

The Bulletin



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"We need an independent media to hold power to account. Power can be very addictive and it can be corrosive and it's for the media to call to account who abuse their power." - George W. Bush



The Sunlight was Bright on the House Side of the State Capitol This Month

Sunshine Week was celebrated widely in Michigan. Many MPA members ran editorials lauding the good government that transparency creates. MPA was excited to be able to provide several guest editorial options from various individuals including Dirk Milliman of Milliman Communications, Wes Smith of the View Newspapers, John Hiner from MLive, Sarah Leach from the Holland Sentinel and Mitchell Kukulka from CM Life.

We also provided a "Guide to FOIA" house ad for members to help educate the public about their rights under Michigan's FOIA laws.

In Lansing, the House voted unanimously during Sunshine Week to pass all 10 bills of the Legislative Open Records Act (LORA), a package intended to allow more public access

to documents within the Legislature and governor's office.

Lawmakers on both sides of the aisle said they hope such a strong show of support will encourage action in the state Senate, where the bills died last term.

"The fact that we passed 10 bills and there was not one 'no' vote shows how committed the House of Representatives is to creating more transparency," said House Speaker Tom LEONARD (R-DeWitt). "Again, 1,080 to zero -- very seldom do you see a package of bills pass like this. I've seen many that pass with overwhelming support, but 1,080 to zero is a big number."

Earlier in the day, Senate Majority Leader Arlan Meekhof (West Olive) told reporters that due to a lack of "overwhelming support" in the Senate, he wasn't planning on holding committee hearings on similar bills that are sitting in his Senate Government Operations Committee.

Sen. Rick Jones (R-Grand Ledge) and Sen. Tonya Schuitmaker (R-Lawton) are sponsoring those bills.

Meekhof was then asked about the House package.

"There's no support for that over here either," he responded.

When asked if he would bring the legislation up for a vote if a majority of his caucus wanted it brought up, Meekhof said there wasn't that much support for the legislation in his caucus.

Asked if he would work with Meekhof to convince him to take up the bills, Leonard responded, "All I can control and we can control is what happens here... If a 1,080 to zero won't convince him, I don't know what will."

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2017 Peter Pettalia Memorial Sunshine Award

The Michigan Press Association announced a name change for the annual award honoring Michigan legislators for supporting transparency in Government. From now on, the award will be called the "Peter Pettalia Memorial Sunshine Award." The name change is a nod of respect to former legislator Representative Peter Pettalia who was killed in a motorcycle accident last fall. Rep. Pettalia was a vocal advocate for newspapers and open government and one of the first recipients of the award.

The following legislators have been chosen as this year's recipients:

-Representative Jim Tedder (R-Clarkston) a second term Representative has been a strong supporter of open government and transparency as well as journalism during his career in Lansing. He is a co-sponsor of a package of bills moving through the House which would remove FOIA exemptions from the Governor's office and the legislature.

-Representative Jeremy Moss (D-Southfield) who is also serving his second term has been a proponent of open records, government accountability and available citizen information throughout his years in the House.

-Senator Rick Jones (R-Grand Ledge), a second term Senator who supports the First Amendment and sponsored the "student free press and civics readiness

act" last year which would provide protections for student journalists. He will be reintroducing the bill this session.

These individuals continuously demonstrate their belief that government transparency is important to a strong democracy.

The Michigan Press Association chose these legislators for this award based on their continuing efforts to improve citizens' information regarding their government in Michigan, and their leadership in promoting the importance of available and accessible public notices in keeping Michigan's citizens informed about government activity. These actions directly support MPA's mission of defending free speech, promoting a strong press and fostering an informed citizenry.

"The media needs legislators like these who will battle for a more open government, better FOIA legislation and who believe that open government is good government," said MPA Public Policy Committee Chairman Dirk Milliman. "We applaud them and their efforts in Lansing and are proud to present them with a Sunshine Award for their continued work to include the people of Michigan in the governmental process."

The 2017 Peter Pettalia Sunshine Awards will be presented to these legislators by Chairman Milliman this spring.



The late Rep. Peter Pettalia joyfully receiving his 2015 MPA Sunshine Award.



Moving Forward: MPA & a New Era

A note from MPA Executive Director Jim Tarrant

Dear MPA Member:

At the 2017 MPA Convention the Presidents' suggested I make opening remarks prior to the Town Hall and provide some personal background. As I was growing up a noted comedian would say, "I started out as a child." I did too.

Accepting the position with the Michigan Press Association was intimidating because as a child I was adopted by a great man who was a high school English teacher in Birmingham, Michigan. None of his knowledge rubbed off on me. So please bear with me when you feel the urge to edit any correspondence I may send out. Luckily, I wasn't hired to write for your newspaper. But, from my dad I learned the value of hard work, integrity, a sense you could do good helping others and an ability to fix things. Somehow my dad had the confidence in me to take apart his Triumph TR-3 transmission to replace a gear. My first successful auto repair.

Observing recent trends, I realized I was ahead of the curve before it was a trend to graduate from college and live in your parent's home with no job. I was there, a trend setter. This is a fact I did not share with Chris Huckle when I learned his son will attend my alma mater, Alma College. Keep his room ready!

