

Syndication

Editorial Cartoonist: John Auchter

OVERALL VALUE PROPOSITION

For less than the cost of generic syndicated editorial cartoons, MPA member newspapers can now offer readers a weekly editorial cartoon for and about Michigan. Publishing cartoons geared specifically for your readers not only deepens your print and online content offerings – it helps the Michigan Press Association grow and serve membership. Artwork by Michigan editorial cartoonist John Auchter is offered through a special partnership with the MPA itself and can go a long way toward helping the organization develop the sustainable revenue streams needed to innovate and adapt to the changing times in our industry.

QUICK POINTS ABOUT JOHN AUCHTER

- Published online weekly at auchtoon.com.
- Since 1995 has created Michigan-based editorial cartoons for the Grand Rapids Business Journal, the Grand Rapids Press, MLive Newspapers and Michigan Radio.
- Is an active member of the Association of American Editorial Cartoonists.
- Is an equal opportunity offender. (It's only a matter of time until a person or group of people on a so-called side does something stupid, so he likes to keep his options open.)
- Has never run out of ideas.

WHY MICHIGAN-BASED EDITORIAL CARTOONS ARE A GOOD DEAL FOR MPA MEMBER

- MPA member newspapers increasingly express the desire for the MPA to provide additional content services.
- Many MPA members are small-town newspapers for whom traditional wire services provide little directly relevant content.
- Traditional syndication services are cost-prohibitive for many MPA members.
- Cartoon content provided by traditional syndication services is either irrelevant or easily found in other media sources.
- Editorial cartoons are extremely popular with readers.

RECEIVE WEEKLY CONTENT

- Cartoons will be emailed to the subscribing newspapers each week.

