

INDUSTRY PROMOTION



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INTRODUCTION

Pennsylvania news media organizations promote their products, services and brand messages through a variety of platforms, including advertising, marketing partnerships, events, community engagement initiatives and more. From community improvement programs, to holiday fundraisers, concert sponsorships, and social media contests, our members are actively engaging with readers, advertisers and the general public.

In this book, you will learn more about the marketing efforts of PNA members. It is our hope that you will be creatively inspired to implement similar promotional ideas in your market.

We would like to offer a sincere thank you to the following PNA members for sharing their valuable experiences with us:

- Al Día (Philadelphia)
- Altoona Mirror
- BillyPenn (Philadelphia)
- Bucks County Courier Times (Levittown)/The Intelligencer (Doylestown)
- Bucks County Herald (Lahaska)
- The Citizens' Voice (Wilkes-Barre)
- *The Daily Item* (Sunbury)
- The Elizabethtown Advocate
- Erie Times-News
- *The Express* (Lock Haven)
- *The Herald* (Sharon)
- *Herald-Standard* (Uniontown)
- The Indiana Gazette
- LNP (Lancaster)
- *The Mercury* (Pottstown)
- Observer-Reporter (Washington)
- PennLive/The Patriot-News (Harrisburg)
- Philadelphia Gay News

- The Philadelphia Inquirer
- The Philadelphia Tribune
- Pittsburgh Post-Gazette
- Pittsburgh Tribune-Review
- The Progress (Clearfield)/The Courier-Express/Tri-County Sunday (DuBois)
- Reading Eagle
- Republican Herald (Pottsville)
- *The Sentinel* (Lewistown)
- *The Times Herald* (Norristown)
- Times Leader (Wilkes-Barre)
- *Times News* (Lehighton)
- The Times-Tribune (Scranton)
- Town and Country (Pennsburg)
- The Wayne Independent (Honesdale)
- Williamsport Sun-Gazette
- York Daily Record/Sunday News
- The York Dispatch



from the survey

SELFPROMOTION CAMPAIGNS

What Are the Most Effective Ways to Promote?



AL DIA

Philadelphia

Examples of Promotional Ads:

- House print and digital display ads promote every upcoming event.
- A daily e-newsletter that includes the top 3-4 editorial stories of the day, and a weekly newsletter focused on local events in the Latino community, keeps our readers informed.

Advertising messages that have resonated with readers and advertisers:

 To improve the look of our publication, we relaunched the print edition to include a glossy magazine cover. The majority of the newspaper is printed in Spanish, and it can be read in English on the website.



ALTOONA MIRROR

Examples of Promotional Ads:

- A series of ads promotes All Access subscriptions.
- Targeted ads focus on our ability to reach a desirable demographic audience, the variety of features in each issue, and our reader engagement.
- Advertising signage is hung throughout a local mall to promote the newspaper.











Promotional Marketing Materials:

 A comprehensive flier promotes the strength of the Altoona Mirror's reach on its various platforms.

BILLYPENN

Philadelphia

Examples of Promotional Ads:

• House ads encourage readers to follow us on social media.





BUCKS COUNTY COURIER TIMES/THE INTELLIGENCER

Levittown/Doylestown

Advertising messages that have resonated with readers and advertisers:

- Our E-Z pay subscription offers perform well they've helped to increase the percentage of our subscriber base who use E-Z Pay – currently about 55%
- Our Subscriber Rewards Program provides discounts and special offers from local businesses to our subscribers. It's an extra incentive to become a subscriber.
- "Best of 2016" Contest A multimedia approach was used to promote the annual Reader's Choice contest.
 Participating advertisers received a promotional toolkit, including tent cards, bookmarks, digital ads and social media posts.







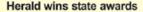
Lahaska



Examples of Promotional Ads:

House print and digital ads are used to promote readership and reach, as well as to promote awards received for journalism. In addition, we use print and online contests to promote both advertisers and readership. We advertise sponsorship of events such as candidate forums.





The Bucks County Herald won two first-place awards, one second place and an honorable mention in this year's Newspaper of the Year contest sponsored by Pennsylvania Newsmedia Association. In the category of weekly publications with over 10,000 circulation, the Herald

staff won first for news, first for advertising and second for its editorial page. The honorable mention was for use of photography.

E.W. Scripps School of Journalism at

Ohio University judged the entries.
The awards will be presented at the PNA annual meeting, Nov. 11-13 in Hershey.



Count the shamrocks

Seven shamrocks are hidden in photographs in this issue of the Herald. Count the sharmocks to be eligible for a raffle of prizes donated by Bise Fish Clothing: Bambini's World: Tubby Olive; P&A Pet, Fabby Shabby, Doylestown Bookshop, Sutz Candy, Lahassa Fine Arts. Portenbuse Restaurant, Greenology, Buckingham Pizza; Villagio, Furlong Lamp; British Swim School of Greater Philadelphia; Buckingham Pizza; Great Clips in Warrington; New Hope Photo: New Hope Ivyland Rail Road; Roxey Ballet: Mill Ballet School; State Theater; Dublin Agway. Send the page numbers with name and contact information and hometows to ksmith@buckscountyherald.com, call 215-794-1096 x114 or mail to Herald, 5761 Lower York Road, P.O. Box 685, Lahaska Pa. 18931

The deadline is 9 a.m. Tuesday, March 15. Shamrocks in ads and on this page do

Find the Pots O'Gold

Double your luck by going to the online addition of this week's Herald to find three Pots O' Gold hidden only in the online pages. Register online when you find all three for a chance to win two special prizes Winners of both contests will be announced in the March 17 edition.



Newspaper Promotion-Related Editorial Pieces or Projects:

Our Count the Shamrocks and Pots 'O Gold promotion draws reader attention to editorial and advertising throughout the issue as they search for shamrocks, or pots 'o gold, hidden in photographs, and online pages. Readers submit the page numbers on which they found the images and become eligible to win one of several prizes.

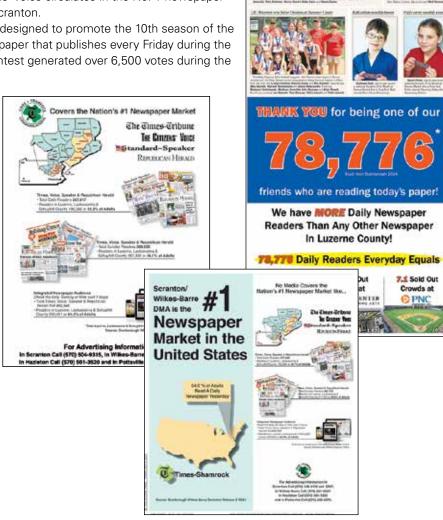
THE CITIZENS' VOICE

Wilkes-Barre

Examples of Promotional Ads:

- House ad promotes that The Citizens' Voice circulates in the No. 1 newspaper market in the U.S. - Wilkes-Barre/Scranton.
- Our Game Face cover contest was designed to promote the 10th season of the award-winning section of the newspaper that publishes every Friday during the high school football season. The contest generated over 6,500 votes during the three-week voting period.





THE ELIZABETHTOWN ADVOCATE

Examples of Promotional Ads:

- Free beer ad was used to drive traffic to the office during Second Friday in downtown Elizabethtown. View the ad on Facebook.
- House ad promotes subscription sales as a fundraiser.

Newspaper Promotion-Related Editorial Pieces or Projects:

• A video was produced documenting the start of The Elizabethtown Advocate.





7.1 Sold Out Crowds at @ PNC

Need an idea for a fundraiser?

Your nonprofit group can raise money by selling subscriptions to the Advocate.

ERIE TIMES-NEWS

Advertising messages that have resonated with readers and advertisers:

- A full-page "free" ad was targeted to subscribers to encourage them to activate their digital subscription that is included with a print subscription; it also includes unlimited access to e-editorial.
- We sponsor three subscriber appreciation nights per year – local baseball, basketball and hockey teams – and subscribers can receive a voucher for four free tickets.

GOERIE... OPEN ACCESS Laptor Our Culture Contrast Copy estimated settled word on Coffice can see the Colfice. com says for 20 days. December 15 - January 15 Downland the Coffice com sep at Coffice convillage Arrays and on Berl? You showly have now accent Lag in soc. (Edition.com/bin)

Newspaper Promotion-Related Editorial Pieces or Projects:

• Erie Next is a new initiative to bring more focus and awareness of key issues in Erie. It is a mixture of solutions-oriented journalism, advocacy, community engagement and ongoing dialogue focused on how to move our community forward, hold elected and civic leaders accountable to our shared priorities, and, perhaps most crucially, harness the energy and ideas of our region's most precious resource, its people.



THE EXPRESS

Lock Haven

Examples of Promotional Ads:

 For Locals by Locals, house print ads feature key staffers and highlight that local news is being written by locals.

Advertising messages that have resonated with readers and advertisers:

 Contests and promotions are always popular, and help to increase subscriptions.







THE HERALD

Sharon

Examples of Promotional Ads:

 House ads promote our Bingo contest, mobile app, free NIE newspapers and advertising options.







Get yours to go!

New mobile apps available

LNP

Lancaster

Advertising messages that have resonated with readers and advertisers:

 We developed an in-house impact campaign called Fuse, combining digital and print components to create a frequency package for local advertisers. Videos of the program, along with testimonials from previous year's participants, help to

educate prospective advertisers about the benefits of the program. We have a high percentage of repeat business from year to year and have produced \$1.6 million in new revenue.







 A billboard branding campaign was designed to show that young movers and shakers in Lancaster County subscribe to our print product. All quotes are their actual statements.

THE INDIANA GAZETTE

Examples of Promotional Ads:

- Ads promote upcoming issues and sections
- Readers' Choice Advantage ads promote the benefits of being a subscriber.
- Stay Connected ads promote unlimited access.
- Category ads promote the variety of topics covered in the newspaper.

Advertising messages that have resonated with readers and advertisers:

- To help build interest in a story, we publish a snippet of the story, on a tab on the front page of the newspaper, to engage readers to open the paper to complete the story.
- Testimonials from satisfied readers help to promote our products.

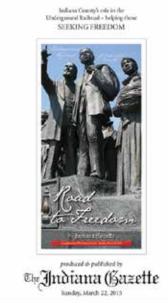
Newspaper Promotion-Related Editorial Pieces or Projects:

 A full-page ad highlights the awards our newspaper has won.















OBSERVER-REPORTER

Washington

Examples of Promotional Ads:

 Creative ads with catchy headlines promote the new Observer-Reporter app.

Newspaper Promotion-Related Editorial Pieces or Projects:

- A series of house ads are based on letters from satisfied customers who recognize the exceptional service provided to them from their Observer-Reporter newspaper carrier.
- When a neighboring newspaper stopped printing, we ran a series of articles containing news and information for consumers in that circulation area. Video and rack cards helped to promote the series. We acquired the mailing list of subscriber names from the former newspaper, and sent direct mailers to them pledging to increase coverage of that area.