Without boring you with the first few years in the real world, I was hired to teach eighth grade history, started a Master's program in Adult and Continuing Education and by accident began a career in nonprofit organizations beginning at Cottage Hospital of Grosse Pointe, the Michigan and Chicago Medical Societies, Academic Emergency Medicine and American Association of Dental Boards. Along the way, I remarried where we merged five boys into one family and since have added ten grandchildren (all in Michigan) and last summer celebrated twenty-five years together.

And then the stars aligned. After my wife, Marilyn, an auditor at the Michigan Auditor General's office followed me to Chicago, last year it became my turn to follow her career back to Lansing. In 2015, she was named the Executive Director of Internal Audit at Michigan State University. The desire to return to home started with both having aging parents in Michigan and those grandkids.

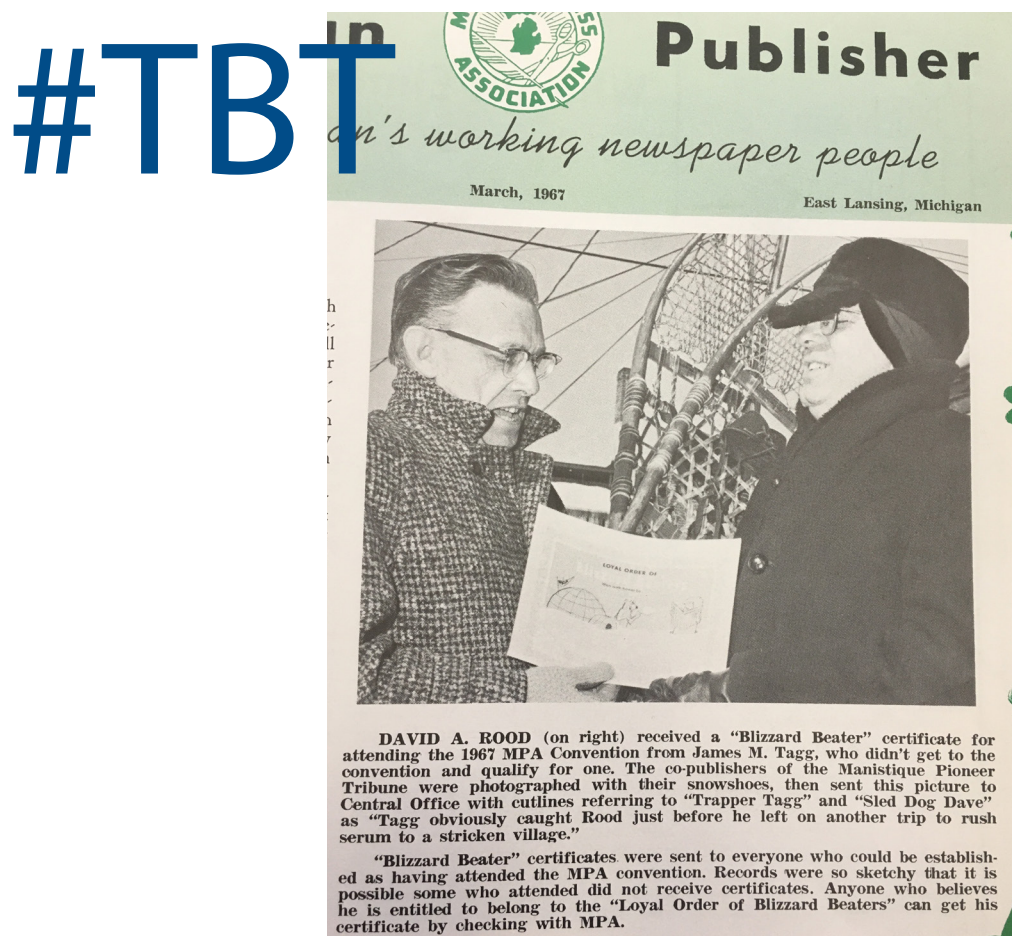
Following the bright star in the East, I learned the Michigan Press Association was seeking a new executive director and leadership was willing to look outside the industry. MPA

leadership and I began the journey of a new era with you the membership. In a similar fashion to the inauguration of a new president, people said we are entering a new era. However, no one person is a super hero that can fix the ills of an industry or a country. I remind everyone that will listen of some wisdom I received from a board member early in my career. Long time executives are viewed as one and the same with the association they lead. But they get into trouble when they forget the association belongs to the members. You, the members, need to know what the association is doing to represent you and the industry in the same manner you monitor government policies and actions.

In the ten months since my arrival I have learned about your industry and the challenges you face. Before the Convention, Jim Sherman called me with some sage advice and wanted me to read an article in Editor and Publisher - The Brand Crisis. The article talks about dinosaurs and how they adapted, how your industry needs to adapt and promote a positive image not be your own worst enemy by chronicling the end of newspapers. The article describes how Chevrolet has gone from "baseball, hot dogs and apple pie" to the "most award winning car company four years in a row." Do you want one? This made me think, if newspapers are becoming extinct then why are Warren Buffet and Jeff Bezos buying newspapers? And, recently Hearst purchased the Pioneer Group.

With that summary of how I ended up here and our need to work together, I have one last thought. I have always viewed myself as a change agent. It is a difficult job because most people resist change and don't like some ideas, directions and often want to kill the messenger. But I will continue to bring the best association practices to MPA, give my best advice to leadership and spend time listening to individual members who throughout my career I have found are the best source of information. For any association to be relevant, members need to use their membership, participate and give input for your association to help you and the industry.

