



News Syndication

OVERALL VALUE PROPOSITION

The Michigan Press Association (MPA) in combination with Michigan Information & Research Service Inc. (MIRS News) have entered into an agreement to offer capitol news coverage to member newspapers of the MPA.

The arrangement will offer ongoing, fresh capitol news stories from Lansing each week to participating papers. Content will vary depending on legislative, executive branch and judicial branch activity.

LEVEL OPTIONS

Four levels with three stories vs ten stories combine in the level. Level one, small newspapers. Level two, large newspapers. Level three, nonmember small and Level four non member large. Newspapers select the number of stories within the category.

- The level one subscriber is designed for subscribing MPA members newspapers, daily or weekly print circulation below 50,000 or online monthly page views below 1 million or less and includes three stories a week for \$200 a month or ten stories a week for \$450 a month.
- The level two subscriber is designed for subscribing MPA member (single publication) with combined daily circulation of above 50,000 and includes three stories for per week for \$450 per month or ten stories a week for \$1,000 a month.
- The level three subscriber is designed for the non-MPA member newspapers, daily or weekly, with print circulation below 50,000 or online monthly page views below 1 million or less will be provided three stories a week for \$400 or ten stories a week for \$900.
- The level four subscriber is designed for non MPA member (single publication) with combined daily circulation of above 50,000 will receive three stories for per week for \$900 per month or ten stories a week for \$2,000 a month.

As part of the package, MIRS will also provide access to the company's on-line legislative bill tracking system for papers to track legislation sponsored by local lawmakers. This can be displayed online on the newspaper site or be utilized by reporters of papers for story purposes.

HOW IT WORKS

Once an agreement is entered into, participating papers will be granted access to an ongoing file sharing system where daily stories will be posted in Microsoft Word documents. Stories will be grouped by day, left up for 10 days for participating papers to utilize, then removed.

An email will be circulated each workday morning (Tuesday through Friday) of available stories posted to the file share folders.

HIGHLIGHTS ABOUT MIRS NEWS

- With five full time journalists and three outside contributors, MIRS brings more trained journalists to the job of covering the state's Capitol than the Detroit Free Press, The Detroit News and the Associated Press combined.
 - In addition to its non-partisan, complete coverage MIRS also routinely conducts its own public opinion polling through such vendors as EPIC/MRA, Target Insyght and Practical Political Consultants.
 - MIRS has a journalist assigned to each of the following beats: Michigan House, Michigan Senate, Executive Branch Agencies and state and federal courts.
 - Formed in 1961, MIRS has been a presence in Michigan political news and information for 56 years meaning your organization will be dealing with a long-term organization with a history of success.
 - Working with MIRS you also will be provided the ability to generate bill watch lists that can be posted to your news organization's website – meaning your readers can track the bill introductions of their local legislators.
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