



Message from Rick Rogers,
director of product development
for American Consolidated
Media: This is the first in a series of
planned weekly newsletters from my
office. The goal of these newsletters is
to improve communication between
newsrooms throughout ACM;
highlight promotions and programs in
both digital and print products; share
best practices; and spotlight
achievement in our newsrooms.

ACM NEWSROOM PROFILE: Cancer won't stop Barber from getting the news scoop as editor of the Delaware Co. Journal

Within a few minutes of stepping foot in the office of the Delaware County Journal in Jay, Okla., it is apparent that Janet Barber is a town treasure.

In the office visiting with the DCJ editor was a county commissioner and a member of the police department, filling in Barber on the day's activities.

Not that she needs the help. When it comes to news in this small community located 12 miles south of Grove, in Northeast Oklahoma and its tourist attractions along Grand Lake, Barber has her pulse on what's going on. And not even a bout with cancer can stop her.

Barber is currently under treatment for cancer. It's not something that she hides, proudly wearing a pink hat that reads, "Chemo-flauge" and joking that her mornings have become very "low maintenance" because she no longer has hair due to the treatments.

Barber works with Cheryl Franklin, group publisher for the Northeast Oklahoma and SE Kansas regions, but it is Barber who mans the office on a daily basis along with another part-time employee who helps answer phones and take care of walk-in customers.

The DCJ prints approximately 2,000 copies per week, serving the communities of Jay, Kansas, Colcord and Oaks.

Barber is the editor and only reporter on staff, but the newspaper will publish stories from its sister publications the Grove (Okla.) Sun and Miami (Okla.) News Record when it applies.

Barber's office walls are adorned with photos taken from community events.

And you can quickly tell she enjoys cats.

Editors like Janet Barber are what make American Consolidated Media and the newspapers and websites we operate special.

She is a dedicated newsperson who will go above and beyond for a story, often riding along with sheriff's deputies and police officers on a big chase or a drug bust.

She is willing to go the extra mile for a scoop of the larger media, and has proven not even a bout with cancer will keep her from the big story.

— 30 —



Cheryl Franklin (right), group publisher of the Miami (Okla.) News-Record, Grove (Okla.) Sun, Delaware County (Okla.) Journal and two properties in Southeast Kansas, poses for a photograph with DCJ editor Janet Barber.

CHECK US OUT ON THE WEB

Keep up on the ACM Newsroom office online at
www.acmnewsroom.blogspot.com

Follow us on Twitter at http://www.twitter.com/acm_newsroom



Tips for monitoring comments on your Facebook page, website

Monica Nieporte, regional vice president and general manager of ACM Ohio and publisher of the Athens (Ohio) Messenger, emailed me this question earlier today (Friday, May 13), and I thought I would share. She thought it would be a good blog topic.

Rick, Do we have any kind of policy on how "liberal" we are to be with the use of language on our Facebook pages- regarding reader comments?

Clearly, we monitor for obscenity, libelous comments, etc. However, some media are more liberal than others with allowing people to use more "mild" profanity (I guess using the FCC as a guide).

Personally, I'd rather not have it but I also don't like it on my TV sitcoms either... just me.

What is prompting this question is a few minutes ago we got the latest one... someone being referred to as a slang term using an abbreviation for a negative comment.

This would be a great topic for your blog!

Monica, you are right — this is a great topic for this blog.

My response to Monica was I recommended she delete the comment made by the reader on the newspaper's Facebook page, and follow that up with a post from the publisher, editor or webmaster urging users of the page to keep their comments clean and civil, and that any comments newspaper management or readers deemed offensive would be deleted and that user could be blocked.

Monitoring comments on stories and links posted on our websites and Facebook and social media pages have long been a sense of frustration and angst for reporters, editors and publishers.

One side of the argument is that comments on stories and coverage drive traffic and encourage interaction between the newspaper and readers, and between readers themselves, while the other side believes comments can skew the content and tone of a report or news coverage.

I see good points on both ends of the argument.

My rule of thumb is simple — considering the majority of our properties reside in small markets, I like to keep our comments and content as PG as possible. Some might argue that Facebook comments can and should be a little more liberal, but again, those comments could be seen as a reflection of the newspaper.

Know that Rodney Blaukat and his online team are looking at other options on our commenting function of our websites, and this is a topic of discussion at the corporate office.

In closing, I always recommend to err on the side of caution and delete any comment you think could be offensive when it comes to bad language.

PAGE HEADER

LET'S GO MAVS!



