

# 'THIS IS MY DAY-WEEK-YEAR-LIFE' MARKETING CAMPAIGN PROFILES **DEADLINE: MARCH 6, 2009**

The OPA Marketing Committee is developing a set of house ads that build pride in our profession, show the public the work we do on their behalf, and build public appreciation for the role of newspapers in society. The committee would like to invite you to submit a profile for this series.

You can choose to focus on how you spend your day, your week, a year, or how you have committed your life to the newspaper industry. To submit your information, follow these easy steps:

1. Take a digital photo of yourself (Color JPG, 3"x5", 200 DPI minimum)
2. Write at least 10 bullet points (but no more than 20)
3. Tell OPA if points are for a "Day - Week - Year, or Life" house ad
3. E-mail the photo and bullet points to news@okpress.com or fax information (submission form on back) to (405) 499-0048.

4. Include person's name and title. Make sure to attach picture and bullet points.
5. Deadline is Friday, March 6, for sending the photo and bullet points.

OPA staff will prepare ALL of the ads submitted. Some of the ads will be selected for the statewide campaign. If your ad is not selected, it will be returned in camera-ready format for your paper to use at its discretion.

You can submit an ad for any single person and title, or for any single person and the multiple jobs they do at the paper.

We are looking for ads for:

Publisher/GM, Editor, Ad Manager/Director, Reporter (Sports, Lifestyle, Court, etc.), Account Executive (Sales), Graphics/Design, Photographer, Web Master/Editor, Technology (IT) Manager, Accounting, Receptionist/Front Desk, Circulation Manager, Carrier, Press/Mailroom, Readers or Subscribers (can be politicians, citizens, etc.)

# SAMPLE ADS

**This is my day:**



*Michael Winters, Reporter  
Your Community Newspaper*

- ✓ Check phone messages; return urgent ones. Ditto for e-mail.
- ✓ Review questions for feature story on local veteran. Call and get some preliminary information; set up appointment for photo and in-person interview.
- ✓ Check web for updates and breaking news.
- ✓ Write last night's board story.
- ✓ Buy batteries for tape recorder on way to chamber for photo of check presentation.
- ✓ Drive by wreck on way back to office. Stop to take photo, talk to local emergency personnel. Fortunately, no one hurt.
- ✓ Sit utpat. Duisi blan ut utpat ing exero consequi tin esto dolobortisi erusc
- ✓ Giat la alit lum vullam, sum dolobor perat.
- ✓ Velestrud magnit ip endiam, sequat nismodo loboreet am, vel dolore facinci ea
- ✓ Duisi blan ut utpat ing exero consequi tin
- ✓ Sequat nismodo loboreet
- ✓ Giat la alit lum vullam nismodo loboreet am

**I'm proud to work at a newspaper.**

**This is my week:**



*Jane Addie, Account Executive  
Your Local Newspaper*

- ✓ Check phone messages; return urgent ones. Same for e-mail.
- ✓ Check newspaper to make sure all ads for my accounts ran as scheduled.
- ✓ Take bagels to prospective clients - leave material and schedule follow-up visit.
- ✓ Check sales goal for month.
- ✓ Attend staff meeting to discuss plans for the week.
- ✓ Giat la alit lum vullam nismodo loboreet am.
- ✓ Sit utpat. Duisi blan ut utpat ing exero consequi tin esto dolobortisi erusc
- ✓ Giat la alit lum vullam, sum dolobor perat.
- ✓ Velestrud magnit ip endiam, sequat nismodo loboreet am, vel dolore facinci ea
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- ✓ Giat la alit lum vullam nismodo loboreet am
- ✓ Velestrud magnit ip endiam, sequat nismodo loboreet am, vel dolore facinci ea

**I'm proud to work at a newspaper.**

**This is my life:**




*Gloria Trotter, Publisher  
Countywide & Sun (Tecumseh)*

- ✓ 2005 National Newspaper Association's McKinney Award winner.
- ✓ Owner of the Countywide with my husband, Wayne, since 1983.
- ✓ Past president and board member of FOI Oklahoma Inc.
- ✓ Recipient of the Charles M. Thornton Outstanding Journalism Alumni Award from the University of Memphis Journalism Alumni Association.
- ✓ Graduated from the University of Memphis with a degree in journalism.
- ✓ Winner of numerous writing awards.
- ✓ Sit utpat. Duisi blan ut utpat ing exero consequi tin esto dolobortisi erusc
- ✓ Giat la alit lum vullam, sum dolobor perat.
- ✓ Velestrud magnit ip endiam, sequat nismodo loboreet am, vel dolore facinci ea
- ✓ Duisi blan ut utpat ing exero consequi tin
- ✓ Sequat nismodo loboreet
- ✓ Giat la alit lum vullam nismodo loboreet am

**I'm proud to work at a newspaper.**

**This is my week:**



*Regina Owens  
Accounts Receivable/Circulation Dept.  
Sequoyah County Times  
Van Forkiller News*

- ✓ Check emails and web site for new online subscriptions.
- ✓ Print labels for Sequoyah County Times Sunday newspaper, then print bundle tops for weekend racks.
- ✓ Update Van Tenkiller News, then close out issue.
- ✓ Print reports, if correct, print labels and renewals for Van Tenkiller News.
- ✓ Post any monies received for accounts receivables, run deposit reports and prepare bank deposit.
- ✓ Prepare outgoing mail, deliver to post office drop box.
- ✓ Take affidavits which are done running over to court clerk office.
- ✓ Weigh newspaper and measure all advertising inserts. Deliver reports to post office.
- ✓ After post office, set up insert reports and check for any rack changes for each issue.
- ✓ Close out issue and print labels for the following week's Times Market Place.

**I'm proud to work at a newspaper.**

# OPA MARKETING CAMPAIGN – SUBMISSION FORM

## DEADLINE: MARCH 6, 2009

Newspaper Name: \_\_\_\_\_

Name of Person Featured in Ad: \_\_\_\_\_

Title of Person Featured in Ad: \_\_\_\_\_

(Check One) Ad is for: "This is my.....  DAY  WEEK  YEAR  LIFE"

Bullet Points for the person/ad:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

*(Must submit at least 10 bullet points – but no more than 20 – for each person.)*

11. \_\_\_\_\_

12. \_\_\_\_\_

*(Place Additional Bullet Points on Separate Sheet)*

**E-MAIL INFORMATION TO: [news@okpress.com](mailto:news@okpress.com)  
or FAX INFORMATION TO: (405) 499-0048**

***Did you REMEMBER the PICTURE?***