PENNLIVE/THE PATRIOT-NEWS

Harrisburg

Examples of Promotional Ads:

- House print and online ads promote content categories, including the Food & Dining section, high school sports coverage, coverage of the Eagles and Steelers, and breaking news coverage.
- Membership program for subscribers is frequently advertised, as are the online resources for auto, real estate, and jobs.
- Special sections or special coverage is also promoted ahead of time or during the coverage

 examples include Red Land's appearance in the Little League World Series and a special print edition of former mayor Stephen Reed. Social media ads or radio spots also help to promote these special editions.
- Additional ads are run to promote the PA Media Group, including ads for individual advertising solutions, seminars and webinars to teach businesses about digital advertising, and specific lead-generating campaigns and offers. Content is promoted, rather than product-focused ads, to drive readers to PennLive and to The Patriot-News.

Advertising messages that have resonated with readers and advertisers:

 Ad messaging related to one-day sales that offer a special rate that is only available on that one day, such as a Blue Moon sale, or a Leap Year sale, are especially popular.

Newspaper Promotion-Related Editorial Pieces or Projects:

 To celebrate receiving multiple Keystone Awards, we shared a story on our website. A video about the Keystones win was created and is used as a marketing tool.













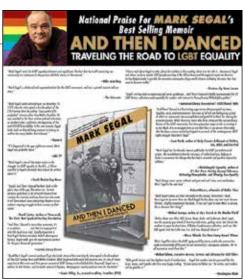
PHILADELPHIA GAY NEWS

Examples of Promotional Ads:

- Our house ad promotes the book written by PGN's President, Mark Segal, that talks about his life.
- Readers are encouraged to follow us on social media.







THE PHILADELPHIA INQUIRER

Examples of Promotional Ads:

Local billboards promote our products and journalists.

Examples of Promotional Materials:

 We use an extensive presentation to highlight all of the products and services available to advertisers.



















PITTSBURGH POST-GAZETTE

Examples of Promotional Ads:

- House ads highlight popular reporters.
- A television spot promotes the strength of our product.

Advertising messages that have resonated with readers and advertisers:

 The Post-Gazette developed a testimonial video to encourage small business owners to advertise in the paper with frequency. The video was shown at an AD!mpact seminar series. Watch the video here.

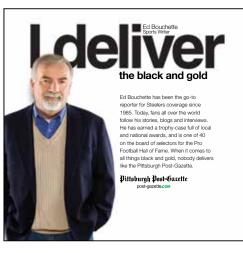












PITTSBURGH TRIBUNE-REVIEW

Examples of Promotional Ads:

- Testimonial ads highlight the success of advertising in the Tribune-Review.
- · Our promotional ad highlights multimedia options.
- We actively engage in sports sponsorships in the market as a means of promotion.
- A house ad promotes our sports journalists.





TRIB TOTAL



READING EAGLE

Examples of Promotional Ads:

- Our promotional ads:
 - Highlight our ability to reach consumers through multimedia.
 - Demonstrate our commitment to our community and reader.
 - Highlight our promotional division.
 - Feature our custom printing services.
 - Announce the addition of a new publication.

Advertising messages that have resonated with readers and advertisers:

 In our readership campaign, we describe our readers as informed, smart and diverse.









REPUBLICAN HERALD

Pottsville

Examples of Promotional Ads:

 House ads highlight our products and provide statistics on the strength of our readership, and introduce our editorial staff.

Advertising messages that have resonated with readers and advertisers:

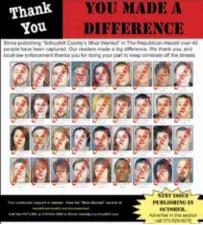
 To localize our Bridal Guide, we sent fliers to area photographers to share with couples who had hired them for wedding photos.
 Photographers gave permission for us to use their photos on our cover. Our feature story in the Bridal Guide was about the couple we featured on the cover.











THE SENTINEL

Lewistown

Advertising messages that have resonated with readers and advertisers:

In 2013, we celebrated our 110th anniversary. A special edition, an open house attracting more than 300 visitors, and numerous promotions and giveaways commemorated the special event

 including classified ads that were offered for \$1.10.







TIMES LEADER

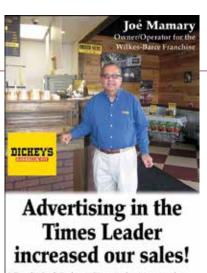
Wilkes-Barre

Examples of Promotional Ads:

- House ads promote members of our editorial staff
- Testimonial ads demonstrate how we help advertisers increase sales.

Advertising messages that have resonated with readers and advertisers:

• NEPA Las Vegas Mystery Word Contest - a mystery word puzzle appeared for seven consecutive weeks in the newspaper. A new game board was published every Sunday, and one mystery word letter was revealed each day. Readers would find the letter in the newspaper, place it in the appropriate blank on the game board, and submit their entry to the newspaper. Each weekly answer was a hint to answering the grand prize clue. A weekly prize was awarded, and the grand prize winner received a trip to Las Vegas.



When Dickey's Barbecue Pit wanted to increase sales. they trusted the Times Leader to get the word out. The value and effectiveness of advertising in the Times Leader has exceeded my expectations.

Reach the customers you want most. Call 570-204-3942 to learn the best way to target your customer



Hockey Anyone?



Have you read Bill O'Boyle's In Focus column lately?

Whether he is writing about Pope Francis's trip to Philadelphia, the return of the Woodlands 25th hour or Honoring our veterans Bill O'Boyle stays in focus with the residents of Luzerne County.

Read his column everyday and see why the Times leader is the most read newspaper in Luzerne County!

timesleader.com

Te Subscribe Call 570-829-5000

TIMES LEADER



TIMES NEWS

Lehighton

Examples of Promotional Ads:

- House ads promote the redesigned newspaper.
- A free-standing insert was placed into single copy issues to promote home delivery savings.
- House ads promote our coverage of local sports and athletes.









THE TIMES-TRIBUNE

Scranton

Examples of Promotional Ads:

 House ads encourage subscribers to sign up for EZ Pay and unlimited access, and highlight the special stories, sections, inserts and coupons that will be in the Sunday paper.

Newspaper Promotion-Related Editorial Pieces or Projects:

- Our editorial and marketing departments meet weekly to discuss what's coming up in the next week, and produce a full page ad.
- To celebrate Scranton's 150th birthday, we ran a 150-day series that included information about the top people in the area, special events, etc.

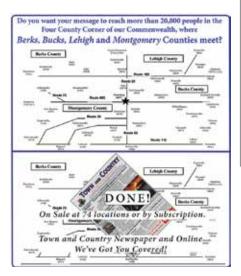


TOWN AND COUNTRY

Pennsburg

Examples of Promotional Ads:

 House ads promote our coverage area, our responsibility to cover local news and sports, and our ability to deliver results to advertisers.





TOWN AND COUNTRY

THE WAYNE INDEPENDENT

Honesdale

Examples of Promotional Ads:

 House ad demonstrates the longevity of our commitment to covering what matters most to our local community.

Ad for new

subscriptions allows readers to choose a gift card of their choice.

 A complimentary copy of our newspaper was mailed to nonsubscribers to increase their interest in subscribing.





Welcome to The Wayne Independent

I or those of you who do not subscribe, you may have noticed something different in your mailbox today, copies of The Wayne Independent have been mailed out to subscribers and non-subscribers alike.

and non-subscribers alike. As Wayne County's only daily newspaper, we are the primary source of local news.

of local news.

In an effort to attract
new readers, bring back
former subscribers and
introduce the paper
to newcomers, we are
mailing this free sample
across the county today.
This sample is free

This sample is free and there is no obligation to subscribe. We just wanted to give everyone a chance to experience the newspaper that we are so very proud of. We are completely focused on local and strivfocused on local and strivfocused on local and striv-

ing to bring our readers

manufacturers coupons and RedPlum national coupons on a regular basis. Sales flyers, such as Dave's Super Duper, Weis Markets, Ray's Shursave, Honesdale Agway, Kmart, CVS, Rite Aid and

save, Honesdale Agway, Kmart, CVS, Rite Aid and many more can be found inside on a regular basis. We also include a number of features for our readers including:

number of features for our readers including: a local dining guide, Americam Profile and Parade magazines, Athlon, Spry, Relish, daily classifieds and a variety of special sections throughout the year.

A new feature for our subscribers is the inclusion of the weekly TV Times. This glossy, full-color booklet provides puzzles, feature stories and complete tv listings for the week.

stories and complete tv listings for the week. Whether you're a longtime subscriber, a former subscriber or if you've



YORK DAILY RECORD/SUNDAY NEWS

Examples of Promotional Ads:

Ads promote full access to YDR products.



THE YORK DISPATCH

Newspaper Promotion-Related Editorial Pieces or Projects:

• Editorial coverage discusses the importance of freedom of speech.



Using a Media Mix to Promote Your News Media Organization

News media organizations, like all other companies, need to promote themselves in order to increase awareness of their brand and remain top of mind to readers and advertisers. While many do so by running a series of house print, digital and social media ads, it is equally important to engage non-readers through other media platforms, so they become more aware of your products.

Estimates vary widely, but today's consumers are inundated with marketing messages, being exposed to anywhere between 350 to 5,000 or more each day. With numerous media options available, news media organizations must choose a strategic and efficient media mix that is both affordable, and engaging to consumers, by effectively cutting through the clutter of this highly-fragmented media environment.

COMPARING COSTS

When developing an advertising plan, budget often plays the largest role in the decision-making process. Since each media option is priced and purchased differently, the most consistent measure of value can be identified by calculating the cost per thousand, or CPM, of the advertising schedule. Cost per thousand is exactly what it says – the cost of reaching 1,000 people, through any variety of media, to identify those that are most efficient. This allows you to compare the cost of running a series of billboard ads, versus a radio or cable television schedule, etc.

$$\frac{\text{Cost of Ad Schedule}}{\text{Gross Impressions}} \times 1,000 = CPM$$

For example, if an advertising schedule in your newspaper costs \$800, and it reaches 60,000 people, divide \$800 by 60,000, and multiply by 1,000.

$$\frac{$800}{$60,000}$$
 X 1,000 = \$13.33 CPM

How does your or	100%	91%	89%
	House print ads	House marketing materials	Facebook posts
86%	83%	66%	66%
House digital ads	Twitter posts	PNA-provided marketing materials	Public speaking engagements
66%	66%	63%	579
Online Advertising	Email blasts	Editorial content	Radio
54%	51%	49%	46%
Advertiser testimonials	Newspaper in Education Participation	Direct mail	Mobile
29%	26%	23%	23%
National Newspaper Week Participation	Billboards	Other social media	Broadcast television
20%	17%	17%	9%
Cable television	Reader testimonials	Other paid media	Guerilla marketing

from the Survey



WRITERS DELIVER CAMPAIGN

Pittsburgh Post-Gazette

Amid ever-increasing competition, it was important for the Pittsburgh Post-Gazette to differentiate itself by creating awareness of its award-winning staff of writers. Through television and print marketing, the P-G celebrated the work of the writers and editors responsible for delivering insightful, timely and relevant content that impacts a person's life, health, business, family and understanding of the community. The campaign succeeded in establishing the Post-Gazette as a trusted source of news and strengthened the emotional connection between the P-G and its readers.