MEET THE MAVERICKS



Jose Barea
2011 Playoffs Statistics
PPG 7.7
RPG 1.20
APG 3.7



Jason Kidd
2011 Playoffs Statistics
PPG 10.1
RPG 4.20
APG 7.2



Dirk Nowitzki
2011 Playoffs Statistics
PPG 26.5
RPG 8.40
APG 2.8



Jason Terry
2011 Playoffs Statistics
PPG 18.3
RPG 2.00
APG 3.8



Peja Stojakovic
2011 Playoffs Statistics
PPG 10.7
RPG 2.10
APG 0.2

Nowitzki keeps getting better, adding 'tools'

DALLAS (AP) — Dirk Nowitzki will soon be 33. A former league MVP, he already holds practically every meaningful record in the history of the Dallas Mavericks. He's rising in the ranking of greatest players in NBA history, boosted by career playoff stats that are near the top of the charts.

And, get this: He's still getting better.

In leading the Mavericks to the Western Conference Finals for the first time in five seasons, Nowitzki has shown off the latest innovations to his already extensive "toolbox" of skills — a one-legged, step-back jumper that's almost impossible to block and a left-handed hook shot.

Throw in his consistently improving defense, and perhaps this will be the season Nowitzki and the Mavs discover the thing they are missing most, a championship.

"It's the best I've seen him play in his career," said Pau Gasol, the Lakers' big man who struggled to keep pace with Nowitzki last round. "He's in a great rhythm. He's shooting extremely well and confidently. You can't take anything away from him."

Gasol wasn't using a figure of speech. He really wasn't using a figure of speech. He really wasn't able to take away any of Nowitzki's favorite spots on the court during their series, a key reason why Dallas swept the two-time NBA champions.

When Gasol crowded Nowitzki at the edge of the free throw line, the German created space by leaning back on one leg, putting up the other knee and flicking in a rainbow jumper. He seemed to hardly ever miss this unorthodox looking shot, quickly turning it into a fan favorite.

"When I see it, I still get caught up like, 'Dang!'" teammate Jason Terry said. "I know it has to be demoralizing to the other team."

Nowitzki built his game on the unorthodox, making it from Germany to the NBA at age 20 because he was a 7-footer who could make 3-pointers. His guru, Holger Geschwindner, figured that would be the best way to break into the big time, and planned to build the other elements of Nowitzki's game as he got older.

They have, with spectacular results. He's the 23rd-leading scorer in NBA history and has plenty of time to move way up on that list. In the playoffs, he's among four players who have averaged 25 points and 10 rebounds: his 25.6 points per game are 10th best.

2010-11 Roster

NUM	PLAYER	POS	HT	WT
11	Jose Barea	G	6-0	175
3	Rodrigue Beaubois	F	6-2	185
13	Cory Brewer	F	6-9	188
4	Caron Butler	F	6-7	228
35	Brian Cardinal	F	6-8	240
6	Tracy Chandler	F	7-1	225
20	Dan Claitor	F	7-0	235
33	Brendan Haywood	C	6-5	215
2	Donnell Jones	C	6-4	210
28	Jason Kidd - C	C	6-11	220
0	Ian Mahinini	C	6-7	228
41	Shawn Marion	F	7-5	245
92	Dirk Nowitzki - C	F	7-6	218
15	DeShawn Stevenson	G	6-10	229
31	Peja Stojakovic	G	6-2	180
HEAD COACH Rick Carlisle (College - Virginia)				

WESTERN CONFERENCE FINALS

6X4 AD SPACE

ACM Newsroom to offer special pages

One of the services that ACM Newsroom will provide are special pages for news, features and sports for major events, holidays and at varied times during the year.

We kicked off this service last week by providing a special preview page for the NBA Dallas Mavericks as they prepare to play in the Western Conference Finals.

These pages will be emailed to editors, publishers and ad managers in PDF format, and will also be available to download on our website. Pages will be available in InDesign once the ACM Newsroom full-functioning website is up and running later this summer. If you have any questions on these pages or this service, please email Rick Rogers at rogers@amconmedia.com.

User-Generated Content: Ideas of reader photo callouts

HIGH SCHOOL GRADUATION CEREMONIES

I know many of our newsrooms are in the middle of planning their coverage of upcoming high school and college graduations.

Here's a quick idea to allow readers to be a part of the coverage. Put out a reader photo callout asking readers to submit their own favorite photo from a local graduation ceremony. Make sure and publish the callout in your print edition at least 10 days prior to planned publication, and also use your newspaper's Facebook page (if you don't have one, get one started today!) and your website to promote the reader callout. Make sure the callout is promoted in each day's newspaper and everyday online leading up to publication.



Here is an example of how the callout should be worded:

"It's time to honor the Class of 2011! The (publication) is asking its readers to share their favorite photo of their graduate or from a graduation ceremony with the community. Please submit your photo for publication consideration to (email address) by (date) for publication in the (date) print edition and online at (web address)."

