



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 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 to find out what's new at Michigan's newspapers.

E-editions and niche markets

Excerpts Inland Press

The Florida Times-Union in Jacksonville has created "e-Magazines," a suite of e-mail newsletters intended to bring more readers to the newspaper's Web site, Jacksonville.com.

Over 20,000 subscribers now receive at least one of the Times-Union's five free E-Magazines: Food & Wine, Home & Garden, Day Trips, Community and Ultimate Jaguars. The e-magazines generate 175,000 page views each month for Jacksonville.com and have brought in more than \$65,000 in advertising since their debut.



"There is nothing to print, nothing to mail and an immediate response... within six hours we know who did what," said Scott Allerding, sales and marketing manager at the 222,000-circulation daily. "It feels like it's pure profit."

E-mail newsletters have proliferated in recent years, but the Times-Union wanted to send out something different. Subscribers

to the e-magazines receive an artistic, image-rich e-mail twice monthly with summaries of two articles appearing on the e-magazine's web page at Jacksonville.com.

Readers follow links to read the full story online.

The paper can track reader clicks to see which stories get the most readership. This information is shared with staff writers so they can produce more of the kinds of

articles subscribers want to read.

The Times-Union is working to increase readership of the e-magazines through heavy promotion via contests, color house ads in the print edition and subscription links on the Jacksonville.com home page.

The e-magazines receive the best response when sent out early morning at the beginning of the workweek. Weekend distribution gets hardly any response.

To see more visit: Jacksonville.com.

Multimedia branding with audience in mind

Excerpts from Presstime

The newspaper at the end of your reader's driveway is more than just a product. It's part of a brand identity that more publishers are attempting to stretch beyond their mastheads to portfolios of related publications, Web sites and other multimedia platforms.

"My work often involves helping news organizations shift their strategic focus from products to brands," says Lee Rafkin, president and founder of Rafkin

& Co. "I try to create 'liquid' news and information brands that can seep into all of the niches and verticals that offer opportunity in this new digital age."

The challenges newspapers face in developing new branding strategies, particularly related to online efforts, are not unique, says Rafkin. Changes in consumer habits and demographics are forcing nearly all industries to reconsider

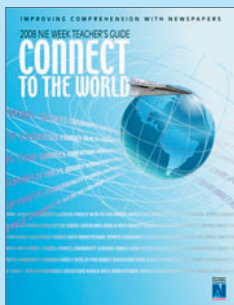
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NIE Week: Connect to the world with newspapers

Newspaper In Education Week 2008, March 3-7, reinforces a positive and relevant lifetime reading habit in students by engaging them with an authentic text—the newspaper.

This year's theme is "Connect to the World With Newspapers." The NAA Foundation has created a teacher's guide and in-paper ads for NIE Week. Everything can be downloaded right here, right now, free of charge.

Activities in the teacher's guide are



designed to help middle-school and high-school students improve their reading comprehension by making connections to self, to the world and to text through newspaper activities. The newspaper is the perfect resource for helping students make these connections because it matches their prior knowledge, interests and experiences.

The 62-page guide features 14 lesson plans, each with a student activity sheet. Also included in the guide are 14 elementary-level pages for younger

students. They parallel the lesson plans and activities in the guide and focus on local and community news.

Download Material Now!

- 2008 Teacher's Guide
- Color/ Black & White ads

[NAAFoundation.org/
NewspaperInEducation/NIE-
Week.aspx](http://NAAFoundation.org/NewspaperInEducation/NIE-Week.aspx)

Multi-media branding pushes forward

their traditional marketing channels, he says.

The bright spot for newspapers is the relevance they still enjoy among consumers for local news and information. This competitive advantage, guided by consumer research, must be leveraged, regardless of the channel or platform, Rafkin says. Understanding precisely where, when and how newspaper brands are still relevant among readers, and then building and promoting these relevant new channels and platforms, are important steps in the process, he says.

"Increasingly, we're seeing newspapers extend the long tail of their product portfolios, offering niche print and digital products to extend their footprint in their market," says Diane Hockenberry, NAA director of audience development. "When you look at how each product in a company's portfolio adds to its overall penetration, it really tells a great story about the company's ability to aggregate

audience, leverage resources and build its brand."

The Arizona Republic in Phoenix uses focus groups and panels of print and online users to identify brand attributes of the paper's different products that appeal to key audience segments, including 25-to-39-year-olds, those 40 and older, geographic communities and Spanish-speaking Hispanic consumers. "Everything for us starts with the audience," says Brooke Christofferson, director of market development for Republic Media.

These brand attributes are then used to develop campaigns that highlight these characteristics. At press time, the paper was developing new campaigns tailored to particular audience groups for its flagship daily edition and azcentral.com. In October, the Republic also launched Republic Media (republicmediasolutions.com), a business-to-business brand that markets the paper's range of products and audiences to advertisers. "It's complex, and it's not a one-size-fits-all," Christofferson

says of the paper's branding strategy.

Like the Republic, the Savannah Morning News produces a variety of publications and niche Web sites, including specialized sites devoted to auto and employment classified listings and PIXels (pixels.savannahnow.com), a photo-sharing forum. One of the paper's current challenges, says Marketing Director Stacy Jennings, is determining how to expand the Morning News' brand umbrella effectively across this stable of emerging products. "I don't want people to say, 'Oh, I didn't know you published that product,'" Jennings says.

To that end, the paper's main Web site (www.SavannahNOW.com), branded with the paper's print nameplate and the "SavannahNOW" logo, offers users five content channels: know, share, shop, do and read. The "share" channel, for example, links to the paper's social networking features, including the PIXels forum, while "read" connects to the online version of the daily print edition.