As your change agent and a sailor I agree with Jimmy Dean, "I can't change the direction of the wind, but I can adjust my sails to always reach my destination." As we approach the 150th Anniversary of MPA in 2018, it is a time for leadership, members and staff to chart a course to defend quality journalism, the first amendment and open government. It is needed more now than ever.



March 1967 Michigan Publisher

David A. Bood (on right) received a "Blizzard Beater" certificate for attending the 1967 MPA Convention from James M. Tagg who didn't get to the convention and qualify for one. The co-publishers of the Manistique Pioneer Tribune were photographed with their snowshoes, then sent this picture to Central Office with cutlines referring to "Trapper Tag" and "Sled Dog Dave" as "Tag obviously caught Rood just before he left

on another trop to rush serum to a stricken village."

"Blizzard Beater" certificates were sent to everyone who could be established as having attended the MPA convention. Records were so sketchy that it is possible some who attended did not receive certificates. Anyone who believes he is entitled to belong to the "Loyal Order of Blizzard Beaters" can get his certificate by checking with MPA.



MPA Executive Director, Jim Tarrant strikes his best presidential pose in Washington D.C.

“We Believe”-the 2017 NNA Community Newspaper Summit

Earlier this month, MPA Executive Director Jim Tarrant, MPA President Elect Brad Thompson, MPA Affiliate Members Brad Hill and Bill Garber of Interlink and MPA Public Affairs Manager Lisa McGraw traveled to Washington DC for the National Newspaper Association’s (NNA) Legislative Newspaper Summit. The group met with several members of the Michigan Congressional Delegation and discussed the following issues.

Advertising Tax:

The Trump administration and Senate Finance and House Ways and Means Committees have promised a sweeping revision of the federal tax code in 2017. The tax law has not seen major revision since 1986.

Potential changes are many and complex. Congressional leadership says a rewrite should be “revenue neutral,” meaning it should not substantially increase or decrease tax funds.

A controversial measure that was proposed in earlier years to tax advertising by eliminating or stretching out a businesses’ ability to deduct advertising expenses is not part of a formal proposal at this time. But some tax policy specialists say that if the border tax proposal fails, a tax on advertising could quickly come back onto the table as a revenue source for the federal government.

The NNA and MPA urges members to vigorously Oppose any form of advertising tax

- Advertising generates 22 million jobs in America and produces more than \$37 trillion in economic activity.

- Any tax system that bases assessments on cash-flows would encourage businesses to invest in expansion and economic activity, and that would include advertising.

On the Postal Front:

Almost immediately after Congress passed the Postal Accountability and Enhancement Act (PAEA) in 2006, the US Postal Service began to lose money. Since then, the Government Accountability Office (GAO) has had the agency on its “at risk” list. USPS paid the annual Retiree Health Benefit Fund for a couple of years before it ran out of cash for the payments. As a result it now has about \$55 billion in red ink on its balance sheet.

Meanwhile, USPS is strapped for cash at a time when it needs funding for a new vehicle fleet, and when it hopes to upgrade its operation for the package delivery business. Although neither USPS nor its stakeholders seek a bailout from taxpayers, an adjustment in the federal policies governing USPS is needed to forestall further curtailment of service as the mail volumes continue to change.

Action is particularly important in rural areas where alternative physical delivery services are sparse and broadband information technology is less common than in the cities.

In January, a bi-partisan team of House leaders on the Oversight and Government Reform committee introduced HR 756. The bill incorporates provisions supported by NNA, the Postal Service, workers’ organizations and a broad array of mailer organizations. A similar but more complex bill was accepted in the Senate oversight committee last year, but not passed by either house of Congress.

What’s happening in WASHINGTON?

HR 756 is jointly sponsored by the committee chairman Jason Chaffetz, R-UT; subcommittee chairman, Mark Meadows, R-NC; and by the leading Democratic postal experts, Ranking Member Elijah Cummings, D-MD; Gerry Connolly, D-VA and Stephen Lynch, D-MA.

The bill would:

- Mandate Medicare integration for all postal retirees. Currently, about 77,000 workers eligible for health benefits do not take Medicare Parts A, B and D, even though postage payments supported payroll contributions for them during their work lives. Instead, they take benefits from the more costly Retiree Health Benefits Fund.

By moving these workers into the Medicare program—for which payroll deductions have been made—USPS would save about \$26 billion over the next five years.

- Create a one-time Congressionally-mandate postage increase of 2.15%, which is about half the exigency increase.

- Change the way benefits are calculated for postal workers, using “postal-only” demographics rather than basing life expectancies upon the entire federal workforce. This change would decrease the cost of benefits to USPS without impacting retirees.

- Overall, the bill would significantly stabilize the troubled Postal Service’s finances



while its ongoing cost reduction programs continue.

In addition, in its final form, the bill is expected to have additional language that would lead to improvements in service. For example, USPS would measure on-time delivery for rural areas separately from national averages. This is a provision NNA has proposed and strongly supported for the past few years.

