

TEXAS PRESS

e-Newsletter

Representing Texas Press Association - March 2014



Q & A with an industry expert: E-cigarette advertising stands unregulated at present

BY DAVID DONALDSON, Adjunct Lecturer in Media Law, College of Communications, The University of Texas at Austin

Like big hair and three-piece polyester suits, tobacco advertising has been outdated for nearly 40 years. The last broadcast tobacco ad was in 1971 after the Supreme Court confirmed the Federal Communications Commission's power to ban cigarette advertising on broadcast stations. Congress, concerned about tobacco health risks and children's exposure to cigarettes, has made it increasingly tougher for tobacco companies to advertise in other venues. But with the advent of electronic cigarettes, the issue of tobacco advertising is once again cool.

Electronic cigarettes are much different from regular cigarettes that use fire to ignite tobacco and create the smoke that contains not just nicotine but tar and other carcinogens that we now know to cause cancer. Tobacco companies once were excoriated for memos that showed that they were looking for a way to deliver more of the addictive nicotine to the smoker. Ironically, electronic cigarettes are designed as a nicotine delivery system.

The electronic cigarettes (trendily called e-cigarettes) contain a cartridge filled with a nicotine solution

and a battery powering a coil that heats the solution into vapor, which one sucks in and exhales like smoke. The smoker inhales the nicotine and water vapor and exhales none of the tars and other known carcinogens that accompany second hand tobacco smoke. So, the argument goes, the e-cigarette is not the same as real cigarettes. E-cigarettes don't contain tobacco. From that flows the argument that restrictions on tobacco advertising don't apply to e-cigarettes. As a result, e-cigarette companies are increasingly approaching media outlets (including broadcast stations) to place advertisements for their product. Is it okay?

By 1997 major tobacco companies had agreed to settlements that, in at least 46 states (not Texas) banned outdoor, billboard and public transportation advertising of cigarettes (Texas bans cigarette billboards within 1,000 feet of a church, school, and other specific venues). By 2010 the federal Family Smoking Prevention and Tobacco Control Act, otherwise known as the Tobacco Control Act, became effective. The law aims to prevent and reduce tobacco use by young

► CONTINUED ON PAGE 2



**TEXAS
BETTER
NEWSPAPER
CONTEST**

**DEADLINE:
MARCH 21 AT 5 P.M.**

**ENTER AT
WWW.BETTERBNC.COM**

► FROM PAGE 1

people and keep them from becoming addicted and eventually becoming smokers throughout their adult life. The law sets guidelines and restrictions governing users, manufacturers and sellers of tobacco products, including restrictions on sponsorship by tobacco products of sporting and entertainment events and distribution of free cigarettes and promotional products, including non-tobacco products linked to tobacco products.

But none of these restrictions applies to e-cigarettes. Because e-cigarettes do not contain tobacco, the practical effect is that e-cigarettes are not governed by these laws. In the European Union the response was to simply ban e-cigarette advertising the same as for cigarettes, but in the United States, with our First Amendment protections, it will not be so simple.

The U.S. Supreme Court has recognized that the First Amendment protects commercial advertising. As long as the advertising is truthful and the product advertised is legal, federal and state government must show a substantial interest in regulating the advertising and that the regulation directly advances that substantial interest. Several substantial interests (protecting children from the ads, health risks from smoking) justified restricting cigarette advertising. But most studies so far have confirmed that e-cigarettes are less dangerous to health than tobacco cigarettes. On the other hand, the use of flavors in e-cigarettes (chocolate, piña colada, etc.), the cool factor of the device itself and celebrity use of

it, and the relative ease of starting an e-cigarette habit without the flames, hacking, and coughing that accompanies learning how to smoke tobacco cigarettes raises the fear that advertising e-cigarettes does seem to pose a serious risk to increasing minor use of e-cigarettes. It remains to be seen if those concerns, or others that might arise, will be viewed by the courts as substantial enough to justify restrictions on such advertising.

