

the Bulletin

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PROMOTING PRESS FREEDOM SINCE 1868

Public notice threat continues

The House Local Government Committee met to discuss HB 5560 this week. This bill, sponsored by Representative Amanda Price (R-Holland) would phase out all public notices in newspapers and allow for government notice online only by 2025.

The Michigan Press Association (MPA) and several MPA members testified at the meeting opposing the bill. Mike MacLaren, MPA Executive Director, provided information regarding the value of these notices being permanent, independent, legal documents when printed in newspapers. **Detroit Legal Newspapers** President Brad Thompson noted that his company main-

tains copies of their newspapers going back to 1895. **J-Ad Graphics** President Fred Jacobs and **Lansing City Pulse** Publisher Berl Schwartz emphasized the importance of local news and the fact that readers look for this information in their publications.

The bill remains in committee and further hearings are anticipated this spring.

You can find tips and talking points about public notice at www.michiganpress.org/LegislativeTestimony.aspx. You must log in to michiganpress.org to view the page.



MPA Executive Director (with tonsure) Mike MacLaren and Public Affairs Manager Lisa McGraw, set the record straight on the value of public notice in newspapers before the House Committee on local government Thursday.

Strong Copyright Law supports journalism and informed communities

By Caroline Little, NAA president & CEO



Caroline Little

Every day, city hall reporters at local newspapers distill hours of city council meetings into cogent stories that inform readers about how their elected officials are spending their tax dollars. Sports reporters document the successes of the high school team. Investigative reporters dig through thousands of pages of documents to expose government corruption, waste or ineffectiveness.

This journalism plays a vital role in local communities and in our nation's democracy. But it also costs money: newspapers continue to invest more than \$5 billion a year in journalism, far more than any other medium in the United States. Newspapers deliver news and information when and

where readers want it, in print, digital and mobile platforms.

To do that, we must have fair copyright laws to enable newspapers to receive fair compensation in support of this journalism.

This year, the House Judiciary Committee, the Commerce Department, the Copyright Office and others are looking at potential changes to the Copyright Act. The newspaper industry applauds these efforts to ensure that copyright law is best suited for the digital age. We hope that any changes to the Copyright Act will continue to ensure that content creators – including those who invest in journalism – receive fair compensation.

This continued protection is particularly important today because some companies exist solely to aggregate content from the

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Google ruling MAY have U.S. copyright implications

Edited from the Wall Street Journal



The European Court of Justice on Tuesday ruled that individuals can ask Google Inc. to remove links to news articles, court judgments and other documents in search results for their name. The court's decision means that individuals can ask Google or other search operators to take down links to web pages that are published by third parties, such as newspapers, containing information relating to them. That doesn't mean that the article or

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Copyright Law supports journalism

From Pg. 1

websites of original publishers for the sole purpose of selling this content to business users at a considerable profit.

Newspapers' concern in this area is not the personal use of newspaper-generated content but rather its use by businesses that benefit financially through the unlicensed monetization of that content. By taking newspaper content without paying for it, these companies undercut the fundamental economic model that supports journalism that is so important to our communities.

As an example of the importance of copyright protection, consider a case last year that was decided by a federal judge in New York. The case involved Meltwater, a for-profit service, which scraped Associated Press articles from the Internet and resold verbatim excerpts to subscribers.

The AP sued the news service for copyright infringement, and the court properly found that Meltwater's customers viewed the service as a substitute for reading the original articles. The court found that the re-publication of these articles was not "fair use," a defense that provides a limited exception from the general rule that content users must receive permission from copyright holders to use their

content. This case demonstrates that the Copyright Act's fair use test is flexible enough to allow courts to reach the right decision.

While targeted enforcement actions focusing on business ventures that take and resell our content may continue to be necessary, the newspaper industry is also determined to find business solutions rather than legal remedies. Ultimately, the best approach for fairly compensating newspapers and other publishers is through the licensing of news content for business purposes.

