanding news-gathering operations in the country.

"The *Free Press* has clearly been a powerful voice for its community on the most critical stories of our time," she said.

A native Detroiter, Henderson, 43, has worked at the *Free Press* since 2007 following an earlier stint in the 1990s. He previously covered the U.S. Supreme Court for four years with the Washington Bureau of the

Continued on Page 4

Student newspapers revamp to manage print shift

Edited from original story by Daniel Reimold of poynter.org

U of M & Ferris State taking thoughtful approach

College newspapers in Michigan and elsewhere are embarking on reinvention that will push back deadlines, require less work on papers and encourage students to spend more time on their mobile phones. It is part of a rising movement within college media 2.0 – one which principal architects are determined to see through even while unsure about its eventual success.

Starting this fall, *The Daily O'Collegian*, the 119-year-old student newspaper at Oklahoma State University will adopt a new format, publishing schedule and digital focus. It is even changing its name, from *The Daily O'Collegian* to the *O'Colly*, the publication's longtime nickname. Student staffers will be putting out a print edition three times per week instead of five.

"By making this change, we are transitioning from a five-day-a-week newspaper to a 24/7 media company," said Editor-in-Chief Kyle Hinchey. Everyone is dealing with the biggest shift in college media since campus since the 1880s.

When *The O'Colly* noticed larger leftover stacks of their print edition on campus, they learned students increasingly consume digital news. To appease and re-energize as many audiences

as possible, the *O'Colly* has approved journalism-first, platform-neutral approach.

Through its online paywall – unique among college media – the *O'Colly* will continue to charge a yearly subscription fee for individuals outside the campus area, although users can still access three articles per month for free. About 450 members pay \$20 annually for unrestricted website access.

The marketing team plans to put together packages that mix modular print ads, social media promotions, homepage plugs and mobile app ads pegged to the amount a client wants to spend.

The Michigan Daily at U-M has held

their print run at 15,000 for the last three years and they continue to print five days a week during the school year. *The Daily* is increasing their coverage of University administration and off-campus news to cover Ann Arbor elections, politics and events. They have added new drop spots in area hotels and restaurants which has increased their visibility in the community and helped to slow their loss of revenue from local ad sales.

Their local and community efforts have been recognized by the New York Times for breaking the news that the senior place-kicker for U-M had been permanently separated from the college for violating its student sexual misconduct policy.

The *Torch* at Ferris State University hasn't experienced a noticeable change in print circulation this year and their print product remains fixed at 16 pages. The decision was made to stick to 16 pages as ad revenue continues to slide. Their website, fsutorch.com, topped 10,000 web visits for five consecutive months.

In February, the site had more than 33,000 visits. Also notable, a four-month stretch from November to February was particularly busy with 128,886 web visits.

However, this doesn't mean the print edition is irrelevant. "In fact, it is extremely relevant among student readers on campus," said *Torch* Advisor Steven Fox. "The print edition must be done well and stay focused. The web traffic is primarily driven by breaking news events – particularly a couple of high-profile events that happened over weekends. The website allows the *Torch* staff to report those things and reach readers (on and off campus) when and where they want their breaking news. However, the importance of print as a stable force each Wednesday appears to remain strong," he said.



New member applications

Michigan Press Association has received two applications for new membership.

Notice of Specialty Publication Membership Application

Drummond Island Digest, has applied for specialty publication membership. The monthly print publication has a circulation of 900 and has been publishing since 1989. Key personnel include Publisher Julie Covert.

This is the second notice of this application as required by MPA Bylaws.

Vizion Online Magazine, has applied for specialty publication membership. The online publication has average monthly page views of 800 and has been publishing since 2008. Key personnel include Publisher Jeff Woods.

South County News, Vicksburg, has applied for specialty publication membership. The monthly print publication has a circulation of 500 and has been publishing since 2013. Key personnel include Publisher Sue Moore.

This is the first notice of these applications as required by MPA Bylaws.