View the television commercial.



Media Mix White Paper (cont.)

COMPARING MEDIA

All media have strengths and weaknesses. Depending on the goal of your advertising plan, reaching a larger audience fewer times may be preferable to reaching a smaller audience with greater frequency – or vice versa.

Broadcast Television

Broadcast television (ABC, CBS, NBC and Fox) is a reach medium that connects with the masses. It allows advertisers the opportunity to expose a large number of consumers to their message – using both audio and visual, to target the viewers' emotions. Advertisers choose specific programs on which to advertise – they do not simply choose a single network.

Nielsen is the primary television research firm. It measures how many people are watching a particular network, and program, at a particular time. Television is purchased in Nielsen designated market areas, or DMAs, that include a cluster of counties.

Advertising rates are generally highest during ratings sweeps periods, May and November, when the best new programming is being broadcast. Historically, first and third quarters typically had the least expensive pricing due to the prevalence of reruns. Commercials during prime time, M-Su, 8 p.m. – 11p.m., are usually the most expensive. The cost of producing a television commercial must also be factored into the overall budget. A broadcast buy of a minimum of 100 GRPs (gross rating points)/ week is advisable.

Strengths

- Offers excellent reach because of larger geographical/DMA coverage
- Creates emotional appeal through use of audio and video
- Message targeting through selective programming

Weaknesses

- Audience composition losing viewers to cable
- Advertising avoidance technology increasing in popularity
- Air time and commercial production costs

Cable Television

Cable television is a frequency medium used to reach a targeted audience. Nielsen estimates that the average television household has access to more than 190 cable channels, yet watches only 17 of them.

The majority of households in Pennsylvania subscribe to cable television services; however, some opt to receive programming through an alternate delivery system such as direct broadcast satellite. Over 93 percent of the households in Pennsylvania access services through one of these platforms.

Many programs on cable television have a limited number of viewers, making it difficult for Nielsen to attain concise ratings information. Therefore, when buying cable advertising, concentrate on cable's prime time hours of M-Su, 6 p.m. – midnight, and aim for a schedule of 75 GRPs/week.

Strengths

- Low air time costs
- Economical to purchase a lot of frequency
- Excellent message targeting due to many networks

Weaknesses

- Audience fragmentation viewers have many choices of networks
- Small viewing audience
- Advertising buy generally made during a wide daypart window for cost efficiency, making it difficult to isolate a particular program

Media Mix White Paper (cont.)

Radio

Radio is a targeted and frequency medium – designed to reach small segments of the population over and over again. Each station's format is designed to reach a specific audience.

Nielsen Audio (formerly Arbitron) measures radio listenership, and releases radio ratings reports accordingly, which can influence the cost of advertising. Media strategists recommend buying a minimum of 75 GRPs/ week, for an effective advertising campaign.

Radio is purchased geographically in Nielsen Audio designated metro areas. Most metro areas cover two to four counties. Some rural areas in Pennsylvania are not in radio metros, and are called non-metros.

Radio rates are driven by supply and demand. The months of April through June, and November and December, experience higher demand, therefore generating higher prices.

Radio schedules are normally purchased by dayparts - M-F, 6 a.m. – 10 a.m., 10 a.m. – 3 p.m., 3 p.m. – 7 p.m., 7 p.m. – midnight, and weekends, with the cost per point (CPP) level varying for each. The highest radio listenership generally occurs during the two drive times – M-F, 6–10 a.m., and 3-7 p.m. – therefore, commanding the highest rates, while evenings and weekends are less popular, allowing for lower costs.

Strengths

- Frequency medium easy-to-reach small segment of population over and over again
- Format of station allows message targeting
- 60 seconds worth of air time to convey advertising message

Weaknesses

- Have to purchase many stations to cover the market since listeners are loyal to 2-3 stations
- Clutter/Message avoidance as much as 18 commercial minutes per hour
- Often used as background noise versus engaged listening

Outdoor Billboards

Outdoor billboards reach the masses and are a valuable part of a brand-building campaign. The sheer size and presence of each structure is eye-catching. There are many types of outdoor advertising options, including posters, bulletins, mobile billboards and others that creatively employ the use of large objects and even buildings.

Billboards can be targeted geographically to reach a particular audience. Many are illuminated – making them visible 24/7.

Impactful billboard creative should include no more than seven words of copy, with a strong focus on imagery. Choose a simple typeface, and use upper and lowercase letters, since they are easier to read from a distance. The most visible color combinations for billboards are black on yellow (or yellow on black), or red on yellow (or yellow on red).

The Traffic Audit Bureau (TAB) measures the average number of consumers who are likely to notice an ad on an outdoor advertising display. They consider weekly traffic and pedestrian counts, survey respondents, visibility adjustments, and demographics. It is important to "ride the boards," before signing a contract – literally get into your car and look at each location to identify any obstructions that may block the view of your message.

from the Survey



BILLBOARD CAMPAIGN

LNP, Lancaster

A branding campaign was designed to show that young movers and shakers in Lancaster County subscribe to our print product. All quotes are their actual statements.









from the Survey



"BEST OF 2016" CONTEST

Bucks County Courier Times (Levittown)/ The Intelligencer (Doylestown)

The multimedia campaign used a combination of print/digital ads, advertising sales support materials and email blasts to promote the contest.

Participating advertisers received a promotional toolkit, including tent cards, bookmarks, digital ads and social media posts.



Media Mix White Paper (cont.)

Most billboard schedules are purchased for a 30-day posting, and the actual number of billboards posted is determined by the percentage of the population to whom you choose to expose to your message. A minimum of 25 GRPs/week (100 GRPs/month), is recommended.

Strengths

- Reach and frequency medium 30-day posting is customary
- Eye-catching size and high quality graphics
- Low cost

Weaknesses

- Difficult to target to a particular audience
- · Limited length of message
- Short viewing time 3-5 seconds on average

Direct Mail

Targeted direct mail campaigns can increase brand recognition and solicit sales. Direct mail pieces can vary from a simple postcard, to a larger, multi-page insert.

To begin a direct mail campaign, identify your target audience by demographic information, shopping and purchasing behaviors, and lifestyle habits. Use this information to build a targeted list of potential leads.

Next, purchase a mailing list. Targeted direct mailing lists can be expensive, but they're likely to result in the best response rate, and generate future loyal customers. There are several different categories of mailing lists available, ranging in cost and appropriateness for your market. Mailing lists are priced per thousand addresses, from \$50 - \$200 per thousand (in addition to actual mailing costs), depending on the complexity of the desired criteria.

Finally, design the mailer to deliver your message. Be sure that it represents your organization and what you're offering. Focus on clear copy, attractive images, and overall high quality.

Strengths

- Highly targeted
- Measurable a specific offer can be coded on the mail piece
- Individualized the promotional message can be tailored to the recipient

Weaknesses

- High cost associated with purchasing detailed mailing lists, along with postage costs
- Recipients may regard as "junk mail" and view your organization negatively
- Long lead time to design, print and distribute mail pieces

With few exceptions, media costs with competitive media are negotiable. Even if the media representative doesn't discount the actual cost of placing media, be sure to request "value added" in the form of additional impressions (more commercials, longer posting time, etc.), merchandise such as restaurant gift cards, concert tickets, etc. that can be used as incentives during sales promotions, or even on-air mentions or endorsements, or a live remote broadcast.

Also consider bartering with the competitive media. Perhaps you can exchange ad space in your newspaper and on your website, for advertising placement on the competitors' properties.

Advertising your news media organization outside of your own pages tells prospective readers and advertisers who you are, and what you offer, plus it keeps your name top of mind. It can help drive your company's growth, overall brand strength and resilience in this ever-changing marketplace.

from the survey

READER/ COMMUNITY ENGAGEMENT



Philadelphia

Public Speaking Engagements:

• Our publisher is a popular speaker at local colleges where he talks to students about Latinos in the field of journalism.

Marketing Partnerships:

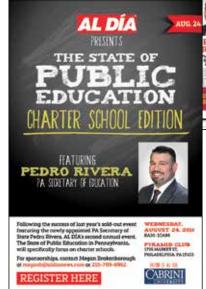
• We partner with local organizations to sponsor supplements in our newspaper.

Community Event Participation:

 We host, and participate in, community events – many of which are held at our office, including:

- Latino History Month Luncheon
- Education-focused series of events





ALTOONA MIRROR

Marketing Partnerships:

 We have a long-term partnership with the PREIT/ Logan Valley Mall involving traditional and digital signage, shopper interaction and events, shopper experience and branded apparel and products.

Community Event Participation:

- We participate in more than 15 of our own events each year, along with 10 or more other community events. We rarely feature subscription sales at events any more unless we hire a kiosker to do it for us, but focus rather on brand initiatives (free tchotchkes) or targeted sales (golf cards, pizza cards, spa cards, special event tickets).
- The Altoona Mirror Season of Sharing is a holiday fundraiser that aims to combine the power of the local newspaper, the expertise of the Central Pennsylvania Community Foundation, and the generosity of our central Pennsylvania readers.
- We sponsor the Altoona Mirror Basketball Classic, and the Altoona Mirror Turkey Bowl, a community football game fundraiser that benefits local agencies helping children.



5 Pillars of Leadership in Pennsylvania

CABRINI

BILLYPENN

Philadelphia

Marketing Partnerships:

 We work closely with The Franklin Institute, CampusPhilly, and Liberty Place for our events.

Community Event Participation:

- Campus Philly CollegeFest
- Science After Hours at the Franklin Institute Science Museum
- Liberty Place events
- Neighborhood festivals



























BUCKS COUNTY COURIER TIMES/THE INTELLIGENCER

Levittown/Doylestown

Reader Engagement Initiatives:

 There is a "Submit news" section on our website that is very popular with readers. Several tips a day come in through the website.

Marketing Partnerships:

 We partner with Monster to host two or three job fairs each year, including an employer event for the top workplaces that resonates with local businesses. Monster provides marketing and financial support, and we do the legwork.

- We partner with the local Kiwanis
 Club for the Sesame Place Classic, a
 fun run at Sesame Place. The money
 raised benefits the Kiwanis Club.
- We are sponsors of the Emerging Leaders in Bucks and Eastern Montgomery Counties contest.









BUCKS COUNTY HERALD

Lahaska

Marketing Partnerships:

 We have a partnership with Recruitment Queen, a mini-Monster.com focusing on the job market at a hyperlocal level, that includes job fairs as well as employment listings.

Community Event Participation:

- Job fair media partnership
- · Community fairs media partnership
- Nonprofit events partnership





THE CITIZENS' VOICE

Wilkes-Barre

Reader Engagement Initiatives:

 Newspaper managers all participate on various organizations' boards of directors.

Marketing Partnerships:

- We sponsor the Scranton/Wilkes-Barre RailRiders Minor League Baseball team.
- We partner with a local department store to sponsor a number of community service events each year.