The most convenient way to request permission to copy and distribute material is by contacting the publisher of that content. In addition, clearinghouses exist, like Copyright Clearance Center and Burrelles Luce's Compliance Article Program, which provide an easy way for business users of content to obtain redistribution rights.

Since our nation's founding, newspapers have played a central role in sustaining a well-informed public and healthy democracy. We are confident that licensing arrangements and fair and strong copyright protection will ensure our ability to continue to play this role for centuries to come.

Google ruling

From Pg. 1

website has to be removed or altered by the original publisher. It would only affect search results compiled by search engine operators like Google.

It's not yet clear if this ruling applies all over the world, or just the European Union. The ruling says that European data protection law is applicable as soon as a "data controller" like Google is operating in the European market. The court specifically said, however, that companies can't get out of compliance simply by saying their servers are outside of Europe.

The ruling means people can demand that search engines take down certain results that they say infringe on their privacy. But it isn't yet clear which demands companies like Google must comply with. That decision is left to national courts

and regulators, who may not have straight answers for some time yet.

The court's ruling leaves lots of room for interpretation. While it said there should be a balance between people's privacy rights and the public's right to know, the court didn't spell out specifics of what the balance should look like.

It's not clear how companies will process these requests. Google does have a page where users can already ask for content to be removed, based on copyright claims and others. It's possible search engines could modify this to include "right to be forgotten" requests. Google can decline, and any dispute would go to a national data-protection authority. Some are already questioning how this could be enforced on a large scale.

Send us your member news

We'd like to know what's happening in your business. Have you: Celebrated a major business anniversary? Opened, closed or moved a location? Changed ownership or promoted a key employee? Received an award? Organized a community service venture? Made news in some other way? Send the news to bulletin@michiganpress.org to be featured in The Bulletin.



MPA MICHIGAN PRESS ASSOCIATION
FOUNDATION
Supporting quality community journalism.

28th Annual
Scholarship Golf Benefit

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

Win a NEW
Google Nexus 7 Tablet
in the Putting Contest

\$700/ Foursome
\$200/ Single Golfer

Find a registration form
in this Bulletin
or register at
michiganpress.org

Leverage your digital content to earn more digital dollars

Everybody loves a good story.

From primitive cave people, to first century scholars, to Renaissance thinkers, to modern day entertainers—much of our past is known today thanks to the story.

That got me thinking. If everybody loves a story so much, how can we do a better job using the story to sell more newspapers?

Here's how: with content marketing. Content marketing — or modern day storytelling — has come of age. Why? Because it simply is effective.

Businesses have known for longer than the Internet has been around that no form of advertising is more powerful than the testimonial. A happy customer singing the praises of great service, a good deal, or just a straight-up great buying experience is a great way to sell your stuff.

A recent survey by Act-On revealed why content marketing is so powerful. Of all buyers, 71 percent trust brands that provide relevant content without trying to sell something. In fact, buyers do their research. A startling 70 percent of consumers read four or more pieces of content before making a purchase decision.

Purchasers have always been in the driver's seat. That isn't changing anytime soon. But consumers are doing more things online that they once did offline.

When researching, 78 percent use the Internet to “shop” before they buy. Eighty-seven percent use a search engine to get them started. And now, for the first time ever, mobile search has surpassed desktop search, fueling an exponential growth in search for Google and others. Between 2009 and 2012, search has grown 50 percent per year. Impressive.

What is all that search doing for us? It connects us to the content we want and need!

If you're still not convinced that content is a powerful marketing tool, consider this: Content is the currency of the Internet. The opportunity to publish content and tell a story gives local businesses the upper hand.

We newspapers are in the storytelling business. Let's not forget to tell our own stories. Here are six reasons to consider leveraging content to make more sales.

1. To improve search engine rankings. The more content you produce, the more likely you will be found by your prospects when they are researching your industry online. As long as you have a content marketing strategy in place, optimizing for specific long-tail keywords, you should see a significant increase in search engines rankings. Connecting your newspaper to more prospects

results in more revenue.