MPA and the NNA Supports HR 756

Get to know THE LEGISLATURE

Speaker of the House Tom Leonard

State Representative Tom Leonard was first elected to serve the 93rd District in the Michigan House of Representatives in November 2012. The 93rd District encompasses Clinton County and portions of Gratiot County including the city of Ithaca and the townships of Sumner, Arcada, New Haven, North Shade, Newark, Fulton, Washington, North Star, Elba, Hamilton, Lafayette and Wheeler. He was re-elected to a second term in November 2014 and a third term in November 2016. In his third term, his colleagues elected to him to serve as the Speaker of the House.

Speaker Leonard graduated with a bachelor’s degree in History and Spanish from the University of Michigan and then went on to earn his law degree at Michigan State University.

Prior to being a state representative, Tom served as an Assistant Attorney General for the State of Michigan and was a prosecutor for Genesee County, where he was assigned to the Special Crimes Division.

Speaker Leonard is the former chair of the DeWitt Township Public Safety Committee and is an associate member of the Clinton County Farm Bureau. He is also an active member of the DeWitt Lion’s Club and the St. John’s Kiwanis Club.

Tom, his wife Jenell, and their new daughter Hannah live in DeWitt Township.



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FOIA and OMA Best Practices

By Robin Luce Hermann

One of the things I most enjoy as MPA General Counsel is engaging on the importance of open government in our democracy. This past week, the Petoskey News Review sponsored a lunch and learn where I presented on the topic of Open Government. Reporters, public officials, and citizens all gathered to take about the Freedom of Information Act (FOIA) and the Open Meetings Act (OMA) – their importance, the challenges in obtaining/providing

information, as well as best practices. It is clear to me that many government officials and employees not only want to comply with the legal requirements (as they must), they want to go beyond the bare minimum required by the law and begin making strides toward better transparency policies. With that in mind, here are some thoughts on best practices for you to discuss with your local governments.

The Spirit of the Law should be the Government's Primary Guide

"It is the public policy of this state that all persons...are entitled to full and complete information regarding the affairs of government and the official acts of those who represent them as public officials and public employees...."

Public bodies should keep in mind the spirit and intent of the law. When in doubt – disclose!

Communicate Early and Often – Especially on Potentially Controversial Issues

Nothing frustrates the public more than not knowing that an issue is being considered by a public body. Public bodies should publish notices of meeting agenda items sufficiently in advance of the public meeting in order that the public know what is under discussion. Or they should call a local reporter so that they can do a story on the issue. Public bodies should also provide copies of board packets and other materials in advance of meetings and also provide copies at meetings so that citizens understand the basic issues and facts.

Be Accessible

Too often, it is hard for the public to know who to contact and where. They get stuck in automated response hell. Public bodies should provide government email addresses for public officials and employees and list them on their website and at public offices. If there are no have official email addresses for public officials, there should be a publicly disclosed (and published) email address for contact purposes. Governments should also provide emergency contact information for certain positions (Police Chief, Sheriff) and publicize it.

Develop an Electronic Communications Policy and Enforce it!

Many public bodies now use electronic versions of materials via a laptop or tablet at public meetings. Use of these devices at public meetings can create the misimpression that the officials are improperly communicating during open meetings. The government body should make it clear that:

- Officials are only accessing materials and/or taking notes

- There is a policy forbids electronic communications (except for personal emergencies) during an open meeting

If there is a violation of the policy, take appropriate action and let the public know you did so!

Be Open about Closed Sessions

If a public body is going into a closed session – provide as much detail as possible on the topic and the applicable exemption. For example:

Say	Instead of
<ul style="list-style-type: none"> • Periodic personnel evaluation of Superintendent Smith • Consult with attorney regarding the case of Joe Smith vs. The Public Body 	<ul style="list-style-type: none"> • Personal Matters • Pending Litigation

Provide Ample Time for Public Comment at Public Meetings

If necessary, extend meetings to allow public comment, rather than imposing very short times for people to comment. Encourage and provide mechanisms for persons to speak on behalf of a group. Don't "stack" the agenda so that public comments come after the public body has already voted (another big area of frustration for citizens).

Take the time to review your obligations on your own and/or get trained

Too often, public bodies and officials blindly defer to their attorneys. While an attorney's advice may be important, read the FOIA and OMA statutes. For the most part, the provisions are pretty clear. And many of the exemptions are discretionary, meaning that they can be waived; there might be good reasons to do so in a particular case.

Petoskey News-Review Honored

The Petoskey News-Review recently was honored in Editor & Publisher magazine's "10 Newspapers That Do It Right" contest, which was announced in the March edition.

Editor & Publisher managing editor Nu Yang said the Petoskey News-Review, which last year was included in the magazine's list of honorable mentions, was chosen this year as one of the publication's newspapers that do it right because of continued success and efforts with creating the newsroom of the future.

The contest spotlights newspapers that have notability, successful innovation, implemented cost-saving initiatives, or have increased their circulation.

"This is the most distinguished operational award in the journalism industry. I salute Executive Editor Jeremy McBain and his entire news team for their quality work. To be honored by Editor & Publisher for this award is an honor that the Petoskey News-Review will remember for all time," said President and Publisher of the Petoskey News-Review, Doug Caldwell.

"It feels great to be honored like this," News-Review executive editor Jeremy McBain said. "From getting honorable mention last year to getting named to this year's list is a huge accomplishment for the entire team here at the Petoskey News-Review."