Community Event Participation:

- Chamber of Commerce shows
- Wilkes-Barre St. Patrick's Day Parade
- Wilkes-Barre Christmas Parade
- Wilkes-Barre Triathlon
- Local library events (The Citizens' Voice Brewsterhout Rooftop Party)
- Miles for Michael a fund that supports the needs of cancer patients and their families for unexpected expenses such as travel, lodging, gas and tolls so that families can remain together during treatment and recovery





Miles for Michael

3rd ANNUAL GOLF TOURNAMENT



THE CITIZENS' VOICE

THE DAILY ITEM

Sunbury

Reader Engagement Initiatives:

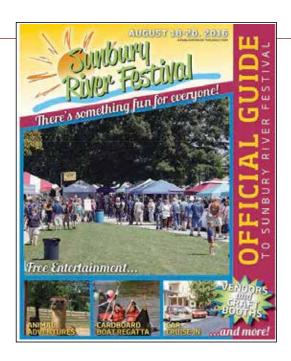
Prom is very big in our circulation area, so local students are
encouraged to submit their photos, which are then posted to our
website. We also run a contest to name the king and queen of the
prom in which readers pay a fee per vote. Sponsored prizes are
awarded to the winners, and the proceeds help support NIE.

Marketing Partnerships:

 We work closely with our Chamber of Commerce to co-sponsor local events

Community Event Participation:

- We sponsor the Sunbury River Festival. We also prepare a tab that includes information about the food, crafts and entertainment, along with a map. All sponsors receive an ad in the tab.
- We also sponsor the Lewisburg Arts Festival, Selinsgrove Beer and Wine Festival, and Economics PA Stock Market Game, and participate in the Young Women's Symposium at Bucknell University.



THE ELIZABETHTOWN ADVOCATE

Reader Engagement Initiatives:

 The publisher speaks before any group that invites him – most recently, an adult Sunday school class at the Elizabethtown Church of the Brethren.



ERIE TIMES-NEWS

Public Speaking Engagements:

Having a teaching degree, our NIE
 coordinator goes into schools to do
 lessons. We encourage students to
 submit entries for our "Blackout Poetry
 Contest," in which they read an article
 from the newspaper, search for
 emotionally striking words that can be
 used for creative writing, connect the
 words to create thoughtful sentences,

cross out any words that are not needed with a Sharpie, mount the poem on construction paper or colorful cardstock, and submit it for our contest.



Students from the Penn State University Behrend campus conducted a
research study for our "Showcase" product. The students designed an
online survey, and held focus groups. Respondents provided
suggestions about how to improve the print product, along with
suggestions about how to engage the Adult 21-25 audience. The
product will ultimately be redesigned using some of these suggestions.
There was no cost to the newspaper for this study, which has a market
value of \$20K-\$30K.

Community Event Participation:

- Erie St. Patrick's Day Parade
- Erie Zoo Parade
- American Heart Association Walk
- · Relay for Life Team
- Actively involved in all local festivals and county fairs





THE EXPRESS

Lock Haven

Public Speaking Engagements:

 Our publisher speaks regularly at high schools and many other community events. All key staffers at our newspaper are members of various local boards of directors for organizations including Special Olympics, YMCA, Lions, Rotary

 so this gives us a good opportunity to speak to other community members.

- We participate in the YMCA Black and White Ball.
- We are actively involved in our local Fall Harvest event.
- We sponsor the Fall Harvest Cooking Show, in which a local restaurant chef prepares a fivecourse meal for participants and teaches them how to make each course. An additional five to eight restaurants provide two-ounce samples of five of their menu items. This is a very popular event, and a portion of the proceeds are donated to Millbrook Playhouse.



THE HERALD

Sharon

Reader Engagement Initiatives:

 Readers are encouraged to participate in Livefyre conversations during elections, conventions, etc.

Marketing Partnerships:

- We work with our local Chamber of Commerce to co-sponsor events.
- We market our partnership with Monster in employment ads.

Community Event Participation:

- · Women's Expo held in conjunction with our Women's Magazine
- Views and Voices Expo
- Grove City and Sharon Business Expos







An Expo for large and small businesses of all kinds, including home-based, artists and crafters!

Monday, Oct. 10, 2016 10am - 3pm at the Shenango Valley Mall

DEADLINE TO RESERVE A TABLE IS SEPTEMBER 25™ OR UNTIL SPACE IS FILLED

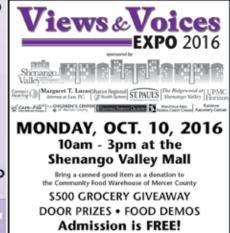
CONTACT

Wendy Hughes or Sarah Worthingtor Views & Voices Advertising Consultants

724.981.6100

wendy@viewsandvoices.com or sarah@viewsandvoices.com

This event will be promoted in The Herald, Allied News and New Castle News!



	EXPO 2016	
Name: _		
Address:		
		_
Phone: _		_
Email:	This information will only be used by Views & Voices.	_

Views & Voices

HERALD-STANDARD

Uniontown

Reader Engagement Initiatives:

- Word on the Street people on the street are asked various political, local interest, and general interest questions, and their responses and photos are published in the newspaper
- Words from the Web readers are asked questions about current events, politics, etc. on Facebook, and the editor selects 10-15 responses to include in the newspaper
- Community Album readers are encouraged to submit graduation, wedding, reunion, etc. photos that are published in the newspaper and posted on the website

Public Speaking Engagements:

 Our publisher speaks at, and runs, a local program for small businesses that was rebuilt from a prior network. Our newspaper hosts events that focus on topics of interest to community businesses.

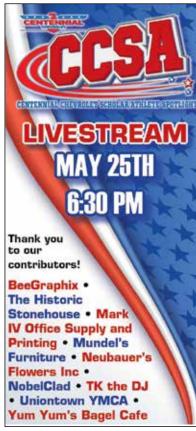
Marketing Partnerships:

- As a part of the CCSA Scholar Athlete Ceremony, we
 partnered with a local auto dealer to give away a car. A key is given
 to the six top athletes, and the one who has the key that starts the
 car, wins it. This is especially meaningful since many of these
 athletes come from lower-income families who don't have money to
 buy a car.
- We co-sponsor and host a show with local business owners on WNBS - a local television network that discusses the state of the local economy, buyer demographics, etc.
- We partner with the local YMCA for a "Shape Up Challenge" – similar to the television show, The Biggest Loser. Editorial does weekly stories, posts updates, and advertising secures sponsors.
- We partner with various medical organizations to promote breast cancer awareness month, autism awareness, and mental health awareness. We print our newspaper pages on colored paper associated with the organization. A portion of the proceeds from these pages is then donated to the corresponding health organization.
- We partnered with a home and garden show organizer from Pittsburgh to host a show at our local fairgrounds. We produced the vendor tab and helped organize the show.

- Herald-Standard Day at Local Fair (sponsorship)
- Relay for Life team
- Our newspaper mascot, dressed in a herald outfit (colonial figure with blue coat, white wig, and tri-point hat that says Herald Standard), marches in local parades.









THE INDIANA GAZETTE

Reader Engagement Initiatives:

- Twenty-five percent of residents of Indiana County don't have high-speed
 Internet access, so posting photos to social media sites is difficult.
 Therefore, we ask readers to submit selfies and vacation photos –
 essentially anything that would be posted on Facebook, and we publish the
 pictures in our printed pages.
- Readers are encouraged to submit their original poetry, which is then printed in our Poets Crossing section.
- The Gazette Goes to... is a section in the newspaper that features pictures of readers on vacation posing with a copy of the Gazette.
- The Indiana County My Home section includes reader-submitted photos of the county.
- Scene Having Fun includes photos of readers doing fun and interesting things.
- When readers go on vacation, they are encouraged to donate their unread papers to our Newspapers in Education program.



Public Speaking Engagements:

- We hold an all day conference with the journalism department at Indiana University of Pennsylvania to discuss the newspaper industry. A similar conference is also held for high school students that includes a Jeopardy game to educate students about the importance of branding.
- We also provide digital training for our community.



Marketing Partnerships:

- We work with our local hospital to produce 10,000 hospital guides each year that are
 distributed to patients. We sell the ad space that covers the cost of printing, so it's a
 win-win for everyone.
- We sell ads into, and print, the program guide for The Lively Arts at Indiana University of Pennsylvania. It's a good opportunity to build our relationship with the community.

- Downtown Decathlon raises money for a great event in Downtown Indiana, the It's a Wonderful Life festival and parade that includes crafts and free hot chocolate
- Indiana's Cookin' our newspaper sponsors a cooking show and vendor fair, and the money raised from admission is donated to the local food bank.
- Make a Difference Day employees volunteer to do various projects, and the money raised is donated to the local food bank.
- Angels' Wings Christmas gift program in conjunction with the Indiana County Community Action Program (ICCAP).
- Diggy the Newshound Mascot appears at almost every parade carrying a newspaper bag, and visits schools and other local events.
- Indiana Fair we maintain a booth to promote our reader rewards program.





Lancaster

Reader Engagement Initiatives:

 Editorial panels, reader panels, and continual editorial surveys allow us to connect with readers and the community.

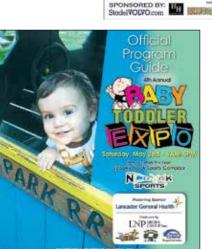
Marketing Partnerships:

- We have a partnership with the Lancaster Barnstormers, a Professional Atlantic League Baseball Club. We do a trade for pressbox and billboards.
- We also work closely with Spooky Nook Sports, the largest indoor sports complex in North America. We trade space and court naming rights for marketing publication printing.

- Live on Vine Block Party LNP's own music event
- Lancaster Roots and Blues Music Festival (sponsored music event)
- Baby & Toddler Expo
- Pink: A Women's Event
- LNP High School Sports All-Star Awards Banquet
- Taste of Home Cooking School
- U.S. Women's Open Golf Tournament
- LNP Spelling Bee
- Science Fair
- NIE Design an Ad Contest









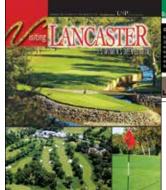












THE MERCURY

Pottstown

Marketing Partnerships:

• In 2014, we partnered with the Pottstown Area Health & Wellness Foundation to provide the community with a wellness initiative called Fit for Life. What started off as just a few articles in the newspaper is now a full-on community resource for healthy living. Fit for Life also includes several free healthy events, such as The Mercury Mile. The Mercury Mile is a weekly fitness activity from spring to fall. The activity is usually a lunchtime milewalk but it's sometimes a bike ride, yoga session or hike. Learn more here.

Community Event Participation:

 For the past two years, Mercury Mile participants rode bikes in the Pottstown 4th of July Parade. Area organizations also host a walk occasionally to inform the public about upcoming events. People can use the weekly community activity as an opportunity to come together and create new partnerships.







JOIN US FOR He Mercury FREE!





The Mercury Mile will be joining the parade on Saturday to celebrate the 4th of July. We will walk and bike alongside the Pottstown Dragon Warriors, an all-women's team that competes on the water in a boat that resembles a Chinese Dragon. The boat will be on display during the parade.