2. To wield the best sales tool. Content gives you a constant marketing presence. A blog, for instance, is available 24 hours a day, seven days a week and 365 days a year. It is continually selling on your customer's schedule—not just the work hours of your sales force.

3. To share your expertise. A blog is an excellent platform to showcase your knowledge, expertise, and connection to the local community. Use content to position your competitors. Do it to your advantage before they do it to you. With competition on the run, display your newspaper's unique advantage and benefits, as well as how you're connected to your community. People do business with people they know and trust.

4. To answer questions. A blog is an excellent place to answer any and all questions you've received in the past from readers. Add credibility to your content. Give yourself a voice, a powerful strategy in storytelling.

5. To increase revenue. The more content you produce and promote, the more website visitors you'll attract. More visitors results in more leads, and more leads typically equals more revenue. Google need not be the only one profiting from the Web. Soon you will, too.

6. To achieve mass exposure. Your content is available for sharing, e-mailing, posting, and pinning. When members of your audience share your content with their like-minded followers, you open up another audience. Call it “audience cloning.” Almost like magic, your followers include your content in their friends' newsfeeds.

Content comes in all shapes, sizes, and flavors: Web and mobile content, blogs, business listings, search engine optimization, social media content, and video. That's a lot of content. Chances are you're using many of these already.

But creating content can take a lot of planning, writing, and execution. When done properly, more buyers, and prospective customers access your content online. When you're generating great leads and online orders, your digital marketing becomes less expensive—and a lot more fun.

Every story should have a happy ending. Here is yours: Put the power of the Internet and the strength of content marketing to work for your newspaper. Get found and stay connected. Watch your business grow. With great content and great stories, your audience is waiting to ride off with you into the sunset.

Circulation



Lon Haenel is VP-Digital Media for Local Matters Digital and Bliss Communications. Lon blogs and speaks on the topics of digital marketing, direct response marketing, and branding. Reach Lon by email at lon@localMatters-digital.com or on twitter @localmatters7.



Get fresh research... run the Pulse of Michigan Survey PSAs

Michigan Press Association members can get access to results of a reader, website visitor shopping survey hosted by Pulse Research. The purpose of the Pulse of Michigan Survey is to provide advertisers with fresh and relative reader and website visitor purchasing and shopping information.

The survey documents Michigan reader and website visitor household shopping for over 500 different business types and over 1,500 individual products and services. Included are in-depth questions about social and other new media use. There are over 120 questions. The Pulse of Michigan is patterned after the Pulse of America survey, which is a network of over 300 publications, corporate publishing groups, as well as state and national press associations. The most

current Pulse of America survey ended December 31, 2013 and had a national sample of 3,723. The results of the Pulse of Michigan survey will be incorporated into the national Pulse of America survey.

How can you help?

Simply run the invitation house ads and website banner ads promoting participation in the Pulse of Michigan survey as often as possible between now and June 8, 2014. MPA will receive the results of the survey in mid-July 2014 and will share with members.

Download the ads here www.michiganpress.org/PulseSurvey.aspx. Sizes include a full color 3.5" x 5" ad, a black and white 3.22" x 4" ad or a 300x250 pixel square website ad. Or email Roselie@michiganpress.org to request the ads. Call Roselie at 517-372-2424 with any questions.

WIN \$2,000
How would you spend it?

2 tickets to fly, 570 gallons of gas, 1.4 gallons of gas, 816 cups of coffee, 3 smart phones, 1 handbag

Enter to Win at: www.pulsepoll.com Survey Code: **143**

Pulse Research



MPA Classifieds Ads for May 15-21, 2014

Are you a 21st century journalist? Does the opportunity to write, shoot photos and video and practice strong community journalism excite you? The Alpena News, an award-winning daily newspaper in Northeast Michigan, is looking to hire a full-time reporter. Located on Lake Huron, Alpena has something for everyone all year long. **If you are interested in joining our team, send your resume with clips to Steve Murch via e-mail at smurch@thealpenanews.com, or by mail at Steve Murch, Managing Editor, The Alpena News, 130 Park Place, Alpena, MI 49707.**