A vertical banner with a colorful geometric pattern in shades of red, orange, and yellow. The text is white and slanted. At the top, it says '2014 Better Newspaper Contest'. Below that, it says 'Be the first member newspaper to enter the contest and be recognized in the Bulletin!'. Then, it says 'Visit michiganpress.org and go to the Contests page (linked at the top of every page) to find rules, instructions and supporting materials to get your entries onto betterbnc.com.'. At the bottom, it says 'Deadline to Enter is: June 30, 2014'.

Getting it right

What we can learn from six small papers in Nebraska

So many topics, so little space. This morning, I created a poll on my Facebook wall, which includes thousands of newspaper friends, and asked for help in deciding among three potential topics for this column. The poll looked like this:

I need your thoughts. Help me pick a topic for my column today. Select one of the following?

- A few new tools out there to help newspaper folks get their jobs done.
- The fallout from my previous Digital First column and their announcement to close down their Thunderdome division.
- What I learned from working with six small papers in Nebraska this month about running successful papers.

Within minutes, I received 40 or so responses. I was a little surprised at the results. Almost 60 percent selected “What I learned from working with six small papers in Nebraska.”

Approximately 22 percent chose “A few new tools,” while 19 percent selected a column concerning the Digital First fallout.

I wasn’t surprised that the column on successful small newspapers was selected, but I didn’t expect a blowout. Making the results even more surprising, I could tell who voted for what and it was clear that people at large dailies are just as interested in what the papers in Nebraska are doing to be successful as are people in small community papers.

So let me tell you a little about Nebraska. Rob Dump and his wife, Peggy, own six small papers in rural northeast Nebraska. The largest is *Cedar County News* in Hartington. According to US Census Bureau numbers, Hartington has dropped in population from 1,662 in 1990 to approximately 1,500 today.

The circulation of *Cedar County News* is 2,000. The circulation of the five smaller papers averages 900 each, with the smallest, *The Coleridge Blade*, reporting a circulation of 312. Total circulation for all six papers is 6,500.

Scenes for the movie “Nebraska” were filmed at the *Osmond Republican*.

Rob, along with Peggy, attended the Institute of Newspaper Technology years ago and has been contacting me ever since about my coming to work with their papers. The obvious problem was the cost associated with flying a consultant across the country to spend a few days in Hartington.

I learned years ago, when Jean Matua (another Institute alum) had both Ken Blum and me at her newspaper, a 1,300-circulation weekly in a Minnesota town of 700, in the same week to work with her and her staff of one, that such problems

are opportunities for people like Rob and Jean. So I wasn’t surprised when Rob called me a few months back to let me know he had received a government grant to bring me to Nebraska.

After arriving in Sioux Falls and making the 90-minute drive to Hartington on Wednesday, I spent Thursday training Rob’s incredibly impressive staff. Most seemed to be graduates of journalism schools in or near Nebraska. His daughter, Kalee, shared time between school at The University of Nebraska, in Lincoln, and working with the paper in Hartington. Most of the staff had worked at the papers for extensive periods and seemed to thoroughly enjoy their work.

The staffs of all six papers gathered on the town’s primary street, in a former store that has since been converted to a home for the newspaper press, with a conference area in the front.

We spent most of the day improving the photo editing process for the papers and training the staff in advanced skills using Adobe InDesign. We worked on improving their method of creating ads for their websites and making the printing process go more smoothly.

On day two, I worked individually with several of the staff members. Peggy and I created a new system for streamlining her classifieds, using nested styles in InDesign. Rob and I began the work to create a photo archiving system for the papers. I worked with other staff members to solve PDF problems, get all the fonts to work together in all six papers and streamline the entire process.

At the end of day two, Rob and I sat in his office and discussed the time we’d spent together. He was amazed at how much we’d gotten done. “I never imagined we could do so much in just two days,” he told me a few times.

Then it was my turn to ask questions. In our conversation I learned that all of his papers were written and designed in the communities they served.

All six papers have editors who lives in, or near, the towns they serve. And get this: All are profitable.