The Mercury Fit for Life initiative encourages healthy living in the area and has a website (www.pottsmerc.com/Fit/briffe) including recipes, fitness opportunities, money-sained fits and government.

illy 15c Zumba class 7 p.m. at the Pottstown Memorial Park fields near the pavilion d splash park. The Pottstown YMCA will raffle a free family membership. The park is located at located near the intersection of Manatawny and W. 2nd St.

igust 7: Glow Light Zumba Party 7 p.m. at the Steel Hiver Playhouse in Pottstown.
The address is 245 E. High St.

ug. 20: Youth/Parent Agility Course 7 p.m. at the Pottstown Memorial Park fields

Mercury Mile: A lunchtime mile walk that meets every Wednesday at noon. The location changes every week so to find out more visit our Fit for Life Facebook www.facebook.com/Mercifallife or get added to the Macury Mile email bit by sending a

For more information about Fit for Life or about an of the events above please contact Milca Patterso at most recognized the second patterson of contact Milca Patterson at the second patterson at the second patterson of contact Milca Patterson at the second patterson of contact Milca Patterson at the second patterson at the second

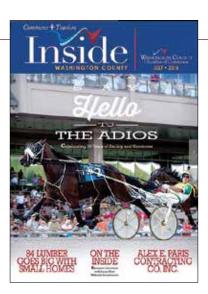


OBSERVER-REPORTER

Washington

Marketing Partnerships:

- We partner with the Washington County Chamber of Commerce to publish its tourism/visitors guide, which is then inserted into our newspaper. Extra copies are also printed.
- We're working with Inbound Press to develop a digital media kit that contains information about the local market, as well as our products. The technology helps generate SEO, which in turn helps to match our products to the needs of our clients and potential clients.





Community Event Participation:

- Corks and Kegs Festival
- Washington County Auto Show
- Kids Fest at Washington Crown Center
- Food Truck Festival
- We support all community events as a sponsor, and we'll provide marketing assistance





PENNLIVE/THE PATRIOT-NEWS

Harrisburg

Reader Engagement Initiatives:

 As a follow-up to our 2014-2015 campaign, #HBGNext, our Editorial Board has launched #ItStopsNowHbg in 2016. This multi-faceted project focuses on the problem of gun violence in Harrisburg and around the central Pennsylvania area.

By approaching it with the phrase "It stops now," we intend to instigate change in the community.

Led by Opinion Editor John Micek and featuring a series of articles, events, and calls to action, this project seeks to inspire change to make our community safer. We engage readers and encourage community participation through partnerships with local leaders and politicians, opportunities to discuss the issues in forums, and invitations to community members to share their concerns and ideas.

In 2016, we conducted a panel discussion and plan to host several similar events to keep the conversation top-of-mind for those who can help to influence change.

Public Speaking Engagements:

 Our editorial leadership speaks to community groups, student groups, and journalism groups about the state of the current media and trends in covering news today. Editor Cate Barron speaks five to six times a year, and all writers are encouraged to do the same.

Marketing Materials:

• In B2B materials such as our media kit and website, we explain how the strength of the news media industry creates a wealth of data to be used for targeted advertising. Leveraging this data about user behavior online allows businesses unique opportunities to reach groups of potential customers. This benefits businesses of all sizes, and digital advertising with high levels of tracking provides a level of understanding of consumer engagement that was previously impossible.

Marketing Partnerships:

 We have a very good relationship with our local Cumulus Media branch and have a trade agreement in which Cumulus can run print ads in The Patriot-News, and we can run radio ads on their stations. This has varied in value year over year, but has been a consistent opportunity for us to extend our footprint in a new way.







Community Event Participation:

- We have been a longtime sponsor of the Artsfest of Greater Harrisburg, a three-day outdoor arts festival held each year over Memorial Day weekend. We have continued to act as presenting sponsor and love the opportunity to put our name on such a positive and popular event, which attracts 30,000 visitors over the course of the weekend. At Artsfest, we have a table that focuses on subscription sales as well as fun giveaways and raffles to engage attendees.
- Our main participation in other local events keeps the focus on subscription sales. This includes the annual PA Farm Show, a local "Taste of" event, community events in downtown Harrisburg, and other miscellaneous opportunities that arise.
- At our own major community events, we always make sure to have a table where we're selling subscriptions. At smaller events, we have kept the focus on our PN Advantage membership program for subscribers, or have driven discussion about PennLive and our online presence.
- We also participate in a variety of B2B expos, in which we promote the PA Media Group brand and our digital advertising solutions.
- Additionally, corporate teams represent us in a handful of local races, including the United Way Trike Race and the Harrisburg Mile.

THE PHILADELPHIA GAY NEWS

Community Event Participation:

- We sponsor the Pride Parade and Festival and OutFest.
- We also sponsor Race for the Cure.
- To complement our Dining Out for Life sponsorship, our logo is on promotional materials.
- We provide staff representation at most events, and will promote events digitally through e-blasts, digital ads and through the Facebook page. At Pride and OutFest, we hand out copies of the paper.





THE PHILADELPHIA TRIBUNE

Marketing Partnerships:

 We actively partner with the African American Chamber of Commerce, Beech Community Services, the Philadelphia Opportunities Industrialization Center (OIC), and other local civic organizations.

Community Event Participation:

 We maintain a booth at the Odunde Day Festival (African Day).



THE PHILADELPHIA INQUIRER

Reader Engagement Initiatives:

 Phillies Season Preview includes user-generated stories about what the season means to them.
 Comments are submitted at Philly.com.

Marketing Partnerships:

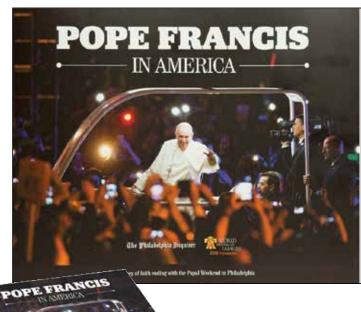
- We partner with several local organizations, including the Chamber of Commerce (table and speaking opportunities), entertainment venues (co-partner to promote each other's events), Kimmel Center, and the Citizens Bank Park Spring Job Fair.
- We partnered with the Archdiocese of Philadelphia during last year's visit by Pope Francis to actively cover the historical event, along with the World Meeting of the Families Conference, through editorial content and photographs.

Community Event Participation:

- Democratic National Convention event
- Philly.com Readers Choice Awards
- Healthy Kids Fest
- Philly.com Top workplaces









PITTSBURGH POST-GAZETTE

Marketing Materials:

When an advertising sales representative meets with an advertiser, they
appreciate the market research we offer them. This includes CivicScience
polling data, Nielsen Prizm and Scarborough research. It's data about their
business that other media in the market don't offer. It's customer-focused
things like this that allow us to maintain strong relationships with our
advertisers.

Marketing Partnerships:

 With healthcare (and coverage) issues dominating western Pennsylvania news, we developed a proposal for Highmark to sponsor a series of special sections and high-profile public forums to provide perspective on the transformation of health care today, called the Highmark Health Care Series. The promotion includes an editorial-produced "Vitals" section, companion microsite, and event series featuring the nation's leading healthcare experts. The program was intended to produce new revenue through sponsorship and create strong branding for an important advertiser.

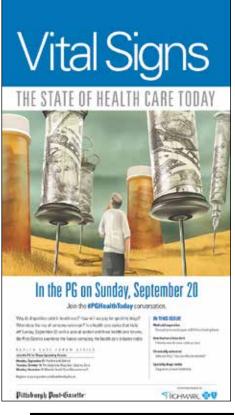




Community Event Participation:

- We participate in more than 100 events a year, with subscription booths, single-copy sales, on-site promotions, writer appearances, and education seminars, with PGproduced official programs (or other keepsake handouts) distributed to attendees.
- Our sponsorship of the Pittsburgh Home & Garden Show presents us with the opportunity to promote our home, garden, and food coverage, as well as, our editorial writers in a unique way. We create a working kitchen theater and presentation space as a premium attraction at the event. Sponsors underwrite the costs of producing the Home Showcase. Don's Appliances built the kitchen. Delta Airlines promoted its Pittsburgh to Paris nonstop with a Paris trip giveaway. Dollar Bank conducted home finance workshops. Other sponsors had product placement and seminars. PG writers conducted daily presentations, hands-on garden workshops and cooking demos with guest chefs in what looked like a French cafe we created to reflect the trip. We also had three subscription sales booths throughout the show. It's our biggest sales effort of the year, generating more than 500 orders.
- At the Pittsburgh Auto Show, we set up the PG Steelers Zone. To enhance relationships with local auto dealerships (and wow them), we partner with the Auto Dealers Association to conduct show ticket sales through its PG Deals program and drive show attendance with a big promotion and activity at our booth. Through our partnership with the Steelers, each day features autograph sessions with Steelers players using PG-produced autograph cards. There was also a \$10,000 giveaway in two \$5,000 cash prizes toward a down payment, and \$50 gas card instant winners every hour.





loecial Section



PITTSBURGH TRIBUNE-REVIEW

Marketing Partnerships:

- We have long-standing partnerships with the Pittsburgh Penguins NHL team and the Pittsburgh Pirates MLB team that include in-game promotion, broadcast, venue signage, ads in programs, website elements, and radio spots.
- We also have a relationship with Live Nation that includes naming rights and VIP club sponsorship at the amphitheatre.
- In addition, we provide in-kind donations of ad space to local charities.

Community Event Participation:

- American Heart Association events
- YMCA events
- **Animal Friends**
- The National Aviary
- EQT Pittsburgh Three Rivers Regatta
- Pittsburgh International Auto Show









3 ON 3 BASKETBALL TOURNAMENT

100% of Proceeds Benefit Marine Cpl Doug Vitale & Wounded Warriors

WHEN: May 5th 2012 WHERE: St Vincent College Gym, Latrobe

GRAND PRIZE:

PITTSBURGH PIRATES LUXURY SUITE

HOW TO ENTER:

Only \$20 Per Team to Enter!

ava at pledgesforprayer@gmail.com BEFORE MAY 1"

me out to show support for a great cause. T-Shirts will be illable for purchase and 100% of all proceeds will benefit

HELP US HELP DOUG

Pledges For Prayers welcomes you to join us and support our Wounded Warriors.

Doug Vitale is one of those Warriors. A 2005 Kiski graduate headed to Slippery Rock to play football, then rerouted to serve a higher cause. As a Marine, Doug served first with the elite and ever dangerous Fast Company. Shortly after his wedding, Doug left Fast Company and began his last tour in July of 2011 as a Marine Platoon

on oppremer zoth of that same year, Doug Vitale's life changed forever. An IED explosion took both legs, filled his body with shrapnel and caused severe brain damage. Doug continues in rehab and you have an opportunity to help a warrior who gave all he had for your foredom.

Join us if you Dare!

