



## Planting New Ideas:

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### What do you think?

MPA staff has been publishing Planting New Ideas for some time now, and we'd like to find out from our members how it's working.

Please e-mail us at [readership@michiganpress.org](mailto:readership@michiganpress.org) and let us know what you think. What were some of the good ideas? What ideas could you have lived without?

We are also looking for other ideas to help newspapers all over the state grow their readership. If you've seen anything interesting in your travels, or have been doing something innovative at your paper, forward the idea to us and we'll get the word out.

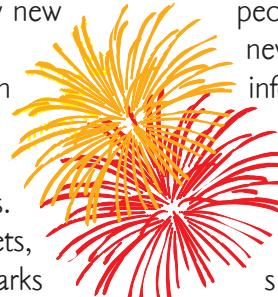
Don't forget to visit our Web site [www.michiganpress.org](http://www.michiganpress.org) to find out what's new at Michigan's newspapers.

## Summer is near

Summer presents many opportunities for newspapers to draw new readers.

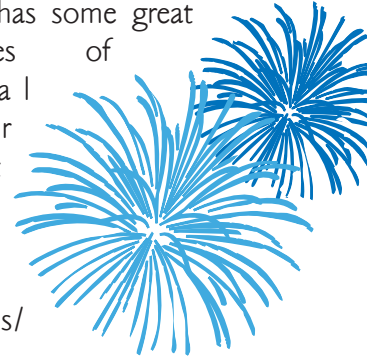
Many things happen in communities that would enable a newspaper to produce special sections. Weekend farm markets, outdoor concerts, parks and recreation schedules all hold broad appeal for readers.

Fourth of July activities also present a great tabloid insert opportunity. Listing times and locations for festivals, fireworks and parades would provide a great resource for citizens in your community.



The warm weather encourages people to get out and about. Your newspaper can bring them the inclusive information about where to go and what to do.

The *Traverse City Record-Eagle* has some great examples of special summer sections at [adserver1.harvestadsdepot.com/travctyeag/ss/048390/](http://adserver1.harvestadsdepot.com/travctyeag/ss/048390/).



## Father's Day tribute

As June approaches so does Father's Day. The Times-Tribune (Scranton, Pennsylvania) does a special section for Mother's day that could also be used for Father's day.

The section in The Times-Tribune features over 2000 photos of area mothers and their children, and is by far the newspapers most popular special section. The Scranton newspaper charges for the submission, and imposes strict deadlines.

Your newspaper could do this for Father's Day by promoting it in house ads right away. The photo could be accompanied by the names of the fathers and their children.

In addition to the photos, The Times-Tribune has a contest for children to write an essay saying why their mother should be on the front page of the section.

To read more about the Mother's Day section of The Times-Tribune go to: [http://www.naa.org/Smaller-Markets/Big-Ideas-Newsletter/Make-Room-for-Mommy-\(Big-ideas-Feb.-2003\).aspx](http://www.naa.org/Smaller-Markets/Big-Ideas-Newsletter/Make-Room-for-Mommy-(Big-ideas-Feb.-2003).aspx).



# Get wired!

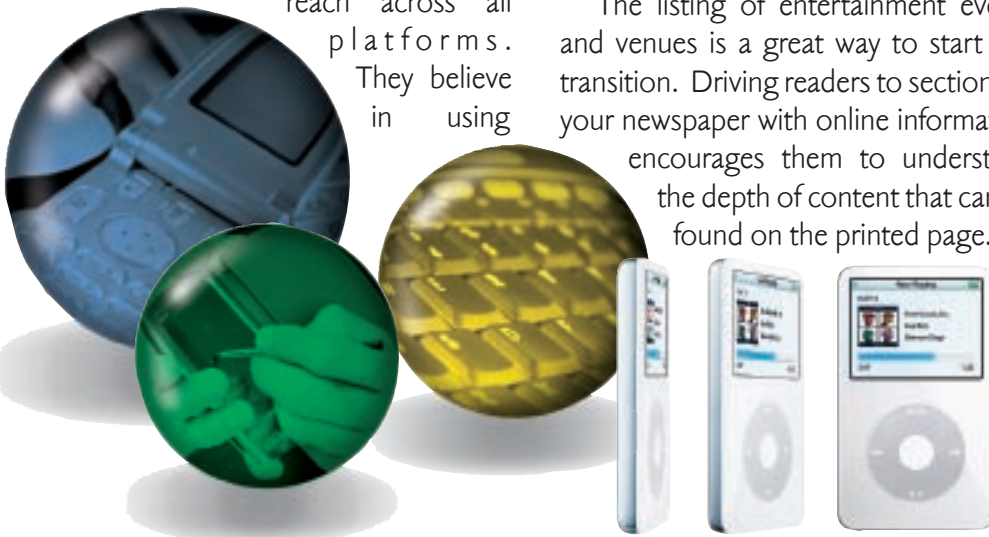
The Spokane, WA Spokesman-Review has a Web site [www.spokane7.com/mobile/](http://www.spokane7.com/mobile/), a PDA and cell phone friendly Web site that provides daily listings of live music performances in the area, movie times, and all other content that appears in the newspapers weekly entertainment section.