I asked Rob how he could afford to have a paper with a circulation of 312.

“Well, people ask me that question a lot,” he said, “and I look at it this way. We’re able to pay for our staff and to make a little profit.” He continued, “And it’s good for the community to have its own newspaper.”

Rob pretty much summed up what I say are the three qualities that exist in most successful

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Technology



Kevin Slimp serves as director of the Institute of Newspaper Technology, a training program for newspaper professionals sponsored by the University of Tennessee and Tennessee Press Association. In addition, Slimp speaks at newspaper conferences throughout the United States and Canada. His previous columns can be found at KevinSлимп.com.

Stephen Henderson

From Pg. 1

former Knight Ridder newspaper chain.

Henderson said the opportunity to cover important stories at a critical period in the history of his home state and hometown was why he chose to return to Detroit after his years in Washington.

"It was an important time to be in Detroit and an important time to be in Michigan, and I felt like coming back sent a message," he said. "My first column was about that... how I wanted to try to make it better by being here."

Getting it right

From Pg. 3

newspapers:

- Focus on local content, produced locally
- Support and training for staff
- A quality sales staff that understands the role and benefits of newspaper advertising

Maybe next month, we can discuss those new tools.



presents the



You Have GR8 News!

Young, sharp people have great things to say about the kind of work YOU do in your community. You can share that with your local audience – whether speaking to service clubs or posting a video link to your online edition.

A video developed by the MPA Foundation talks about how community journalism makes a positive difference and how now, more than ever, we need to nurture it into the future. It's a powerful message that can bolster your franchise.

Learn more at:

michiganpress.org/mpafoundation.aspx

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MPA Classifieds / Free Member Exchange Ads for April 17-23, 2014

Reporter/Editor. City Pulse, Lansing's award-winning alternative weekly newspaper, now 13 years old, seeks a reporter/editor. We're very issue driven and value fair, accurate stories with a point of view -- yes, even first person. This is a writer's newspaper, not an 8"-and-out-no-jump newspaper. This is a rare full-time opening on a very dedicated staff. One to two years' experience preferred, but we will consider applicants just getting their degree. **Send a cover letter, resume and four or five of your favorite clips to publisher@lansingcitypulse.com.**

Reporter. The County Press, a twice-weekly award-winning newspaper based in Lapeer, is looking for an energetic general assignment reporter to compliment the editorial staff that contributed to the newspaper earning the MPA's prestigious General Excellence Award for three consecutive years, 2011-2013. A successful applicant will also write for the newspaper group's Lapeer Area View, a weekly tabloid that concentrates on arts, entertainment, school activities as well as human interest feature stories. New graduates welcome. **Send three clips or a letter of interest to editor Jeff Hogan at jhogan@mihomepaper.com. Call 810-452-2640.**

Administrative Assistant Sought By MIRS. MIRSnews.com is seeking a motivated, computer savvy candidate to join our team. This position is a full time, hourly position and includes providing administrative support to the publisher and the journalists of MIRSnews.com. Regular duties include tracking votes and bills moving through the Michigan House, updating various reports and calendars. The successful candidate should be organized, self motivated and able to work in a small, collegial office atmosphere. Compensation commensurate with experience and includes 401K and match as well as health and dental coverage. **Interested candidates should e-mail MIRS' Publisher John Reurink at johnr@mirsnews.com. Application deadline is Sunday, April 20.**

No charge for ads 100 words or less to member newspapers of the Michigan Press Association and students whose papers are MPA members. Ads must be submitted to bulletin@michiganpress.org no later than Wednesday noon. Non-MPA member ads 100 words or less run for four weeks for \$40 with payment due in advance. Non-MPA student ads 100 words or less run for four weeks for \$20 with payment due in advance. All ads should be limited to 100 words. All ads containing over 100 words will be charged an extra \$10. The Free Member Exchange is available at michiganpress.org and is delivered to subscribers by e-mail. E-mail bulletin@michiganpress.org to subscribe to the electronic distribution list.