Arthritis Foundation 2012 DEVILISH DANCE PARTY

Featurina DJ Scott Alexander

FRIDAY, OCTOBER 19, 2012 9 PM - 11 PM

CLEAR STORY STUDIO

1931 Sidney Street Pittsburgh, PA 15203 \$25/PERSON* Ticket includes two

complimentary cocktails

Tickets can be purchased at the door or in advance.

*Advance sales only; tickets are \$35 at the door.

Join us for a frightfully fun evening!

Prizes awarded for best costumes.

For more information or to register visit www.arthritis.org/ western-pennsylvania/ Or call Beth at 412.250.3341

DONE DASH! ARTHRITIS

WESTMORELAND MALL







Promotional space ded by Trib Total Media

THE PROGRESS/THE COURIER-EXPRESS/TRI-COUNTY SUNDAY

Clearfield/DuBois

Reader Engagement Initiatives:

 We identify charitable organizations that don't get a lot of attention – those that work behind the scenes, and feature them at the holidays to help raise awareness. Readers can then contribute to these organizations.

Community Event Participation:

- We are the lead sponsor of the Clearfield County Fair, and we create the promotional materials for the event.
- We maintain a booth at the DuBois Community Days and hand out promotional materials. We have WiFi hookup so visitors can see our website, and we share copies of the newspaper.

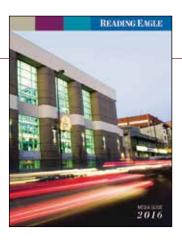


Stock image courtesy of Metro Creative Graphics

THE READING EAGLE

Marketing Materials:

 To promote our multimedia capabilities, we created a comprehensive media guide that can be used to create effective advertising packages for our clients.



THE SENTINEL

Lewistown

Public Speaking Engagements:

• Members of our staff often speak to business and service clubs about the strength of the industry.

Community Event Participation:

 At the HarvestFest, we man a booth, offer giveaways, and sell subscriptions and books. It's a great way to offer a sounding board to our customers. We have also set up a booth at our county fair, but these are often 7-10 days long, and staffing becomes an issue. We find one or two day events work best.



THE TIMES HERALD

Norristown

Reader Engagement Initiatives:

 Norristown Rising has been a year-long effort to explore and examine the issues behind the scenes of Norristown's revitalization efforts, through a series of articles and a roundtable discussion that included community leaders. Read more here and here.



TIMES LEADER

Wilkes-Barre

Reader Engagement Initiatives:

 A dedicated correspondent writes a consumer watchdog column. Readers are asked to submit information about a problem they are having, and the correspondent will get involved and try to solve it.

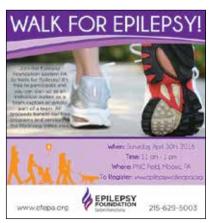
Marketing Partnerships:

• We work with local organizations to sponsor and promote their events.

Community Event Participation:

- Epilepsy Walk
- American Heart Association events
- Salvation Army dinner
- · Boy Scouts dinner
- Local minor league baseball and hockey team sponsorships







THE TIMES NEWS

Lehighton

Reader Engagement Initiatives:

- We participate in the "It Can Wait" editorial contest hosted by PNA, the PNA Foundation, and AT&T, to raise awareness about the dangers of distracted driving.
- We hosted an open house for advertisers and readers when our newspaper was relaunched, and we also welcome other outside groups such as Cub Scouts and home schoolers to tour our facility.

Community Event Participation:

 We maintain a newspaper booth at all of the larger events in our market. We offer community members the opportunity to meet our editor and popular sports photographer, as incentives to visit our booth.







THE TIMES-TRIBUNE

Scranton

Reader Engagement Initiatives:

- Something Should Be/Has Been Done is a feature in which readers take photos and submit ideas about projects that need attention – before and after pictures are included.
- For our Times-Tribune Traveler feature, devoted readers bring their newspaper along with them on their travels. They take a picture of themselves holding the newspaper and upload it to our website indicating where and when they were at a particular location. Selected images are featured in our newspaper.

Marketing Partnerships:

 We have a partnership with several local sports teams and venues, including the Scranton/ Wilkes-Barre RailRiders Minor League Baseball team, Wilkes-Barre/Scranton Penguins American Hockey League team, Mohegan Sun Arena, and Montage Mountain.

Community Event Participation:

- Times Tower Lighting a signature community event to light the downtown Christmas lights the Wednesday before Thanksgiving. Two to three thousand people attend each year, and the evening ends with a fireworks display.
- PA Oktoberfest Mohegan Sun Pocono
- Electric City Craft Brew Fest Montage Mountain
- PA Wineland Festival Scranton
- Taste of Home Cooking Show
- · We support local events, including:
 - Job Fairs
 - Senior Fairs
 - Scranton Half Marathon
 - Steamtown Marathon
 - Race for the Cure
 - Scranton St. Patrick's Day Parade
 - Scranton Cultural Center
 - Scranton/Wilkes-Barre RailRiders Minor League Baseball
 - Wilkes-Barre/Scranton Penguins American Hockey League





LET THE GRAPES BEGIN!





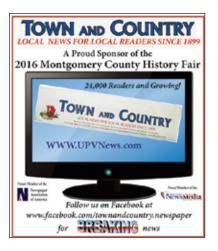


TOWN AND COUNTRY

Pennsburg

Community Event Participation:

- Upper Perkiomen Valley Chamber of Commerce Luncheon sponsor
- Upper Bucks County Chamber of Commerce Foodie Event sponsor
- American Cancer Society Bark for Life sponsor
- Sponsor of local Fire Company





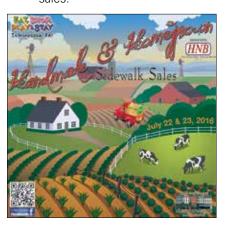


THE WAYNE INDEPENDENT

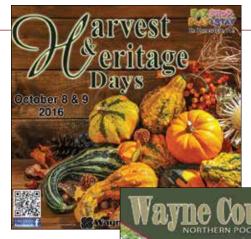
Honesdale

Community Event Participation:

- We participate in all Greater Honesdale Partnership Events by having a
 booth for subscription sales, single copies and local history books. We
 produce all event tabs which are inserted in the paper, and overruns
 are inserted into other newspapers. The organization receives a share
 of the proceeds.
- We sell ads into the book that accompanies the Wildflower Music Festival.
- We sell ads into, and print, the Chamber of the Northern Poconos
 Profile Book and Business Relocation Guide, and share royalty on ad sales.







WILLIAMSPORT SUN-GAZETTE

Reader Engagement Initiatives:

• On Thanksgiving Eve, we sell our Thanksgiving Day newspaper outside of our building from 5 –7 p.m. A tent and tables are set up on the sidewalk, and staff members run newspapers to waiting cars. A local country radio station broadcasts live from the event, and brings along their rooster mascot who also runs copies of the newspaper to cars. The newspaper benefits from the radio station promoting the event in advance to their listeners – some of whom may not be Sun-Gazette readers, so the promotion helps to extend our reach.

What's also unique about this promotion is that every car in line is guaranteed to receive all of the Thanksgiving Day inserts.

Sometimes, advertisers do not send the correct quantity, but those sold at this event are guaranteed to have all of the inserts.

Cars have waited in line for over an hour to purchase the special holiday newspaper, and most buy multiple copies. The cost of the newspaper is \$1.75, and many customers give us two dollars, and tell us to keep the change. Any extra money generated is donated to the NIE program. In addition, several major grocery stores in our area receive the fully insert-stocked newspapers beginning at 5 p.m., so this helps to draw customers to their locations as well.





Community Event Participation:

 To mark our newspaper's 215th anniversary, we are hosting the Williamsport/Lycoming County Chamber of Commerce PM Exchange in December. In past years, we have held the Christmas meet and greet. We expect over 300 attendees

 Chamber members, as well as advertising clients and local business owners.

The evening will include food, drinks and music – along with celebrity guest impersonators from history, including Abe Lincoln, Ben Franklin – and it's been rumored that Elvis Presley may jump out of our birthday cake. There will be several major prize giveaways that have been donated from advertisers or Chamber members, along with smaller items.

To commemorate this special anniversary, we have partnered with Lionel Trains to create a special limited edition O Gauge boxcar train for our newspaper. Approximately 300 will be built, and a portion will be sold to collectors – complete with a signed certificate of authenticity. Others will be held in reserve for promotional purposes. The proceeds from the sale of these trains will benefit our NIE program. If the sale of the initial boxcar is successful, we will consider building a different car each year, so ultimately, someone can own a complete Williamsport Sun-Gazette train set. The trains are made entirely in the U.S., and we will promote this fact.

In addition to being a fun and much-anticipated event, our sponsorship of top-notch events such as these reinforces the relevance of our publication, and demonstrates that our newspaper is a strong and vibrant business – a very positive branding message for our community.

 For six years running, we have hosted an annual Books and More sale to raise money for our NIE program. Over 10,000 items, including books, DVDs, and CDs are donated by



readers, and are sold at our building on a Saturday morning. Long tables, donated by the Salvation Army, are set up throughout the first floor of our building, and 400 – 500 people usually attend the event. Nothing is priced

higher than \$2.50. On average, we raise \$5,000 - \$6,000 from the event for NIE.

 We sponsor a splashy rock music concert each year bringing in acts such as Ringo Starr, Rick Springfield, and Pat Benatar. We contract with the artist and market the event in our newspaper. The local community arts center sells the tickets for the event that range in price from \$40 to over \$100, so there is little labor involved on our end. Trade agreements with local radio stations allow us to further promote the event.

YORK DAILY RECORD/SUNDAY NEWS

Reader Engagement Initiatives:

- Fixing York PA is an initiative to improve life in York, particularly in the downtown city area. Readers post comments to a dedicated Facebook page identifying what they would like to see fixed.
- Taking the City to the Suburbs is another reader initiative designed to encourage people who live outside of the city limits to come downtown and eat and shop, see a show at the Strand-Capitol Performing Arts Center, etc.
- No Sweat York is a popular fitness initiative various exercise classes are held in back lot of building through the summer, and community members are encouraged to participate.
- Our community forums and lecture series allow us to connect with those in our circulation area.

Public Speaking Engagements:

about the newspaper industry, and champion the strengths and ongoing transition of newspapers.

- GAMETIMEPA Athletes of the Year Awards Banquet
- "What the Food Trucks" Food Truck Festival
- York Fair we pass out canvas tote bags and host an education
- York First Friday participation
- York County Economic Alliance we sponsor breakfasts and lunches



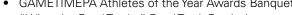


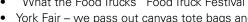


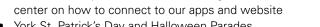


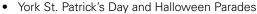
• Members of our editorial staff go into school classrooms to talk



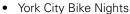


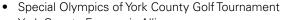
















THE YORK DISPATCH

Reader Engagement Initiatives:

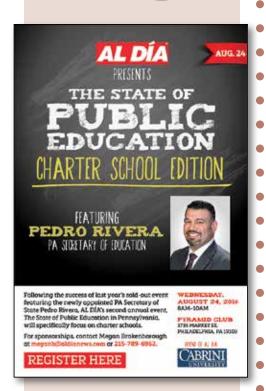
• We are establishing an editorial board of contributors and community members to work with us as we discuss issues vital to the community.