The U.S. Food and Drug Administration reportedly has been working on regulations that might affect the marketing of e-cigarettes. The FDA has not yet released the proposed regulations. Even if they are released soon, with public comment requirements, still-evolving science and social studies of the phenomenon and potential First Amendment litigation, final regulations are likely a few years away.

So far neither the states nor the federal government have instituted e-cigarette advertising bans (bans on smoking e-cigarettes indoors have been passed in some jurisdictions, but that raises different issues.). As a result, TV ads are proliferating and print ads are becoming prevalent. Until the FDA, another federal agency or Texas acts to place restrictions on such ads, it appears that e-cigarette ads are allowed. The same rules against false and misleading claims apply and just because e-cigarette ads are allowed, advertisers can't piggyback advertisements for tobacco cigarettes on them. The restrictions on cigarette advertising still apply. So the light is green so far for e-cigarette ads, but stay tuned.

Mail 'load leveling' in March *Standard Mail will arrive a day later*

Three days after the Postal Regulatory Commission awarded it a 4.3% exigent rate increase, the U.S. Service filed a request with the PRC for an advisory opinion on its plan to "level the load" handled by its carriers during the week. Under the new load-leveling plan set to take effect on March 27, Standard Mail accepted on Friday will not be delivered until Tuesday, and mail accepted on Saturday will have a promised delivery day of Wednesday.

The Postal Service is required to file

an advisory request with the PRC 90 days before it plans to undertake a nationwide service change.

In this case, the PRC will use that time to verify that the move is within the legal parameters of Title 39 of the Postal Code and could recommend alterations to the plan to make it more so. Mailers should prepare to make changes in their delivery schedules this spring unless the PRC requires the Postal Service to go back to the drawing board.

TEXAS PRESS E-NEWSLETTER

Texas Press Association
718 W 5TH ST STE 100
Austin, TX 78701-2783
(512) 477-6755 phone
(512) 477-6759 fax
www.texaspress.com

2013-2014

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MARK YOUR CALENDAR

CLICK HERE TO DOWNLOAD
THE REGISTRATION FORM

TPA Newspaper Leadership Retreat

**Holiday Inn Corpus Christi
Marina Tower - June 19-21, 2014**

TPA is going to Corpus Christi! Once again, there is an 80-newspaper limit, but as always, anyone can attend the annual contest awards luncheon on Saturday, June 21.

CALENDAR

March 15, 2014: Panhandle Press Association Scholarship deadline

March 21, 2014: Texas Better Newspaper Contest DEADLINE

March 21, 2014: North and East Texas Press Association Scholarship deadline

March 28-29, 2014: Society of Professional Journalists - Region 8 - Regional conference in Houston

March 31, 2014: Entries due for the Headliner's Foundation Showcase Award

April 1, 2014: Texas Gavel Awards deadline

April 3-5, 2014: Panhandle Press Association Annual Convention, Dumas

April 10-12, 2014: North and East Texas Press Association Convention, Courtyard by Marriott, Tyler

April 15, 2014: Nancy Monson 2014 Spirit of FOI Award entries deadline

April 17-19, 2014: South Texas Press Association Annual Convention, YO Ranch Hotel, Kerrville

April 25, 2014: Golden 50 nomination form deadline

May 2, 2014 Frank W. Mayborn Award for Community Leadership deadline

May 2, 2014: Fred Hartman Excellence in Sportswriting Award deadline

May 3-4, 2014: American Society of News Editors - Hacking News Leadership Conference

May 15-17, 2014: Texas Gulf Coast Press Association 76th Annual Convention, Port Royal, Port Aransas