The staff at the Spokesman-Review feels this helps them extend their reach across all platforms. They believe in using

new products and initiatives that have their roots in the core newspaper.

In December of 2006 the newspaper released a report titled "Newsroom of the Future." The report which can be found at: [www.spokesmanreview.com/blogs/newsroom/](http://www.spokesmanreview.com/blogs/newsroom/) details what a newspaper can do to change its newsroom culture from exclusively print-based to a multi platform product.

The listing of entertainment events and venues is a great way to start this transition. Driving readers to sections of your newspaper with online information encourages them to understand the depth of content that can be found on the printed page.



## Quick Ideas

The Community Journalism Interest Group is one among several interest groups of the Association for Education in Journalism and Mass Communication. Its site links to several sites of interest to journalists serving smaller markets. To review, go to: <http://comjig.blogspot.com/2007/04/summit-on-rural-journalism.html>.

Looking for a resource on covering tribal issues? This piece from API's Newspaper Next project is rather lengthy but contains some helpful ideas, particularly toward the end of the article. <http://www.americanpressinstitute.org/pages/resources/training%5Ftracks>.

# Help educate...improve your community

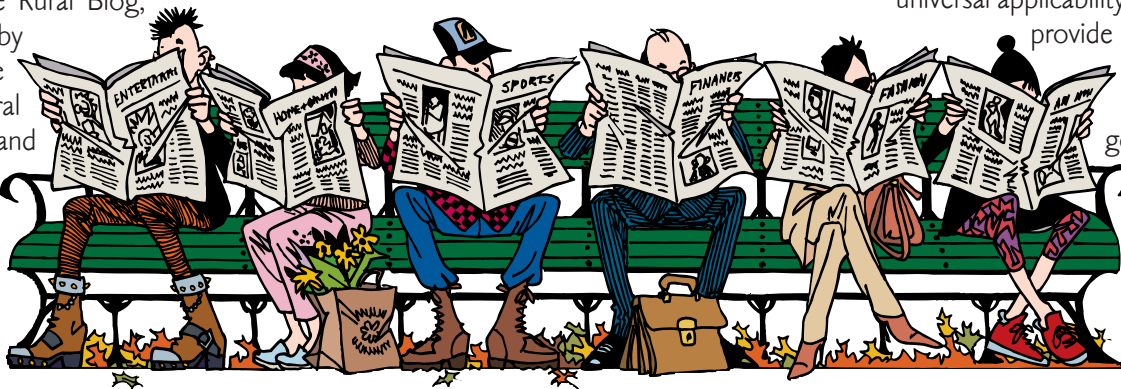
Problems of meth use tend to be worse in rural areas; best treatment is often scarce. Wind turbines grace the Mackinac Bridge horizon; do they really cut air pollution? Issues specific to rural markets are the focus of The Rural Blog, sponsored by the Institute for Rural Journalism and Community Issues.

The Rural Blog is a

Web log of rural issues, trends and events for journalists who need story ideas, sources, comparisons and inspiration, according to the Institute Web site. A recent blog, which arrives in inboxes daily, reviewed the meth

and wind turbine issues, crop insurance, rural broadband programs and tainted pet food. While some postings are specific to the South (the Institute is headquartered at the University of Kentucky), most have universal applicability for media outlets that provide news to the 62 million

Americans who live in rural areas. To sign up, go to [www.uky.edu/CommInfoStudies/IRJCI/blog.htm](http://www.uky.edu/CommInfoStudies/IRJCI/blog.htm).



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