Stay in the loop and sign-up for members-only access to MichiganPress.org!

1. In order to view the member resources at MichiganPress.org members must first be registered with our site. Find the "Login" link in the upper-right corner of any page.

2. If you're a returning user enter in your ID and password then press "Login." If you're new to our site, select "Create New Account" below the login button.

3. We recommend that you use your organization's email and you will create your own password. Authorization to use our site may take up to 24-48 business hours to process but it generally doesn't take that long.

4. After you have been approved for use of MichiganPress.org you can now access the Members-Only Resources available online.



If you have any questions please contact us at 517.372.2424 or email sean@michiganpress.org.

Connecting to Michigan newspapers is even easier!

All MPA members as well as those who have purchased a Michigan Newspaper Directory can sign-up to get access to the Michigan Press Association Directory app.

To sign up, visit michiganpress.org/Home/directoryapp.aspx; note that your organization email will become your user ID to log in and this is not the same login info as it is for you to login to michiganpress.org. After you sign up, you will be sent a confirmation email with a password to log in and gain full access to the app.

Questions? Send an email to sean@michiganpress.org or call 517.372.2424. Thanks!



Search for it by using the words “MI Press Association Directory” or “MPA Directory” on Google Play or the Apple App Store.

GOVERNMENT CONTROL OF WHAT YOU KNOW.

That's **ONE** outcome of legislation to allow local government to post notices about property seizures, zoning changes and tax increases onto their own websites. Here's why that's a bad idea:

- Nearly **TWO THIRDS** of Michigan voters oppose the idea of letting government post legal and public notices online. So do the Michigan Chamber of Commerce, AARP, Teamsters and the Michigan Environmental Council.
- Relying on the Internet alone to provide these notices could disenfranchise citizens (like elderly and lower income) who don't have the Internet.
- Government groups say citizens can look at public and legal notices on the Internet at the local library. But a survey conducted in Wisconsin showed 89% of households never go to the public library to use the computer system to access news or information on local or state government.
- Keeping public notices in newspapers protects taxpayer rights. Having a permanent and publicly-circulated record of government actions proves beyond a shadow of a doubt what formal action government did or didn't take. Websites can be hacked (New Jersey, the Defense Department, NASDAQ and the federal court system are recent examples).
- Newspapers remain the main source of local news and important matters. According to 2011 research by EPIC-MRA, 49% of the people polled get this kind of news from their local newspaper as opposed to 3% who get it from the Internet. The research also showed that **70% of voters rarely visit a government website**. Newspapers are an independent source of information and help provide a transparent and permanent record of these government actions.
- Public notices deal with matters affecting home values, special assignments or fees for local residents or small businesses. These notices are legal documents. Publishing them on government-run websites would open the door to legal challenge because you can't prove "beyond the shadow of a doubt" that a government website ran the notice without making ANY changes or without the site crashing. People could lose their homes or get a tax increase because someone thought they could save money by posting a notice on a government-run website. News-on-paper notice published in an independent publication provides **proof of publication**.
- Michigan newspapers – which 87% of adults read during an average seven-day period – provide an **independent, authentic and permanent record of legal actions** taken by government and prove beyond a shadow of a doubt that taxpayer rights are being protected.

Public Notices Belong Where the Public Notices.



GOVERNMENT CONTROL OF WHAT YOU KNOW

Government has the power to force citizens from their homes and decide where to locate hazardous facilities. It has the power to confiscate your property or throw you in jail.

That's a lot of power.

It's trying to get more.

Your government claims it can save money by posting notices about tax increases, court actions and proposed spending on its website. That seems well-intentioned. But doing that creates a system where **government is in control of what you know**.

Right now your newspaper prints these notices on pages independent of government control. Their pages can't be "hacked," disappear during a power outage or quietly updated to hide a mistake. These newspaper pages prove beyond the shadow of a doubt what government did, when it did it, how it did it and where citizens can learn more about the matter. They are proof-positive legal documents. They protect your rights.