"For our little newspaper to receive national recognition like this is huge. It shows just how strong this newspaper is."

The contest is nationwide, which draws applications from all over the country including other winners this year such as the Albany Times Union, Albuquerque Journal, Oklahoman, Quad-City Times, Rockford (Illinois) Register Star and San Antonio Express-News.

"More than 70 newspapers were nominated this year," said Yang. "Nominations were sent in through a form on our website over the span of about three months."

Yang said the Petoskey News-Review stood out for a newsroom of its size.

"We were impressed with their digital efforts in podcasting and 360/VR technology," Yang added. "Executive editor Jeremy McBain recognized the industry was shifting in a certain direction and prepared his team properly. He also realized what their strengths and talents were by splitting the newsroom into print and digital."

"The willingness to experiment and try new things made them stand out. We hope their inclusion encourages other small newsrooms to experiment with digital products."

Just under two years ago, the Petoskey News-Review split the newsroom into digital-focused reporters and print-focused reporters, and the payoff continued in 2016 as reporters amped up production of videos, photo galleries and interactive graphics.

"In the digital world, we have seen leaps in viewership with readers clicking on our multimedia offerings over 200 percent more than in the previous year," McBain told Editor &

Publisher. "This growth is mirrored in the numbers of people that visit our websites to read various stories written for a digital audience with average online sessions and time they are spending on our site up by double digit percentages in each category."

McBain also said, in the magazine, after splitting the newsroom, it allowed both groups to produce more high-quality content. Over the course of five years, a reporter's responsibilities have grown beyond a 40-hour work week, and McBain realized his reporters were being pulled in too many directions.

He took his then six reporters and instead of splitting it down the middle, refocused duties and beats to where it was 80 percent digital and 20 percent print.

"The team has really come together very nicely," McBain said. "They are working closely and helping each other out. The print team really cranks out some fantastic stories, while the digital team has created some mind-blowing digital products, such as augmented reality and 360 degree videos, that a paper our size should not be able to do."

McBain said he anticipates more digital offerings in 2017 in the realm of 360-degree photos and videos, along with augmented reality.

"Additionally, look for more investigative/enterprise/in-depth stories in print," McBain said.



The editorial staff of the Petoskey News-Review is (back, from left) Sean Miller, Randy Goss, Steve Zucker, James Gensterblum, Publisher Doug Caldwell, Ryan Bentley, Jillian Fellows, Twilla Johnson, (front) Matt Mikus, Jeremy Speer, Craig Currier, Editor Jeremy McBain, Drew Kochanny and Steve Foley.

What You Need to Know to Create a Website From Scratch

By Kevin Slimp

Two weeks ago, I found myself awake at 3 a.m., unable to get back to sleep. After tossing and turning for more than an hour, I decided I might as well get some work done. Checking my messages and social media, I quickly found I wasn't the only one who couldn't sleep.

Shelly, a publisher friend in Minnesota had been up for hours. I soon learned why.

"Ugh! My new website crashed yesterday and I'm trying to fix it," she told me. "I got it through GoDaddy and I'm trying to chat with them, but nobody seems to be answering. What should I do?"

Fortunately, I've got more websites than . . . well, I've got a lot of websites. That means I've become a pro at getting to the bottom of problems before they ruin my day or, in this case, night.

Rather than attempting to get through to someone using the chat function, which Shelly had already tried, I called the customer support number on the GoDaddy.com website. Guess what . . . someone answered, and they were a big help.

Shelly had simply forgotten to "publish" her new site, meaning it worked for a few days while the host waited for someone to click the "publish" button. After the allotted time, the host assumed the site wasn't meant to go live and took it offline. This is a very common mistake for folks who are new to website design and one I've made myself plenty of times.

If you're new to creating websites, there are a few things to keep in mind before you begin. Keep this list handy. You might need it someday.

1. Will you be creating the site from scratch, or will you use a template-based system to design your website?

Let's add another option while we're on the subject. Maybe you will use WordPress, which is template-based, but requires a good bit of programming here and there.

When I'm designing a new website, the answer varies. When NewspaperAcademy.com was being created (my best friend and I designed and programmed the entire site in one weekend), we used WordPress because the site is

an "online community," meaning it is a membership-based site. WordPress had tools and templates created for online communities which we could purchase.

On the other hand, when I was designing the NewspaperInstitute.com site earlier this week, I wanted to have total control of the design and functionality. In addition, I didn't have a lot of time. With one afternoon to get the site up and functioning, I turned to Adobe Muse, an application in the Adobe Creative Cloud suite.

Designing a website in Muse is a lot like designing a page in InDesign. Websites are made up of groups of pages, much like documents in InDesign.

Muse allows me to place a picture, video or menu on the page much like I'd place an element on the page in InDesign. When speed and control are my priorities, I often turn to Muse.

If I'm creating a news site, I'll probably go with a template-based system like Bondware.com or TownNews.com. These are just two of dozens to choose from. If I'm at a metro paper, I'm looking at robust CMS systems that do everything from take online orders to assembling my site, all while creating the newspaper pages.

2. Where will you register your URL?

The steps to getting a site online are basically three-fold:

- Design the site (see Question 1 above)
- Register your URL (website name)
- Upload your website files to a host.