Reporter. The Gaylord Herald Times, Michigan's 2013 Newspaper of the Year, is seeking a motivated news journalist with a modern skill set. This person will work closely with the Gaylord Herald Times and its sister paper, the Petoskey News-Review, to be the group's lead environmental reporter, while also covering the City of Gaylord, investigative stories, breaking news and other assignments. Qualifications are being self-motivated with an aptitude of digital journalism, photography and videos. **Interested applicants apply at schurz.com/careers/career-opportunities.**

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.

michiganpress.org • mpa@michiganpress.org



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Election Checklist for Newspapers

- Newspapers do not have to accept political ads, allow politicians access to their news columns or run letters-to-the-editor.
- Only political advertising by candidates and ballot committees must contain an identification statement which says, "Paid for by the Mary Jones for Dogcatcher Committee with regulated funds," but it is not a bad idea for a newspaper to create advertising requirements beyond that.
- You can't charge higher rates for political ads than you would charge other advertisers for the same space under similar conditions.
- Don't offer or charge different rates for different candidates. The difference between the regular rate and the lower rate will be viewed as an in kind political contribution. Since corporations cannot make political contributions, offering lower rates to some candidates and not others could put you in violation of Campaign Finance Laws.
- You can offer volume discounts as long as the volume discount is offered to all candidates.
- Watch for last-minute changes designed to take advantage of your deadlines. Weekly papers with early deadlines are particularly vulnerable.
- Political advertisers want their ad copy to be kept confidential prior to publication in the newspaper. However, newspapers must do their best to ensure the accuracy of the assertions in the ad. The newspaper is responsible for everything they publish. To that end, if you have a question as to where the information in the ad came from (i.e. "candidate B is a known thespian") call the campaign placing the ad and ask them for their source of information (like a playbill) so you can cite the ad.
- As an added precaution, you could talk to the newsroom. They generally know a lot about the candidates they are covering. If you do this however, make sure the newsroom understands the content of the ad is confidential until published. Several political ad experts have complained about their ads floating around the newsroom and the failure of a newspaper to maintain confidentiality until the ad is published as reason for not running newspaper advertising.
- You are responsible for the content of any political ad you publish and candidates may sue the newspaper rather than the opposing candidate when a mistake is made.
- You are allowed to editorially favor one candidate over another by running ads for one candidate and none for the other. Equal time rules do not apply to newspapers. But the ad rate for the candidate must be the same as for a regular advertiser. Any reduction in rate may be treated as an in kind campaign contribution. Likewise, if you run ads for more than one candidate, all candidates must be treated equally.
- If you have any further questions about publishing political ads please contact Lisa McGraw at 517.372.2424 or by email at lisa@michiganpress.org.

Political Advertising Disclaimers

Michigan Press Association would like to clarify the different types of political ads and the disclaimers that are required with each. We hope the following chart helps!

Keep in mind that nothing prevents the advertiser from including in their ad the name and address of the person or entity paying for the ad. Moreover, nothing prevents the newspaper from requiring that people place in their private independent ads the name and address of the person or persons paying for the ad.

Disclaimers are not required by law for independent expenditures, i.e. expenditures that are not made by political parties or political committees.

It is our strong recommendation that you have a policy that requires both the name and the address of the person paying for the ad to be contained in the ad. This is not a matter of law, but of accountability to the newspaper and the readership. It also makes life easier for your sales staff.

If you have any questions, please contact Lisa McGraw at 517.372.2424 or lisa@michiganpress.org.

TYPE OF AD	Ad paid for by Candidate or Candidate Committee	Ad about candidate, not paid for by candidate committee but another registered committee	Ballot Committee	Ad about candidate or ballot proposal, but an independent expenditure. i.e. not a registered committee.
DISCLAIMER	Paid for by Committee to elect _____ and address.	Not authorized by any candidate committee but paid for with regulated funds.	Paid for by the Committee to support Ballot_____ with regulated funds	Nothing
EXAMPLE	VOTE FOR JOE! Paid for by the Committee to elect Joe and campaign address	VOTE FOR JOE! Not authorized by any candidate committee; paid for with regulated funds	VOTE YES ON PROPOSAL A! Paid for by the committee to support Prop. A with regulated funds.	VOTE YES ON PROPOSAL A!