Government websites put government in control of what we know. Citizens need an independent check and balance and balance on the government that's supposed to serve them. Newspaper notices provide that.

DON'T LET GOVERNMENT CONTROL WHAT YOU KNOW.

**DEMAND PUBLIC NOTICES STAY
WHERE THE PUBLIC NOTICES:
IN NEWSPAPERS.**



28th Annual Scholarship Golf Benefit

Thursday, May 22, 2014 | Timber Ridge Golf Club | East Lansing, MI

Support the Foundation

All proceeds go to the MPA Foundation Scholarship Programs

Golf & Fun

12:30 pm Shotgun Start
Dinner, Silent Auction, Prizes Galore!

Great Location

Timber Ridge Golf Club | East Lansing, MI



"Early Birdie" Discount

If Paid Before May 8:
\$600/ foursome | \$175/ single golfer

If Paid After May 8 or Billed:
\$700/ foursome | \$200/ single golfer



Lunch will be provided.



Sponsored By: **meijer**

TIMBER RIDGE
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Visit golftimberidge.com
for course info & directions



Timber Ridge Golf Club

16339 Park Lake Rd, East Lansing, MI 48823
(517) 339-8000 • www.golftimberidge.com

YES! I want to play in the **MPA Foundation Scholarship Golf Benefit on May 22, 2014 at the Timber Ridge Golf Club.** All registration fees benefit the MPA Foundation. Please donate at least \$600 for a team of four or \$175 per golfer for one, two or three golfers if paid before May 8. If paid after May 8 or billed, rates increase to \$700 for a team of four or \$200 per golfer for one, two or three golfers.

Name: _____

Newspaper/Sponsor: _____

Phone: _____

Fax: _____

E-mail: _____

Please arrange a foursome for me.

Here is the rest of my foursome:

Name & Email: _____

Newspaper/Company: _____

Name & Email: _____

Newspaper/Company: _____

Name & Email: _____

Newspaper/Company: _____

Payment information:

My check is enclosed for golf Please bill me I will bring my check / credit card on May 22

Reception & Dinner only (\$50.00)

Sorry, I can't make it this year. Here is my contribution to the MPA Foundation Scholarship Fund _____

Please charge my credit card (info below) Remember: Pay before May 8 to get the "Early Birdie" discounted rate!

Name on card: _____ Billing address: _____

Card number: _____ Exp. date: _____ 3-Digit Security Code _____

Phone number: _____

REGISTRATION DEADLINE: MAY 15, 2014

Send form to: MPA Foundation Scholarship Golf Benefit, 827 N. Washington Ave., Lansing, MI 48906
Phone: 517.372.2424 • Fax: 517.372.2429 • Register online: MichiganPress.org



ONLINEMEDIACAMPUS

High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Selling the Digital Value Proposition Laying the Groundwork & Giving the Pitch



Thursday, May 15

2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT

Registration fee: \$35
Registration deadline:
Monday, May 12

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

In this webinar...

Many companies are now spending over a quarter of their marketing budget on digital pursuits. Are you and your sales staff prepared to sell online and capture the lion's share of that revenue?

This webinar will focus on trends in online advertising, internet marketing standards, building the relationship online and selling the digital value proposition.

This webinar will cover:

- Preparing for online ad sales.
- The Needs Analysis approach.
- Maximizing your effectiveness.
- Building a presentation that gives you the best chance for success.

The presenter...

Allan Barmak



Allan Barmak leads The Barmak Group, a sales consulting and training firm which leverages 20 years of sales experience in digital media. He has worked with a variety of companies across multiple industries, helping each of them expand their sales

operations by optimizing existing revenue streams as well as building new ones.

He has been training newspaper sales teams for the last ten years and has unmatched experience selling the digital value proposition. Prior to starting his own consulting firm, he worked at AOL, where he was the top sales rep in the country for five of seven years and second to the lead the other two.