NO SWEAT

from the Survey



AL DIA

Philadelphia

Our publisher is a popular speaker at local colleges where he talks to students about Latinos in the field of journalism.

Promoting Your News Media Organization Through Community Engagement

Increasing awareness and visibility of your products and services, along with building your company's brand, is essential to the success of a news media organization. Remaining top-of-mind to your readers, advertisers, and the community, is paramount. Your organization wants to be the place that locals turn to, and return to, for news and information that is most relevant to them.

Many PNA members run house ads for promotional purposes. Some also invest in a paid or bartered media schedule with other media outlets to extend their promotional message.

To complement traditional advertising efforts, there are several other ways in which news media organizations can raise their profile by actively engaging with members of the community. These include participation in public speaking opportunities, marketing partnerships and community events, along with reader engagement initiatives.

PUBLIC SPEAKING

An effective way to market your news media organization, and engage the community, is through public speaking opportunities. There are always groups looking for effective speakers - those who know their subject matter and can capture an audience's attention for 15 minutes, 30 minutes, or even an hour.

As a speaker, it is your role to inspire, inform, and entertain the audience.

Tips for Delivering a Successful and Memorable Speech

- Choose a topic that you are knowledgeable about, or have had experience with
- Customize the presentation for the audience don't use a "one size fits all" approach
- Be prepared be sure to practice
- Keep your slides simple use minimal words, and focus on strong images
- Confirm the technology requirements will the facility provide a laptop and projector?
- Encourage questions
- Stick around after you are done speaking don't just present and run be available for questions
- Promote the event through your news media organization's channels print, website, social media – and encourage readers to attend

The benefits of speaking can extend beyond the initial engagement. Consider livestreaming the speech on your website, and if it is recorded, upload it afterwards, and make it available for the public to view.

Engagement White Paper (cont.)

To promote your organization's ability to provide speakers, add a speaker's bureau page to your website that includes a list of topics that staff members can address, along with a brief biography, and photo, of each available speaker. Members of news media organizations are well-versed to share information about issues concerning the community.

Identify a list of local businesses, community organizations, nonprofits, colleges and universities, civic groups, faith-based organizations, etc., and send them a marketing flier and/or email that highlights your newspaper's ability to provide speakers for their events.

To complement your public speaking initiative, you may consider offering your editorial team's writing services to other organizations within the community. Provide them with an article that addresses an issue of particular concern to their readers. It can be a column on bullying for a school PTA newsletter, or an article on the effects of tourism for a local lifestyle magazine.

MARKETING PARTNERSHIPS

Engaging in a marketing partnership with another organization can be a valuable and strategic means of promotion for your news media company, as it provides a new way to connect with your audience. At its core, a successful marketing partnership involves two or more companies with good reputations that have common goals, similar marketing needs, and possibly complementary services. These entities join forces for mutual promotional outreach to the community that may include an exchange of products or services, access to a database, entry into an event, or links to and from each other's websites.

A variety of business types may be worthy partners for news media organizations. Forming an alliance with a local nonprofit is one example. This allows the organization to receive news media exposure to help raise awareness of their cause, promote an upcoming event, or solicit donations. The news media company benefits from generating goodwill in the community by supporting a worthy organization, and has the opportunity to engage with other influencers associated with the business.

One PNA member partners with a local hospital to produce a patient guide that is distributed to those staying at the hospital. The hospital benefits by having a polished branding piece to share with patients, and the news media organization benefits from contributing a valuable product to those within their community, as well as from the ad revenue that is generated from the guide itself.

Other PNA members who have partnered with nonprofits have printed newspapers on pink paper during October to raise awareness of breast cancer, and continue to do so throughout the year using different colored papers associated with other nonprofits' causes. Revenue for the newspaper is generated from sponsored ads, and a portion of the proceeds is donated to the local chapter of the charity.

Another example of a marketing partnership is the collaboration between a news media organization, and a local coffee shop or convenience store to create a "buy a coffee and a newspaper" promotion, in which newspapers are offered to the retailer at a discounted price to increase single copy sales.

Similarly, a news media organization may form an alliance with a company involved in life stage events – such as a bridal shop, or real estate agency, in which it provides a complimentary one-month subscription to newlyweds, or new homeowners or businesses in the area, in hopes of securing them as long-term subscribers.

Collaborations with other media outlets can be mutually beneficial. This is perhaps the most manageable and effective way of exchanging services, by promoting each other's events through the associated media's property, or by combining resources toward something of mutual interest such as a town hall meeting.

from the Survey



PITTSBURGH Tribune-Review

We have a long-standing partnership with the Pittsburgh Penguins NHL team, and the Pittsburgh Pirates MLB team that includes in-game promotion, broadcast, venue signage, ads in programs, website elements, and radio spots.



HERALD-STANDARD

Uniontown

As a part of the CCSA Scholar Athlete Ceremony, we partnered with a local auto dealer to give away a car. A key is given to the six top athletes, and the one who has the key that starts the car, wins it.

from the Survey



OBSERVER-REPORTER

Washington



Engagement White Paper (cont.)

COMMUNITY EVENTS

One of the best ways to promote your news media organization with members of your community is by hosting, or sponsoring, local community events. Bringing your business to where your current/potential readers and advertisers are gathering is key for increasing your branding efforts and visibility.

Event opportunities are nearly limitless. PNA members have hosted or sponsored the following types of events:

Bridal Business Community Education
Employment Family Food/Drink Health/Wellness
Home and Garden Music Nonprofit Sports and Outdoors
Students Women

Whether your organization's participation in an event is as simple as having a table or booth presence, or something more elaborate such as building a float for a local parade, or even a premier role such as hosting the entire event, be sure that your presence is memorable.

- Distribute branded merchandise to those in attendance, including copies of your publication.
- Encourage staff members to wear newspaper-branded clothing, and cheerfully greet those they encounter.
- Develop a "hook" to draw patrons to you perhaps one of your staff
 photographers takes photos of visitors in front of a backdrop, or sponsor a fun
 contest such as how many newspapers can you throw into a newspaper bag in
 10 seconds.
- Bring along your mascot (or create one) to elicit more visitor engagement.

News media companies can further market themselves by extending a goodwill gesture to the community. Consider purchasing the naming rights to a local point of interest, sponsor a park bench, local scenic viewpoint, or participate in the adopt a highway program. Complement the effort by publishing a story about your "adopted" location, such as its history or ecological challenges.

READER ENGAGEMENT INITIATIVES

Growing and retaining readership is key to all news media organizations and keeping readers engaged with your product is vital. Conducting public forums, delivering surveys, hosting contests, and publishing user-generated content are just a few examples of how news media organizations in Pennsylvania can connect with readers.

PUBLIC FORUMS

Organized meetings with the public provide an opportunity for news media personnel to talk with a large number of people, and solicit feedback about your products and services. Meetings can be arranged to allow for small group discussions with a representative from your company present in each group.

Rent a conference room at a local library or other facility, or host the meeting at your building, and offer a tour to all participants at the conclusion of the event.

Engagement White Paper (cont.)

CONTESTS

Many news media organizations conduct contests each year to engage readers and generate a buzz. To expand your branding efforts, ask current advertisers to co-sponsor a contest by supplying the winning prize. Provide them with ample recognition by including their logo on all marketing materials related to the contest, and encourage them to post a corresponding flier or poster at their retail location. Publish contest guidelines in your newspaper and on your website, and include the sponsor's logo.

Consider launching a themed contest in which readers submit stories about a particular topic such as, "Most creative marriage proposal," around Valentine's Day, or "Scariest ghost story," around Halloween. Tease the entries in your newspaper and on your website, and publish the winners on a dedicated page, or tab.

SURVEYS

Online surveys can help your news media organization identify the needs and views of your readers and non-readers alike. You will be able to learn more about who is reading your publication, and how, as well as what is most important to them.

Be sure to include softer questions in the survey as well such as, "What makes the _____ area unique and distinctive to you?" The responses will help you decide what to cover in print and online, and also give you material to share over your social media channels.

There are several survey platforms available if you plan to build the survey on your own. PNA has had success using Survey Monkey, which offers no-cost, and low-cost, options for survey development. A tool such as this is particularly helpful if you will be sending the survey to your own mailing list. Be sure to cross-promote the survey on your social media platforms to maximize the number of potential respondents. Include a personalized email to survey recipients that introduces the sender, explains the reason for the survey, and offers thanks for participation. Never underestimate the power of the personal touch.

USER GENERATED CONTENT

In recent years, citizen journalism and user generated content have become buzzwords in the news media industry. Nothing better speaks to the idea of reader engagement than publishing content that was created, and submitted by readers.

Located in an area of Pennsylvania that has unreliable internet connectivity, a PNA member encourages its readers to submit vacation photos, selfies, and other images that would typically be posted on Facebook, and runs them in the newspaper. The newspaper also invites readers to submit original poetry and photos that best represent the county.

Other PNA members have instituted community outreach programs in which readers are asked to report anything they find that is in disarray, or causes concern, within the community. When the tips are received, the news media organization works with community leaders and organizations to have the problems resolved.

from the Survey



THE TIMES-TRIBUNE

Scranton

To be a part of the Times-Tribune Traveler feature, devoted readers bring their newspaper along with them on their travels. They take a picture of themselves holding the newspaper, and upload it to our website indicating where and when they were at a particular location. Selected images are featured in our newspaper.

from the survey

SOCIAL MEDIA PROMOTIONS

ALTOONA MIRROR

We use boosted Facebook posts to drive attendance at our events and raise awareness of our contests or sales promotions.

BILLY PENN



We use social media all day, every day. We promote all of our stories and events on those channels consistently. We include #billypennparty on all of our event invitations.

BUCKS COUNTY HERALD



We incorporate Facebook, Twitter, online advertising, and email blasts, in conjunction with our print coverage, to promote our stories and products. All forms of media are tied together on each promotional campaign.

BUCKS COUNTY COURIER TIMES/INTELLIGENCER

Levittown/Doylestown



- We used a series of social media posts to highlight the different categories in our Best of 2016 annual Reader's Choice contest, along with paid boosts to extend our reach of audience. We placed a countdown clock on the website to create a sense of urgency for people to vote. House digital ads were run across desktop, mobile, and app platforms. There was an aggressive email campaign to targeted lists. We also placed an ad on a popular local foodie blog, BucksCountyTaste. com, and established a universal bit. ly and hashtag #BestofBucksMont.
- We included hashtags on our heroin project coverage so attendees at local Town Hall Meetings could submit questions via Twitter or email
- Readers were asked to submit snowstorm photos via Twitter or email.
- The Sesame Place Run is promoted in stream on social media, and we also run Facebook ads to promote it.
- Each week, we create a 15-second commercial to promote our upcoming shows and upload it to Facebook, Twitter, and YouTube to promote.



THE CITIZENS' VOICE

Wilkes-Barre

Social media is used for breaking news, teasing a story, contests, and ad sales recruitment.