FATHER-SON PHOTO CALLOUT FOR FATHER'S DAY

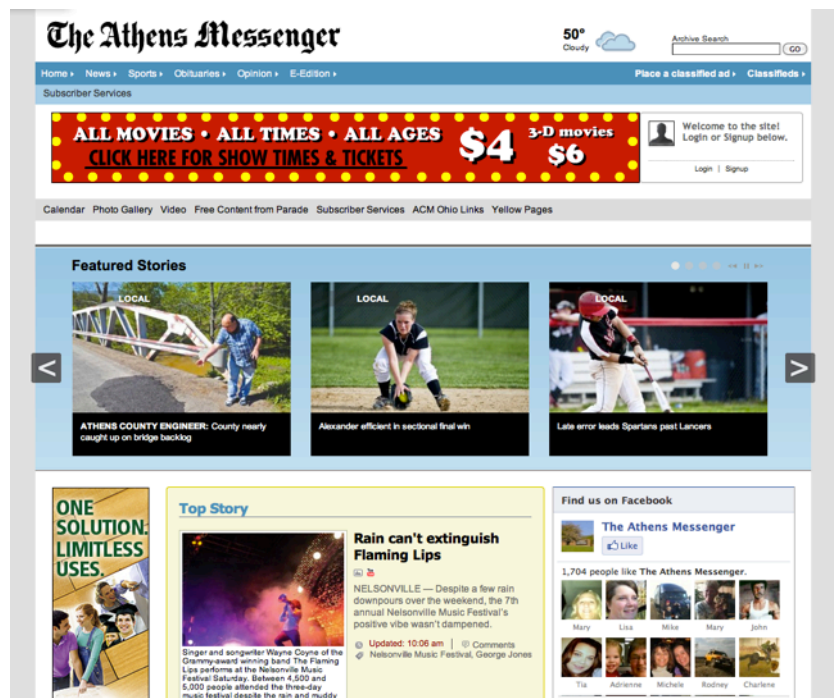
Father's Day is fast approaching in June, and what a great way to honor the hard-working dads out there than with a photo callout for father-son look-a-likes. This is a fun way to honor Dads on their special day, and the readers will love seeing all the photos in print and online. Here is an example of how the callout could be worded:



"Let's honor Dad this Father's Day by publishing a spread of father-son look-a-likes in (your newspaper). Submit your photos via email to (email address) by (date) to have it included in our special Father's Day tribute pages(s). The page(s) will be published on (date) in both our print and online editions. Please include the first and last name of those pictured, and what city they reside in."

Reader photo callouts are a great way for a publication to engage with a community!

If your newspaper conducts this callout, please email your success stories with PDFs of photo pages or links to photo slideshows to rogers@amconmedia.com.



Athens Messenger earns AP honors

The ACM Ohio newspaper group earned several honors from the Ohio Associated Press annual contest this past weekend.

ACM Ohio came away with four first place honors, six second place awards and two third place certificates. The awards were in various categories of journalism excellence, including layout and design, investigative reporting, and sports and news coverage.

Monica Nieporte, regional manager for the ACM Ohio group, was also honored for her contributions to the AP for more than four years service on the board.

Said Nieporte, "(I am) really pleased considering some bigger, deeper staffed publications that used to be in the next division up lost just enough circulation to throw them down into our division so we now go head to head with papers like the Massillon Independent, Lancaster Eagle Gazette and Chillicothe Gazette."

Do you have news to share?

If your news staff receives a local, state or national award or recognition, please share the news with us so we can give your team kudos throughout the company. E-mail your news to rogers@amconmedia.com.

ACM Newsroom on-site training seminars

Throughout 2011, ACM Newsroom will conduct on-site visits and training throughout much of its sites. The first of these visits took place May 9-12 in NE Oklahoma and SE Kansas.

NEXT SITE VISIT: June 15-17 in NE Okla./SE Kansas.

“WEB FIRST... PRINT BEST”

We live in a 24/7 news cycle...

To think otherwise would mean that we are not serving our readers in the 21st century!

New for 2011 **ACM launches content strategy** **for print & digital products:** **WEB FIRST... PRINT BEST!**

Meet ACM Newsroom's Rick Rogers

Rick, a native of St. Louis, comes to American Consolidated Media with 17 years experience in the newspaper and media industry. He last served as regional manager for Southwest Missouri for GateHouse Media Inc., as well as publisher of the Neosho (Mo.) Daily News. Prior to his time in Neosho, he served as director of Liberty Group Publishing's Specialty Publications Division, as well as managing editor of the Carthage (Mo.) Press, news editor at KODE Action 12 News ABC TV in Joplin (Mo.), and managing editor of the Baxter Spring (Kan.) Citizen. His work has earned him more than 50 awards of excellence in journalism from the Missouri Press Association, Associated Press, Kansas Press Association and the Missouri Broadcasters Association. As Director of Product Development, Rick will assist in the implementation of the Mediaspectrum rollout across all platforms, as well as offer services to improve ACM products and content in both print and online.

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