If you want the name of your new website to be KevinIsTheBest.com, you'll need to find out if anyone else is already using it. Two popular places to register a URL are Network Solutions and GoDaddy. You will find these at NetworkSolutions.com and GoDaddy.com.

I've learned it's best to use one company for website registration. By the time you have a dozen or more websites, it can be hard to keep up with all the hosting details, passwords, etc.

I've used both Network Solutions and Go Daddy and both have worked fine. These days, I use Go Daddy whenever



I need to register a new domain.

3. Who will host your site?

Websites need space on a server. You might have heard a geek say something about "parking" a site.

Unless you're hosting your own site, you will begin by selecting a host to park it for you. Folks who are new at

creating websites often use the same company they used to register their domain name. That's fine, and certainly makes remembering where everything is located easier.

Having worked with more than my share of hosts over the years, my current favorite is SiteGround.com. You can have a different favorite. That's OK.

I like using SiteGround.com (no, I don't receive an endorsement fee) because I've always been able to connect with them within seconds whenever there is an issue. That's worth a lot to me.

OK, Let's go over all that again.

It's not as complicated as it sounds, but you will get better with practice.

First, design a website, using Adobe Muse, WordPress or some other method. Next, register your domain (website name). Third, find a place (host) to park your website.

Once you have those, you simply upload your files (you've probably used FTP before) to the host and update them when necessary.

Now, that wasn't so hard, was it?

Seriously, I know creating your first website can feel like learning a foreign language.

Don't be fooled. It's not that complicated. You need a website, a domain and a host. And maybe an I.T. pro, but probably not. Shelly got her site online and it's working very well. I've got confidence in you.

Advertising is All About Motivation

When you peel back the layers of advertising philosophy and technique, it all comes down to one thing: Motivation. People buy things because they are motivated. And the most effective ads are those that appeal to the right motivation.

There are two basic motivators: (1) desire for gain and (2) fear of loss. Think about your own experience and it's easy to see that your purchases can be traced to a desire to get (or maintain) something you want or to prevent the loss of something you don't want to lose.

This goes for big and small buying decisions. Why do you move to a new house? (Real estate experts say the three biggest reasons are location, location and location.) Why do you buy new tires when your old ones wear out? (Fear of an accident.) Why do you go to the movies? (Desire for entertainment.) Why do you wait for something to go on sale before buying? (Desire to save money.) Why do you buy a convertible? Why do you join a gym? Why do you buy an insurance policy?

Smart advertisers find – and stick with – the right motivators to sell their products and services. Take tires, for example. Although every brand of tire is built for safety,

Michelin took that universal benefit to a new level – with imagery of smiling babies riding in the protective embrace of their tires. That strategy positioned Michelin as the "safe tire" – a benefit that is tied directly to a major motivator for parents.

You can do the same thing for your advertisers. Simply identify a dominant motivator and package it in the form of a benefit. Then make that benefit crystal clear in the headline and graphic images.

Here are some formulas to write better benefit headlines. Look for the motivational elements.

1. "How to _____ (fill in the blank)." In many cases, whatever you put after the words "how to" will automatically promise a benefit. For example, "How to simplify your vacation plans"... "How to learn a foreign language"... "How to lose five pounds in five days."

Some words are powerful links to basic motivators. "Protect" and "secure" are strongly connected to fear of loss ("How to protect your home from intruders"). And "save" and "increase" are associated with desire for gain ("How to increase your gas mileage").

An interesting feature of a "how to" headline is that the words "how to" can be dropped to create a shorter version of the same statement. "How to secure your retirement" can become "Secure your retirement."

2. "Save ___ on _____." This headline requires a specific dollar figure or percentage. ("Save 40 percent on new carpet.")

3. "Quick and easy way to _____." This is a promise of hassle-free ways to do things. The words "quick and easy" can be used together or alone. ("A quick and easy way to do yard work"... "A quick way to refinish furniture..." "An easy way to find the right camera.")

4. "Free" offers like ... "Buy one sandwich, get one free" or "First month's rent free."

John Foust

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

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Member News & Notes

Give us the scoop!

We're really excited about this page in our new monthly Bulletin. We want to provide a place where members can tell us about the comings and goings at their newspapers.

We also want to feature the good things you're doing in your community. Sponsoring a team? Hosting an event to help a charity? Please let us know and send pics!

Sending updates on changes in your family would also be appreciated...births, graduations, anniversaries...let your MPA family be part of the celebration.

Please send information and photos about the happenings in your world to lisa@michiganpress.org.

New Changes



Newberry News announces a new Advertising Director Teri Petrie to replace Nancy Diem, who retired on March 10. Petrie has spent the last 15-plus years in broadcasting, most recently as station manager for Eagle Radio. Petrie expects an easy transition from radio sales to newspaper sales. "I just really love helping people, and selling advertising is an easy way for me to do it. If my customers are successful, I'm successful." Diem, who has served as editor/publisher and then advertising manager over the last 28 years.

Peter Ricker of the Midland Daily News was named General Manager for their Midland location as well as for the Huron Daily Tribune. Tim Neuman is now the leader of the papers' production team in Big Rapids.



"Wendy VerSnyder" Day

Feb. 23 was dubbed, "Wendy VerSnyder" Day in honor of Wendy VerSnyder of the Leelanau Enterprise, retiring after 30 years as Office Manager. The public came in to bid farewell and enjoy treats, including MPA President Doug Caldwell, pictured with Wendy.