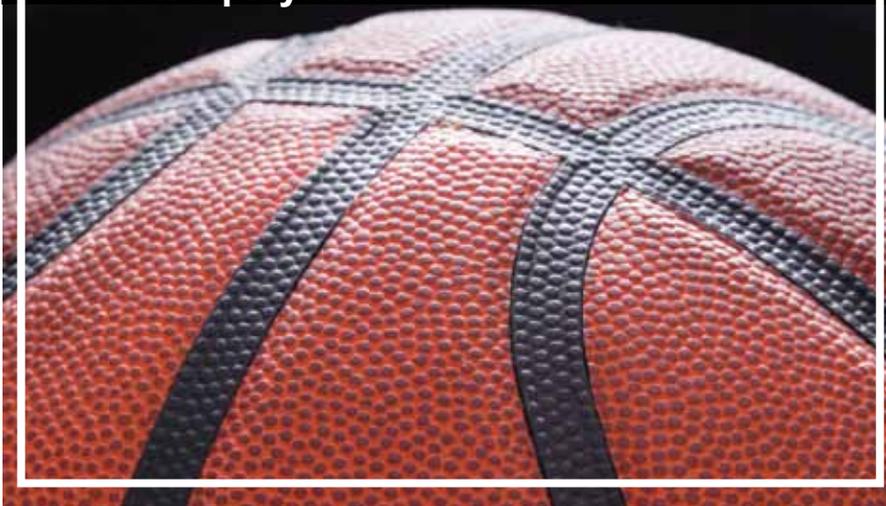
June 19, 2014: West Texas Press Association Scholarship deadline

June 19-21, 2014: TPA Newspaper Leadership Retreat, Holiday Inn Corpus Christi Hotel - Marina Tower

July 17-19, 2014: West Texas Press Association Annual Convention, Graham

Don't foul out with March Madness words in ads

Ad staffs: Make sure your advertisers aren't using any of the NCAA trademarked words in their ads. The NCAA has trademarked such words as Dribble, March Madness and Final Four - [click here](#) to view a complete list of words that will get your advertising in trouble during this season's playoffs.



STATE CAPITAL HIGHLIGHTS

WITH ED STERLING

A weekly subscription-based column for Texas Press Association member newspapers with news from Austin that affects Texans statewide. Posted by member services director Ed Sterling, the column averages 700 words.

Order your subscription for \$100 a year to provide statewide news to your readers. Column available by e-mail and online download. To sign up, contact us. To renew your subscription call the TPA office at (512) 477-6755.

BUY, SELL OR TRADE

Classifieds appear and online here as a free service to member newspapers. Non-member newspapers and out-of-state newspapers can place ads for \$25 for two months. Email ads along with a billing address.

last year. This is an excellent opportunity that includes a 4,400 square foot building and all equipment. Turn-key operation for only \$95,000. Please submit all inquiries to group-3pow@gmail.com

Newspapers/Shops for Sale

- Looking for someone to take over my Advertising and Promotion agency. Everything in place for success. Computers, printers, fax. QuickBooks, accounts. Two phone lines. Looking to retire. Waco, TX 76707 BillFoster@BFAWaco.com - (254) 756-0347 or (254) 304-0432

- A weekly newspaper located in North East Texas is for sale because of health reasons. The newspaper grossed \$130,000

Equipment to Buy

- Texan News, a new student newspaper at Tarleton State University in Stephenville, is looking for newspaper racks that could be purchased reasonably or donated. In a time when people say print is dead or dying, our students are breathing life into the profession. If you have racks you're not using, please call Dan Malone at 817-235-2451 or email at dmalone@tarleton.edu.

JOB BANK

The TPA Job Bank is updated as positions become available. The Job Bank is a free service for all TPA members and job seekers. Ads from non-member newspapers are accepted at a rate of \$25 each. Listings will remain on the Job Bank for 30 days or until notified to remove. E-mail job listings to: jobbank@texaspress.com or fax to 512-477-6759. Questions? Call 512-477-6755. Join the Job Bank List server.

3-10-2014

Victoria, Tx - Sports Reporter

Contact: tmartinez@vicad.com

To join our team, send your resume, work samples and cover letter to the Victoria Advocate, attention Managing Editor Thomas Martinez at tmartinez@vicad.com or mail to 311 E. Constitution, Victoria, TX 77901.

3-10-14

Victoria, Tx - Reporter

Contact: ccobler@vicad.com

To join our team, send your resume, work samples and cover letter to the Victoria Advocate, attention Editor Chris Cobler at ccobler@vicad.com or mail to 311 E. Constitution, Victoria, TX 77901.