Supporting quality
community journalism

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



*Register online at
MichiganPress.org*

"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:



Blue Cross
Blue Shield
Blue Care Network
of Michigan

TIMBER RIDGE
GOLF CLUB

Visit golftimberridge.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

Selling the Digital Value Proposition Part 2

Handling Objections, Follow-up & Optimizing Sales Performance



Thursday, June 19

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

Registration fee: \$35
Registration deadline:
Monday, June 16

In this webinar series:

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

This follow-up webinar to "Laying the Groundwork & Giving the Pitch" will focus on trends in online advertising, Internet marketing standards, building the relationship online and selling the digital value proposition.

This webinar will cover:

- The right way to answer objections.
- Negotiating for a win-win solution.
- Tools to keep in touch.
- Continued sales growth.

Registration deadline: Monday, June 16

(Registrations submitted after this date are subject to a \$10 late fee)

Registration fee: \$35

Group discounts are available. Visit our website for more information.

Meet Your Trainer:



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 10 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 ranked second the other two years.

Register today at:
www.OnlineMediaCampus.com



ONLINEMEDIACAMPUS

InDesign Basics & Beyond

Three-part webinar series

InDesign 101: Introduction to InDesign

Thursday, June 12
2-3 p.m. EDT ~ 1-2 p.m. CDT

InDesign 201: Become a Type Superhero

Thursday, July 10
2-3 p.m. EDT ~ 1-2 p.m. CDT

InDesign 301: Working with Images and Graphics

Thursday, August 21
2-3 p.m. EDT ~ 1-2 p.m. CDT

In this webinar series:

InDesign 101: Introduction to InDesign **Thursday, June 12 • Register by June 9**

If you're new to "desktop publishing" or converting to InDesign from Quark or PageMaker, this class will get you started in the right direction. Reduce the stress and fumbling around by learning where things are and how InDesign "thinks." Some of what you'll learn:

- Where is everything? Understanding the Interface.
- Opening, saving and creating documents with ease.
- Using InDesign with other file formats like PDF, Word, Excel, images and more.
- Much more!

InDesign 201: Become a Type Superhero **Thursday, July 10 • Register by July 7**

It's easy to put type on a page in InDesign. But using basic techniques on a large document can be VERY time consuming. Explore Master Styles and other techniques that will allow you to create, place and format text quickly and with more exciting designs than you might be doing now. Some of what you'll learn:

- Creating basic Character and Paragraph Styles.
- Format an entire page or ad in seconds with Next Styles.
- Amplify your designs -- and save time -- with Nested Styles.
- Much more!

InDesign 301: Working with Images and Graphics **Thursday, August 21 • Register by August 18**

InDesign offers MUCH more than just placing photos. Are you interested in taking your ads and editorial pages to the next level of design? Then this class is for you. You'll also see some of the many features that integrate InDesign with Illustrator and Photoshop for additional power. Some of what you'll learn:

- Working with Photoshop files in InDesign.
- Using Illustrator files and tools in InDesign.
- Cool design tricks that are fun and easy.

Meet Your Trainer:



Russell Viers started his career as a staff writer/photographer in 1981, at the age of 16 for his local daily newspaper. Since then, he has been involved

in most facets of the newspaper business, as well as printing and publishing. For the past 11 years he has shared his vast knowledge of publishing production techniques as speaker, trainer and workflow consultant. As an Adobe Certified Instructor, his expertise is in teaching publishers how to use Adobe and Quark software to create better documents faster.

Registration fee: \$35 per session

Group discounts are available. Visit our website for more information.

(Registrations submitted after the deadline are subject to a \$10 late fee)

Register today at: www.OnlineMediaCampus.com