Passing

Owen A. Rood Jr.

Owen A. Rood Jr. age 94 of Swartz Creek, formerly of Durand passed away Monday, February 27, 2017 at his home. Funeral services will be 2:00 PM Saturday, March 4, 2017 at Watkins Brothers Funeral Homes, Durand Chapel. Pastor Jim Martin will be officiating. Family will receive friends on Friday from 5-8 PM and one hour prior to the service.

Owen was born October 24, 1922 in Joliet, IL, a son of Owen and Euphemia (Ferguson) Rood. In 1937 His father bought him his first printing press. He graduated with a Masters degree in Journalism from Northwestern University. On November 3, 1942 he enlisted in the United States Marine Corps. He graduated USMC, OSC and ROS Quantico, VA, Second Lieutenant. He served in the Pacific Area, World War II, First Marine Division, Seventh Marine Regiment, First Battalion, Baker Co. Third Rifle Platoon Leader Okinawa and North China June 1, 1945 - April 6, 1946. Relieved from active duty June 18, 1946. He was promoted to First Lieutenant July 8, 1947. He was ordered back to active duty during the Korean War November 7, 1950. Promoted to Commanding Officer in August of 1951. Relieved from active duty May 1, 1952. Discharged from the military in May of 1957. Owen bought the Durand Express in July, 1952 after being released from active duty. He sold it in 1988 and retired to Zephyrhills, FL. In July, 1992 he returned to ownership of the Durand Express and Shiawassee County Journal in Perry. In December, 1997 he sold publications to the Argus Press. He married Inez Packard-Rood in 2003.

Owen was a active member of the Michigan Press Association from 1952-1997, he served on the Board of Michigan Weekly Newspapers Inc. for 29 years. 4 years as President. He was a life member 3DX, Professional Journalism Society. He was past President and honorary life member of the Durand Area Chamber of Commerce, life member of Reed-Raymond Post 2272 VFW, life member of North Newburg Masonic Lodge 161 and member and past President of the Durand Rotary Club.

Owen is survived by his wife, Inez Packard-Rood; son, Dale (Karen) Rood; daughter, Janice (Kent) Van Kleeck; grandchildren, Steven (Christy) Rood, Dustin Van Kleeck, Gena (Phillip) Durrett and Kristin (Van Kleeck) Guildford; great grandchildren, Ian Durrett, Thomas, Bryson and Cameron Rood, and Clark and Casson Guildford; step-children, Georgia Swimmer, Linda Crossett, Charles (Cindy) Crossett and David Crossett; and several step-grandchildren.

Online condolences may be sent at www.watkinsfuneralhomes.com



Retirement Celebration

Dan Tollefson of the Sturgis Journal and Gatehouse Media, Wes Smith of View Newspapers, Todd Hagerman of Michigan Web Press, former MPA President Wayne Oehmke, Adrian Daily Telegram Publisher John Elchert and Blissfield Advance Publisher Marcia Loader wish Lonnie Peppler-Moyer all the best as she celebrated her retirement from the Monroe News earlier this month.

CLASSIFIEDS

REPORTER

The award-winning Petoskey News-Review is seeking a digital-focused reporter to join its staff. The News-Review is one of the premier small newspapers in Michigan, having been named as honorable mention for the Editor and Publisher's Newspaper's that do it right contest and a finalist in Editor and Publisher's digital journalism contest The Eppy Awards. This reporter will spend a majority of their time creating online reports, videos, podcasts and dabbling in virtual reality/360 degree reporting and augmented reality reporting. Additionally, they are to be one of the main investigative/enterprise reporters on the staff for the print and digital products, as well as help with police reporting.

- Experience: * Experience writing concise and accurate nonfiction * 1+ years of reporting experience in a fast paced environment * 1+ years of reporting experience in a fast-paced environment
- Education: * Bachelor's degree *Some college or Associates degree

Interested candidates please visit www.schurz.jobs and search Requisition Number NMR-5127

GENERAL ASSIGNMENT REPORTER

The Township VIEW is seeking a re-sponsible and energetic individual for a full-time general assignment reporting position. The Township VIEW is a publication of the View Newspaper Group, publishers of 15 community newspapers in Saginaw, Genesee, Lap-eer, Sanilac and Huron Counties. This full-time position will be seated in Chesaning, MI.

A successful candidate will be an individual who has experience in news reporting and is self-directed to gather and follow-through on story leads from their coverage area in Saginaw and Thomas Townships. The position includes some evening gov-ernment and school board meeting cover-age, as well as occasional weekend assign-ments.

This is an entry level reporting position with a strong community newspaper chain, offering opportunity for career growth.

Come join our winning team!

Send resume and cover letter to:

View Newspaper Group

Attn: Keith Salisbury, Editor

P.O. Box 158

Chesaning, MI 48616

Or email to

ksalisbury@mihomepaper.com

SALES POSITION

The Grand Haven Tribune, part of the family-owned Sandusky Newspaper Multi-Media Group, operating seven daily newspapers and several websites in four states, is accepting applications for a seasoned sales professional selling digital, print and promotional advertising to new and existing customers in the greater Grand Haven area.