3-6-14

San Antonio, Tx - Managing Editor

Contact: resume@constructionnews.net | Construction News Ltd. is looking for a Managing Editor. Submit your cover letter, resume, writing samples with salary requirements to publisher Buddy Doebbler at resume@constructionnews.net.

3-5-14

Brownwood, Tx - Reporter

Contact: david.compton@brownwoodbulletin.com

We are seeking multi-media reporters to join the award winning news team of the Brownwood Bulletin. Email david.compton@brownwoodbulletin.com with interest and resume.

3-5-14

Brownwood/Stephenville, Tx - Sales Representative

Contact: david.compton@brownwoodbulletin.com

We are looking for skilled sales people to join the Brownwood Bulletin and the Stephenville Empire Tribune staffs selling award-winning media marketing products/publications. Email david.compton@brownwoodbulletin.com with interest and resume.

3-3-14

Waco, Tx - Sales

Contact: Bill Foster@BFAWaco.com Send resume to BillFoster@BFAWaco.com. 254 756-0347 or 254 235-2507

3-3-14

Austin, Tx - GateHouse Media, Center for News & Design

Send applications to: <http://ghm applicantstack.com/x/openings>

Positions open: Community content producers, proofreaders and page designers

2-27-14

Alpine, Tx - Managing Editor

The Alpine Avalanche has an immediate opening for a managing editor who can be a leader in both the newsroom and in the community. Please e-mail a resume, cover letter, and salary requirements to publisher@alpineavalanche.com.

2-26-14

Royce City, Tx - Reporter

Contact: edtiior@heraldbanner.com Herald-Banner Publications is looking for a full-time reporter to provide timely and engaging content and photos for two weekly newspapers in Rockwall County. Send your design, writing and photography clips to Caleb Slinkard at edtiior@heraldbanner.com.

UPCOMING SCHOLARSHIPS, AWARDS AND DEADLINES

SCHOLARSHIPS

Some of the state's regional press associations will be offering scholarships to a graduating high school senior and another to a currently enrolled college student. TPA will match up to \$2,500 per year per regional press association and since 1999, TPA has given \$65,000.

North and East Texas Press Association

- Amount: \$1,500 to each student
- Application must be postmarked by: March 21
- Send completed application to: Suzanne Bardwell

Gladewater Mirror, 211 North Main St., Gladewater, TX 75647

Panhandle Press Association

- Amount: \$1,000 to each student
- Application must be postmarked by: March 15
- Applications will be up on their website soon, but when completed, send to: Panhandle Press Association, PO Box 1110, Clarendon, TX 79226

West Texas Press Association

- Amount: \$2,000 to each student - though, if there are several strong applications WTPA board autho-

rized a third scholarship for either highschool or college student

- Application must be postmarked by: June 19
- Send completed application to: Bob Dillard, WTPA Scholarship Chairman
P.O. Box 1097, Fort Davis, TX 78734

South Texas Press Association

- Amount: \$1,500 to each student
- Applications must be postmarked by: April 12
- Send completed application to: Jason Jarrett, 305 S Congress Ave, Austin, TX 78704

INTERNSHIPS

STPA is again awarding two \$2,000 Internship Awards to member newspapers for 2014. The newspapers selected to partici-

pate need to find their own interns who must work 8-weeks at a minimum of \$300 per week. The newspaper will then be reimbursed

\$2,000 Complete information and application forms are available at southtexaspress.com/intern.html. Deadline is April 5.

AWARDS & DEADLINES

➤ **TEXAS BETTER NEWSPAPER CONTEST**

Deadline: March 21, 5 p.m.
Enter at: www.betterbnc.com
For questions, contact Allison Rentfro
at arentfro@texaspress.com

➤ **GOLDEN 50**

Deadline: April 25
Send completed nomination form to Mike Hodges at mhodes@texaspress.com

➤ **FRANK W. MAYBORN AWARD**

Deadline: May 2, 5 p.m.
Send entries to Allison Rentfro at arentfro@texaspress.com

➤ **FRED HARTMAN EXCELLENCE IN SPORTSWRITING**

Deadline: May 2, 5 p.m.
Send entries to Allison Rentfro at arentfro@texaspress.com