Presented in partnership with:



MICHIGAN PRESS ASSOCIATION

CANCELLATION POLICY:

Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

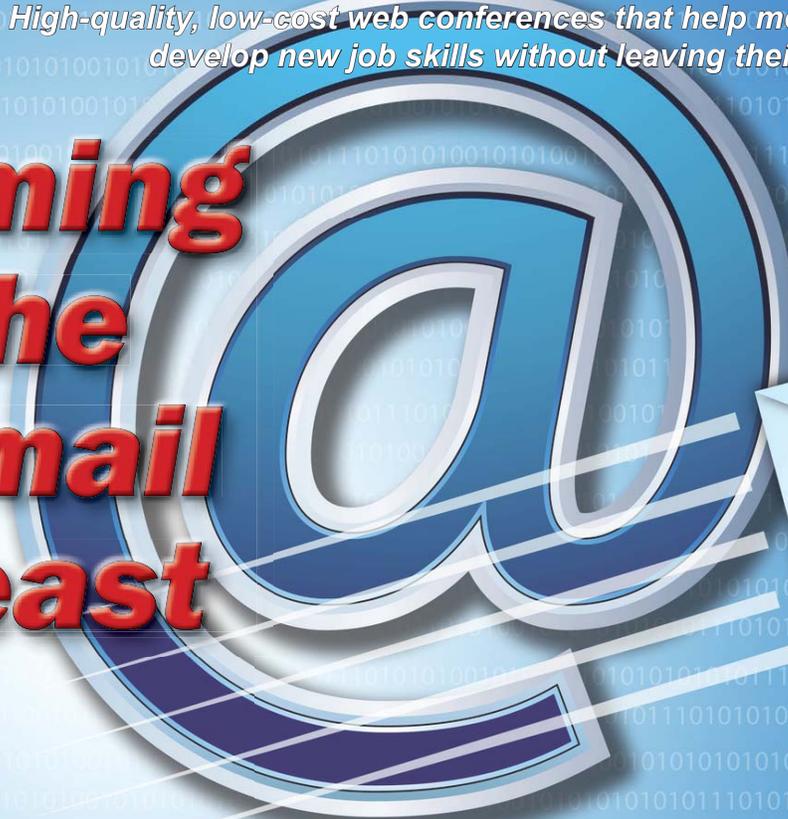
Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



ONLINE MEDIA CAMPUS

High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Taming the E-mail Beast



Friday, May 9
2:00-3:00 p.m. EDT
1:00-2:00 p.m. CDT

Registration fee: \$35
Registration deadline:
Tuesday, May 6

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

In this webinar...

- Understand the nature of e-mail and information overload in today's workplace.
- Have a strategy for "splitting" work, personal and junk/spam e-mails for greater efficiency.
- Use a very simple "rule" for managing all incoming e-mail that allows for both greater speed and prioritization of those messages and embedded tasks.
- Learn how to convert e-mails quickly into tasks, contacts and calendar items.
- Use embedded functions inside of your e-mail that allow you to "automate" certain common activities/messages.
- Build a personal file "infrastructure" that can assist in achieving greater organization and possibly even "e-mail ZERO"!
- Better manage both sent and received CC's, forwards and replies to reduce confusion and increase communication capabilities.

Presented in partnership with:



CANCELLATION POLICY:

Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Randy Dean



Randy Dean, the "Totally Obsessed Time Management Tech Guy and E-mail Sanity Expert" and author of the recent Amazon e-mail bestseller, "Taming the E-mail Beast: 45 Key Strategies for Managing Your E-mail Overload," is a national speaker and trainer on advanced time management using technology. He focuses on managing the mess of e-mail and information overload with related topics including smart phone and tablet usage and ending office clutter. He has more than 20 years of experience using and teaching advanced principles of time and project management and personal organization. He combines humor with relevant and useful content while providing strategy-rich information on finding and saving time, taming the e-mail beast and getting the most out of your devices both at home and work.



Online Media
Campus



OnlineMediaCamp

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