THE DAILY ITEM

Sunbury



Social media is used to run contests for circulation and promote events, and all reporters are required to use at least one social media platform to promote a story.

THE ELIZABETHTOWN ADVOCATE



We upload a low-resolution image of our front page to Twitter and Facebook every week.

ERIE TIMES-NEWS



Social media is used to promote stories, contests, and upcoming events.

THE EXPRESS

Lock Haven



Every morning, a post goes up encouraging readers to pick up a newspaper, report breaking news, or discuss what's going on around town. We also post messages on behalf of our advertisers.

THE HERALD

Sharon



We use social media to find sources for stories as well as promote special sections or upcoming pieces. Our Facebook page is set up for readers to post information.

HERALD-STANDARD

Uniontown



Our social media efforts are used primarily for editorial coverage, but also used to promote contests, and to live-stream events. We recently live-streamed our Student Scholar Athlete ceremony so friends and family members could watch the event.

THE INDIANA GAZETTE



Facebook and Twitter are used to share and tease stories, promote contests, and promote any special inserts.

LNP Lancaster



We run ad campaigns for subscription sales on Facebook, and editorial uses Facebook, Twitter, and Instagram for editorial posts.

OBSERVER-REPORTER

Washington



We conduct a digital meeting every week and choose one social media platform on which to focus our promotional efforts. The goal is to better match the content to the platform per target audience. The organization maintains Facebook accounts for the Observer-Reporter, The Almanac, Main Street, and Plus (rewards program). There's a big push to understand the goals for each property, and understand who is posting, and what is being posted.

PENNLIVE/THE PATRIOT-NEWS Harrisburg



Within our editorial team, we have a social media team that uses a variety of social channels to extend our digital audience. Their focus is largely on posting articles from PennLive, but they also encourage readers to engage with us, participate in polls, and tag us in posts they'd like to send our way.

Recently, we have explored Snapchat filters for specific events, and we're constantly working to adapt ourselves most effectively to reach our audience through social channels. For particular campaigns or pushes, we run ads on Facebook, LinkedIn, and/or Instagram.

PHILADELPHIA GAY NEWS



House ads are run to encourage readers to follow us on social media. Prizes and ticket giveaways are offered as incentive if you join us on social media. We also use social media to tease upcoming stories and live Tweet from events.

THE PHILADELPHIA INQUIRER

Each of the three brands has its own social media presence that is used to promote events, encourage readers to follow us, etc. This allows us to maintain outreach to both B2B and B2C consumers.



PITTSBURGH POST-GAZETTE



Social media is used to actively engage with readers and solicit images on Facebook.

- Our terrible towel across the globe Facebook initiative captures readers holding the towel during their travels and has been very successful.
- Our #CupTracker promotion has also attracted interest.

PITTSBURGH TRIBUNE-REVIEW



Social media is used extensively. A daily email is sent featuring the headlines of the day. We will boost a post as needed to generate more interest. Facebook contests drive traffic back to our website for readers to register to win concert or sports tickets, etc.

THE SENTINEL

Lewistown



We use Facebook, Twitter and Instagram to promote upcoming events, special editions, solicit story ideas or photos, and drive traffic to our website.

TIMES LEADER

Wilkes-Barre



Social media is used to push out news stories – especially latebreaking news, as well as contest promotion.

THE TIMES NEWS

Lehighton



Every evening, dedicated staff members schedule posts to promote articles – primarily on Facebook, and some Twitter. We also push out contest information via social media.

THE TIMES-TRIBUNE

Scranton



We use social media to push our news coverage, Facebook-friendly stories, Twitter sports updates, and contests, along with text blasts. The goal is always to drive traffic to our website.

THE WAYNE INDEPENDENT

Honesdale



Circulation offers, contests, and daily deals are pushed out on Facebook, along with information on the Honesdale Holiday Wish Program.

Using Social Media to Promote Your News Media Organization

Social media has transformed the way brands promote themselves. Capturing over 30 percent of the world's population, social media vehicles provide unprecedented access. Where once brands could stand on promotion through traditional media (print, outdoor, radio, television), the last decade has forced them to revise

promotional plans to include social media and other digital elements to remain relevant.

This disruption holds as true for large retail brands as it does for news media organizations themselves, as they look to secure their place in a reader's daily life. While the consumers' craving for news has not diminished, the delivery of that news has shifted - moving from the paperboy on the street, to corner box, and now, through a user's daily feed in a multitude of formats.



By Preus museum - Flickr: NMFF.003732, CC BY 2.0

With 30 percent or more of a news media company's digital traffic originating from the largest social media platform*, Facebook, it has proven necessary for these companies to embrace a potential competitor as an important delivery tool.

In a recent International News Media Association report, "The Facebook-Media Relationship

Status," author Grzegorz Piechota writes, "Many publishers view doing business with Facebook as a sort of Faustian dilemma: They can get rich, but they might lose their souls. Or, to be precise, they can get access to vast audiences and make some money, but risk dilution of their brand and losing their direct relationship with users."

In a world where social media companies control the delivery of news through a black box algorithm, how can news media companies turn social media from a potential threat to a potential ally?











UNDERSTANDING SOCIAL MEDIA

Social media can be equal parts hindrance and assistance; a better understanding of the environment can tip the scales in favor of assistance for news media companies.

A decade ago, the development of social media technology (generally referenced as Web 2.0) enabled the general users to start communicating in a new way. This new communication method was dependent upon the interconnectivity of people through social media channels and advocated the following:

- The production of user generated content (UGC). As users were presented with an easy, fast way to share their own thoughts, photos and other content, they took to the process with glee. For example, the millennial generation spends 30 percent of their total media time with UGC.
- The sharing of content. An important part of the social media space for news media organizations is the ability for users to share content and propagate it through their online connections. With traditional media, a story going viral would be difficult beyond word of mouth, but through social media platforms, it requires a simple click of a button.

Combining the high-volume traffic generated by these platforms and the ability to easily share content has resulted in social media becoming a prime traffic driver to news media websites.

*INMA Report: The Facebook-Media Relationship Status: It's Complicated

THE SOCIAL MEDIA PLAYERS

Social media is not a monolithic product. Similar to search, it is dominated by a few key players, but includes many different contenders. When social media is viewed through the lens of media in the United States, the scale of importance shifts to one of the following platforms:

Facebook is a primary traffic driver. News media companies utilize Facebook to drive traffic to their websites. The traffic can then be monetized through standard banner display advertising.

While Facebook provides a strong vehicle to drive traffic, it does come with its own restrictions. For example, Facebook controls the algorithm that determines how content will be shown and to whom.

"You are at the mercy of using someone else's platform to promote yourself," highlights Shannon Wink, Managing Editor at BillyPenn com

Also, while news media companies provide a large portion

of the content seen through social channels, it is social channels that garner the largest portion of monetization. This monetization has, in part, helped Facebook reach revenue of nearly \$18 million in 2015.

Twitter allows reporters and news media companies to be part of the conversation. Through Twitter, they can accomplish the following:

- Quickly see what is happening within the community, creating efficiencies in the reporting process
- Provide a way to respond to people in a timely fashion
- Create access to local and national experts to facilitate conversations

Focusing on Facebook or Twitter, it behooves a media company to verify their accounts. To verify an account on Facebook, a media company can visit **this link** and provide an identifying document to then be rewarded with the "verified" blue checkmark. A similar process can be undertaken with Twitter by following **this link**.

A number of other social media outlets can be of benefit to news media organizations as well, ranging from the image-based network, Instagram, to the hobby focused, Pinterest.

BUILDING THE PERFECT POST

While constructing messaging for social media outreach, it is import to remember that whichever platform is being utilized, the content should feel native to the channel and add value to the conversation. For example, content shared to Instagram should have a heavy focus on visual storytelling and enhance the story for the reader.



Posts can take a multitude of forms:

• Direct story links sharing a headline or quote from the story

Social Media

Facebook Messenger

Facebook

QQ

WeChat

Qzone

Tumblr

Twitter

Skype

Viber

Line

Instagram

Faidu Tieba

Sina Weibo

Snapchat

WhatsApp

Users

1.650.000.000

1.000.000.000

900,000,000

853,000,000

706,000,000

653.000.000

555.000.000

400,000,000

320,000,000

300,000,000

300,000,000

280,000,000

222.000.000

215,000,000

200,000,000

Leading global social networks 2016 | Statistic". Statista. Retrieved 2016-10-22.

- Questions that may provoke a response (ex. "What is your weekend bucket list")
- Multimedia elements (slide shows, videos) to draw readers attention and engagement
- Shocking or original facts

Morgan Koter, Social Media Coordinator for 535 Media, offers suggestions when building a posting strategy.

- 1. Provide a consistent presence through the various outlets, posting content that is relevant and timely.
- 2. Release time sensitive posts within an hour of the event and realize feature pieces will have a longer window of comments.
- 3. Operate in a world that requires a constant reassessment and re-evaluation of the social media posting process.

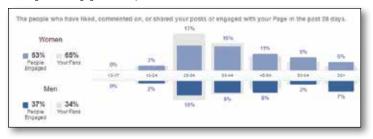
IMPROVING YOUR POSTS

With digital media, the feedback loop has improved over that offered by traditional communication channels. No longer is a newsroom left guessing at which of its articles drew the most attention, you can now utilize key performance indicators provided natively by the platforms.

For example, each Facebook post can be evaluated by the engagement it generates.



- ▲Figure 1: Page Results Example from Facebook
- ▼Figure 2: Engagement Report from Facebook



Tracking the individual post's engagement will allow the establishment of a baseline. With a baseline in place, a media company can then start to evaluate the individual posts by multiple metrics:

- Post Likes
- Shares
- Comments
- Link Clicks
- Spam Reports Page Unlikes
- Hidden Posts

By evaluating individual posts, a media company can start to see which topics, types of posts and other factors have a direct impact on engagement. Remember as well, social media is a participatory medium, a news media's social team should be engaging with their readers as they respond to activity.

"Don't be a broadcaster," advises Wink, "be a participant."

Beyond individual post ranking, this same information can be used to determine year-overyear results and be used to set goals for the organization.

With built-in targeting features, posts can be targeted to the most responsive audience. For example, using Facebook's Audience Optimization, a media company can limit a post to a particular region, or focus on delivery to a highly responsive gender.

Finally, the insights from social media pages can help provide additional information.

These reports can help to identify the demographics of your user base, or help to highlight differences between the total fan base and the most frequent engagers.

CONTINUOUS IMPROVEMENT

Social media has evolved from its humble beginnings and has become a mainstay of the promotional world. But it is a media in flux. New outlets are joining on a regular basis, and it is difficult to predict which of them will stick. Will Snapchat become the next big thing in news? Will Ello make a comeback? These are questions that have no easy answer, and it falls to social media professionals to stay focused on new options and possibilities.

While experts recommend the best way to learn and manage social media is to consistently work in the field and follow other social media leaders, some resources do exist to offer assistance:

- Social Media Today
- Facebook Blog
- eMarketer
- Twitter Blog



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