➤ **NANCY MONSON 2014 SPIRIT OF FOI AWARD**

Deadline: April 15
Send entries to kelley.shannon@foift.org with the subject line FOI AWARD

➤ **STATE BAR OF TEXAS GAVEL AWARDS**

Deadline: April 1, 5 p.m.
Submit entries to: Texas Gavel Awards Public Information Department, State Bar of Texas
P.O. Box 12487, Austin, TX 78711

➤ **THE HEADLINERS FOUNDATION SHOWCASE AWARD**

Deadline: March 31, 5 p.m.
Send contact info, a few details and a link to your work to <http://headlinersfoundation.org/content-submission>

NNA gains hub use instruction to help area newspaper delivery within closed SCFs

BY MAX HEATH, NNA Postal Chair

The National Newspaper Association gained official policy last month for a long-sought practice to keep local and area newspapers within their former Sectional Center Facilities (SCFs), now designated as “Hubs” in postal vernacular. With hundreds of small SCFs merged into larger postal processing plants, and mail sortation of “working mail” moved further “upstream,” NNA’s Postal Committee had been promised since March 2011 that those “losing SCFs” would keep direct containers “dock-transferred” within the old SCF territory.

Despite those promises, no clear directive was issued to “the field” until Feb. 6, and then only after a visit by NNA leadership with U.S. Postal Service management in Washington last July. Merle Baranczyk, then NNA president, and Robert M. Williams Jr., current NNA president, beseeched Postmaster General Pat Donahoe and USPS Chief Operating Officer Megan Brennan to take steps to keep newspaper delivery service within standards set for all Periodicals. Issuance of the Hub policy was a key part of that. NNA pushed behind the scenes with other USPS operational personnel to get the policy drafted and issued. Tonda Rush, NNA chief executive officer, prodded at every opportunity until “the policy ground through the giant USPS bureaucracy and came out satisfactorily in the end, three years after we were first assured it would be implemented.”

NNA persists on behalf of its members, and does the best it can to help newspapers survive and thrive in what continues to be a difficult economy. Better late than never, except that some newspapers have undoubtedly lost subscribers because of delivery delays in the meantime. I say some, because common-sense customer-oriented plant managers in “gaining plants” that got the mail transferred from “losing plants” had seen to it that the Hub policy was in fact followed.

What does the hub policy do, exactly? Good question. I’d like to expand on what the NNA news release last month correctly started, and quote from the actual policy letter to Area Vice-Presidents from David Williams, vice president network operations, and Ed Phelan, vice president delivery and post office operations. The policy on “Local Newspaper Processing” says that direct containers of newspapers are sometimes “being transported upstream to the processing center even though they



are already at their finest depth of sort. Transporting these containers of 5-digit direct local newspapers to the upstream center only to have the processing center dispatch them back to AOs (associate offices — post offices) results in unnecessary transportation and handling costs and can lead to service delays.”

The policy orders an end to this practice by ensuring that mail entered at a delivery post office in 5-digit containers or better sort (carrier-route, high-density, etc.) stays there. Likewise, and most importantly, it directs that all other such containers stay in Hubs (mostly former SCFs) and get redistributed to other post offices within the service territory of that Hub. Direct containers include 5-Digit, Carrier-Route, or M5D (merged 5-digit and carrier-route in same sack or tray).

Even though mail sortation is no longer done in the Hubs, USPS still has a highway-contract network to move mail from its post offices to the distant plant, and the network is still mostly

built around the former SCFs as a “transfer hub” operation. It is that network that moves mail to post offices in the morning and back to the hubs, then on to plants, in the event.

What does the hub policy do, not do? It does not keep in Hubs the processing of “working” containers that must be opened and sorted, including 3-digit, SCF, and higher-level sorts. Because all processing of working mail has been moved upstream to more distant plants from smaller SCFs, copies for post offices within the former SCF territory that didn’t sort to direct containers will escape to working sortations. NNA members may get a copy of the letter for their own use in sharing within their state or region at www.nnaweb.org. Click on the story about USPS telling its post offices to hold local newspaper mail.