Media sales consultants prospect and make cold calls; develop presentations, up-sell existing accounts and generate new revenue. Today's media landscape is fast paced and requires someone who can simplify the sales process, rapidly uncover customer needs and deliver marketing and advertising solutions that meet and exceed the advertiser's business objectives.

The ideal candidate will be very comfortable with developing and building relationships and excel at seizing multiple sales opportunities. You will become part of our "Team Tribune" and work in an entrepreneurial sales environment to achieve goals within our areas of responsibility. A minimum of two years experience is required.

This is a full time position and offers base salary plus commission, medical, vacation and a 401k retirement plan.

Please email or send your resume to:

Yvonne Reames

Grand Haven Tribune

101 N. Third Street

Grand Haven, MI 49417

REPORTER

The Manistee News Advocate is hiring for a Reporter in Manistee, Michigan.

We are looking for an energetic newshound to go after breaking news on the cops and court beat and keep officials at city hall on their toes on the city beat. The ideal candidate must have strong writing skills, be able to take photos and video and have social media skills. This is an incredible opportunity for an early-career reporter.

Manistee is the perfect place for someone who enjoys the outdoors and all that northwestern Michigan has to offer, with plenty of sandy beaches and trails. This position gives you the opportunity to live where others vacation!

Responsibilities:

- Find stories as they emerge, and help readers understand why the news matters to them.
- Write engaging, original and thoroughly reported stories that not only break news, but demonstrate

INTERN WANTED

Get an Eeducation

In a beautiful

Place to work

The Leelanau Enterprise, an 8,000 paid circulation newspaper in Leelanau County, Michigan, is seeking to hire a summer intern for its editorial department. Position may start as early as May 1 and last as long as Labor Day weekend, with length of term dependent on schedule of successful applicant. Preference will be given to candidates who commit to a longer internship and who are studying journalism. Individual must be reliable, be able to produce clean copy quickly, and enjoy mingling with residents to produce stories that reflect the Leelanau Peninsula. Photography skills a plus. Please send resume and samples of work to Alan Campbell, 7200 W. Duck Lake Road, Lake Leelanau, MI 49653, or email to editor@LeelanauNews.com

REPORTER

The County Press, winner of the General Excellence Award by the MPA for three consecutive years, has an opening for a full-time general assignment reporter. A bachelor's degree in journalism, or a related field, is preferred. Successful candidate must have strong writing skills, love the business and craft that is journalism and storytelling, and be excited to join a busy newsroom that publishes three editions each week. Send resume, three writing sample and cover letter to: jhogan@mihomepaper.com

Do you have an ad you'd like to place in our MPA Classifieds?

E-mail it to:

bulletin@michiganpress.org

For more information and additional postings, visit us online at:

michiganpress.org/help-wanted/

critical thinking about the topic.

- Develop a wide range of sources, and work collaboratively with colleagues.
- Understand basic online content management systems and be adept at social media.

Qualifications:

- BA, preferably in journalism; will consider graduating seniors
- Prior experience reporting at another paper, magazine, or student paper; other writing experience will be considered
- Excellent reporting skills. The position requires a curious, enterprising and quick-moving reporter who can sniff out fresh stories and bring appropriate news judgment. Be deadline-driven, and scoop-driven.
- Strong writing skills.
- The ability to shift from short online pieces to longer, immersive features -- and to recognize which stories deserve which treatment.

- Experience with social media and willingness to try new channels.
- Knowledge of MPA style.

About Hearst Newspapers:

Hearst Newspapers is the operating group responsible for Hearst's newspapers, local digital marketing services businesses and directories. With more than 4,000 employees across the nation, Hearst Newspapers publishes 19 dailies and 61 weeklies reaching more than 42 million unique visitors across the U.S. with related mobile websites and digital products.

Benefits:

The News Advocate offers a benefit package that includes health insurance (medical and dental) and a 401k plan.

To Apply:

Please send a cover letter explaining why you're the perfect candidate for this position, along with a resume and 2 writing samples to editor Michelle Graves at mgraves@pioneergroup.com.



31st Annual Scholarship Golf Benefit

Play

Sponsor

Join us for the 31st Annual Scholarship Golf Tournament in Gaylord, MI. This annual event supports the MPA Foundation in its continued efforts to assist journalism students throughout Michigan.

This year's event will include a variety of activities:

- Golf Scramble
- Putting Contest
- Bidding Hole
- Mulligans
- Skins
- Dinner
- Silent Auction
- Giveaways & Prizes.

Date: Thursday, May 18, 2017

Time: 11 AM Shotgun Start

Location: Treetops Resort, 3962 Wilkinson Rd, Gaylord, MI 49735

Room Reservations: Deadline at the Treetops is April 14

Registration is now open. Visit michiganpress.org or contact us at 517.372.2424 with questions and to register today.

The 2017 Golf Benefit will offer a variety of sponsorship options to businesses and individuals seeking to support the MPA Foundation and Michigan students.

Sponsorship options:

- Eagle Sponsorship - \$2500
- Birdie Sponsorship - \$2000
- Lunch Sponsor - \$1500
- Hole Sponsor - \$500

We are also seeking donation items to be auctioned off at the Silent Auction taking place after the golf tournament prior to the dinner.

Visit michiganpress.org or contact Lisa at 313.247.9859 with questions and to sponsor today.



Treetops Resort golf course, Gaylord, MI

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