How can I maximize copies in direct sorts? There are several options to get copies out of working containers and into direct containers. First, look at the ZIP code of addresses in those working containers, primarily 3-digit or SCF. If you see copies of ZIPs without your former SCF, you may be able to take one of several steps. If the address didn’t sort to a 9-digit ZIP code, it probably has a slight defect in the address line. Check it via the USPS.com ZIP Code Lookup. You may be able to make slight changes to get the address codable, and put it back into a 5-digit sortation. Secondly, if you see multiple copies in the working sort with proper 9-digit ZIP codes, it may be that you don’t have 24 or more copies, the minimum standard requirement to make up a direct container.

Max Heath, NNA postal chair, is a postal consultant for Athlon Media, publisher of Athlon Sports magazine, American Profile, Relish, and Spry newspaper supplements, and Landmark Community Newspapers Inc.

E-mail maxheath@lcni.com

Perfecting the balance between print and digital for newspapers

by NAA President and CEO Caroline H. Little

Over the past year, newspapers have transformed.

We told the world that we were going to evolve, adapt and remain essential. We have done just that. Not only are newspapers still delivering on that promise, they are thriving as innovation and new ideas drive our success – across all platforms.

While much of our recent success has been attributed to digital initiatives, it is very clear to me that our readers need to be reminded of the critical balance that newspapers must strike between print and digital.

The past year marked a significant moment in the transition for the newspaper industry. We improved our products, reconstructed our business models and created new revenue streams. Newspapers have invented new ways to engage with readers.

The beauty of newspapers is that we are there every day of every week of every month with a tremendous product, in print, online and on mobile, to our millions upon millions of eager consumers. When we gather for our annual NAA mediaXchange conference next month in Denver, we will discuss the way forward to better serve our readers. And it's not only print, only digital or only mobile – it's the balance among them.

Newspaper audiences are undeniably massive and diverse. Research suggests that our content audience on all platforms each week is larger than the audience over the course of a month for Google, Facebook, Yahoo, YouTube, and others. While digital news is a growing and emerging market for our companies, we cannot rely solely on it to reach all of the consumers that are seeking



NAA President and CEO,
Caroline H. Little

news.

Studies reveal the 169 million U.S. adults that read content from newspaper media each week and 144 million of those consumers read a physical copy. It is clear that many of our readers still choose to read the newspaper for many reasons. For some, it is a matter of necessity, like those who take a subway to work with no cell service. For CEOs, executives and businesspeople, the printed paper is part of the daily routine to be prepared for the workday ahead. And for many families, the Sunday newspaper is as necessary as that first cup of coffee.

It is for these reasons, to name merely a few, why newspapers are an invaluable tool and platform for advertisers. A study released in January revealed that 63 percent of adults in North America trust newspaper ads – outpacing every other form of paid advertising, from magazines to television to radio to online. There is a reason why more than 100 advertisers will be at NAA mediaXchange to meet with newspapers, because they understand how a great print ad can lead directly to sales.

It is important for newspapers to sustain a meaningful relationship be-

tween the physical and online products that we offer. Our combined assets open the door to new avenues for new revenue streams and new offerings for advertisers.

Newspaper media companies that innovated in this way have witnessed success, with digital-only circulation revenue growing by 275 percent and revenue from bundled subscriptions seeing a six-fold increase. Building on the strength of print ads, newspapers can leverage that trust to advertisers and consumer.

Technology has ignited endless opportunities for our product and industry. Throughout the digital revolution, newspaper media has saturated every format imaginable – from desktop to laptop, mobile to tablet, and now social to app – and our audience numbers have skyrocketed.

The mobile newspaper audience is growing fast and last found that a total of 33 million adults use only mobile devices to access newspaper content. Through the transformation, the perception that newspaper have shed readers is simply not true – in fact, we have more readers than ever who are using new technology to access our content in different ways.

Readers know that when they read newspaper-generated content they are reading the most valuable and trusted source of information. As the consumer desire for trusted, immediate intelligence grows, the role of media and journalists will continue to progress and strengthen our worth.

Nearly three-quarters of adults in this country read newspapers, whether in print or online or both. The impact of newspapers has not waned and continues to strengthen. The way forward for newspapers in 2014 is maintaining the balance to provide readers the content they need, how they want it.

Featured issues regarding Public Notices

Consumers trust print advertising more than online

Consumers trust newspaper advertising over online advertising, finds a report by the Nielsen Company. The report, Global Trust in Advertising and Brand Messages, found that trust in traditional advertising is among the most trusted form of paid advertising. The survey was conducted in early 2013 and polled 29,000 internet respondents from across the globe.

As newspapers face renewed efforts in 2014 to pull public notices from newspapers onto the Web, it is crucial for legislators to understand the importance of

newspapers as a trusted source of content for consumers. Of particular note regarding newspapers in the report, 67% of respondents trust editorial content such as newspaper articles and 61% of those polled trust ads in newspapers. Conversely, only 42% of respondents trust online banner ads.

The survey also polled consumers about how much action they take based on an advertisement. The results here found that 65% take action from an ad in a newspaper.

**Global Trust in Advertising and Brand Messages - Nielsen (9.2013)*

Study: Print Coupons are still more popular than digital deals among moms

Digital, evidently, hasn't destroyed the newspaper coupon. Head of household still search paper media for deals more than they do Google, Bing, Yahoo, etc., per a study by Women's forum.com, which surveyed 2,200 moms.

Good old-fashioned print ads (78%) and supermarket circulars (65%) take the lead when it comes to how mothers find coupons, while 55% of those questioned said they often

get coupons online, too. What's more, 89% of moms are regularly influenced by coupons when it comes to shopping for food and drink, per Womensforum.com. Nearly half consider coupons frequently, according to the Web company's report. Interestingly, the study says moms learn about new food and beverages via print and digital at the same clip (46%). And 33% said they read about new items on their social media channels.



Are you giving...or giving in?

BY ED HENNINGER Director, Henninger Consulting | edh@henningerconsulting.com

I've been a consultant for almost a quarter century. Before that, I worked at newspapers for almost another quarter century.

I've heard "I'm only giving the customer what he wants" more than just a few times during those years.

And every time I hear it, I cringe—because I'm convinced that the person who says it is not doing what he/she says. In fact, I believe the person who says "I'm only giving the customer what he wants" is doing just the opposite.

Yes, there are customers out there who will tell us precisely what they want the ad to say—or precisely how they want it to look. And they can be very difficult to work with. They want a one-column by two-inch ad. And they want it to contain at least 3,000 words. With 12 illustrations. And four colors. And a 12-point border. Reversed.

OK, I'm exaggerating...but you get the point. Some advertisers are stubborn. They claim to know what they want and they won't advertise with us

unless they get it.

So, we run an ad like the one in accompanying this column. It's just awful—and we know it. But we believe we are "...only giving the customer what he wants."

We're not. We're giving the customer what he thinks he wants.

What your advertiser really wants is traffic. He wants you to help get buyers to his store or to his phone or to his web site.

We create traffic for that advertiser by using our skills and experience to give him an ad that does the job—not one that satisfies his need to be "creative." It's our job to write and design an ad that will generate traffic for the advertiser. To do that, we sometimes have to convince the customer that what he thinks he wants isn't what he really wants.

That may mean doing some spec ads. It may mean a longer visit in the customer's shop. For sure, it's gonna mean more time and effort on our part.

But that's our job. It's our responsi-

bility to give the customer the best ad we can.

We need to do our job. Part of that calls for us to convince the customer to keep an open mind and to give us credit for our experience, our training and our skills.

If the customer doesn't have an open mind—if he still insists on getting what he thinks he wants, then we need to ask ourselves where we've failed to help him.

Yes, there will occasionally be that advertiser who flat-out insists that you run an ad the way he wants it.

But remember: It's still your newspaper. You can choose to reject the ad. And occasionally turning down an ad means you're not just going to let any customer cheapen the look of your product. And it may just gain enough respect from him that he will listen more closely the next time we visit him. Or...you can take the money, run the ad, and continue "...only giving the customer what he wants."

It's your choice.