

From: DeWayne Townsend [<mailto:d-town@tc.umn.edu>]

Sent: Monday, March 19, 2012 7:55 AM

To: NCR

Subject:

Mr. Blin

I do not believe that Neighborhood organization's newsletters are able to compete with community newspapers they are limited in scope to community affairs and do not have reporters on staff. Neighborhood organizations should be allowed to include paid advertisements in their newsletters if they wish to do so.

Cheers;

DeWayne Townsend

Cooper

From: Adam Faitek [<mailto:adam.faitek@gmail.com>]
Sent: Tuesday, March 20, 2012 3:45 PM
To: Blin, Howard J
Subject: NRP/PPP Policy guidelines

Hello Howard,

From what I understand, the updated neighborhood funding guidelines excludes newsletters accepting advertising an eligible revenue source.

As the chair of East Harriet Farmstead, I see advertising as a real revenue sources - especially in light of ever shrinking support of the city - as an essential source to expand our outreach to the neighborhood. As you finalize your recommendations today, I would encourage you to allow some level of advertising in the new PPP guidelines.

Thank you.

Adam Faitek
Chair, EHFNA

-----Original Message-----

From: John Schulte [<mailto:schulte@nmoa.org>]

Sent: Friday, April 27, 2012 11:28 AM

To: NCR

Subject: neighborhood newsletters

National Mail Order Association (NMOA)

Hello Neighborhood and Community Relations Department,

As a 4th generation resident of NE Minneapolis, and also an involved one, I find it very silly not to allow neighborhood groups to accept advertising in their newsletter; paid or otherwise.

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- The distribution of the newsletters are limited to the neighborhood.
 - The practice helps conserve their NRP funds like they should be doing.
 - Local newspapers have shown they will not consistently cover individual neighborhood information without payment.
- If local papers are having trouble making ends meet, perhaps they should check their editorial content. If a paper is read, then advertisements get noticed and pay off for the advertiser. If the content of a paper is weak, or alienates a large group of residents, then people stop reading it and advertising does not work. Blaming neighborhood newsletters for poor business is a poor excuse. And I've been in advertising for 30 years. In fact I've written a book on it.

Thank you.

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Best regards,
John Schulte
President and Chairman
National Mail Order Association (NMOA)



WAITE PARK COMMUNITY COUNCIL

1810 34TH AVENUE NE | MINNEAPOLIS, MINNESOTA | (612) 789-5104
VISIT US ONLINE AT www.waiteparkneighborhood.org | EMAIL US AT waiteparkcc@gmail.com

NRP Policy Board
In care of: NCR Department
Tri Tech Center, Room 220
331 2nd Avenue South
Minneapolis, MN 55401

Delivered via email only

May 4, 2012

Re: Proposed Change to NRP Newsletter Policy

To Whom it May Concern,

In light of the consideration by the NRP Policy Board to reverse policy regarding newsletter advertising, the Waite Park Community Council (WPCC) has unanimously passed a motion recommending the NRP policy board uphold the existing policy limiting NRP funded neighborhood newsletters from using advertisements.

Further explanation of the WPCC position and adopted motion are attached.

Sincerely,

Anthony Beard, President

Enclosures: 1

cc: Howard Blin, NCR
David Rubedor, NCR
Carrie Aspinwall, NCR
Robert Thompson, NCR

Recommendation on Advertising Content in Neighborhood Newsletters

Submitted by: Jeffrey Martin, WPCC board member

Date: May 2, 2012

Whereas: The Waite Park Community Council has published the Waite Park Voice newsletter using, exclusively, Neighborhood Revitalization Program (NRP) and Citizen Participation Program (CPP) funds.

Whereas: The NRP Policy Board has adopted a policy of “no display ads of any type from a local business or institution are placed in the publication.”

Whereas: The adoption of advertising in neighborhood newsletters creates a publically financed editorial market.

Whereas: Inclusion of added local advertising could greatly increase the budget of publishing a hard-copy newsletter, increase the time dedicated to publication, and potentially compromise editorial content.

It is therefore moved:

The Waite Park Community Council supports the NRP Policy Board decision to exclude private party advertising from publically financed neighborhood newsletters and wholeheartedly supports the NRP Policy “Support for Neighborhood Publications” adopted October 17, 1994.

Dear NRP Policy Board-

The Windom Community Council currently produces a print newsletter publication three times per year. In addition to providing notification and advertising for community events, city wide functions, construction updates, and general goings-on in the neighborhood, we have spent many years building local business support through advertising. This is not a huge money maker, but a way to support our local businesses and encourage cooperation and collaboration with wonderful community assets. Over the past 10 years, we have relied only on advertising revenue and a \$2,000 CPP allocation to fund our newsletter. We request that any action the Policy Board takes not impede our ability to continue to use a moderate amount of funds from the new CPP program to fund our newsletter. Any action to the contrary would result in a change of policy from the original CPP program, as well as the new program written for neighborhoods, and a reversion back to NRP, and would require the Council to eliminate all businesses from the newsletter.

Sincerely,
Breanne Rothstein
WCC Vice-President

Dear NRP Policy Board-

The Windom Community Council currently produces a print newsletter publication three times per year. Electronic copies of these can be found at: http://www.windomcommunity.org/?page_id=26

We provide notification and advertising for community events, city wide functions, construction updates, news from the Windom School, Windom South Park, and general goings-on in the neighborhood. We have spent many years building local business support through the only way that businesses have responded, advertising. The advertising income allows us to break even on this newsletter, and it has become the only way we have found to sustain our newsletter project. Over the past 10 years, we have relied on advertising revenue and a \$2,000 CPP allocation to fund our newsletter. One person on our board has developed the advertising support and she done a great job of presenting this newsletter to the businesses in our neighborhood. We don't expect to replace the \$2000 of CPP funds with additional advertising income.

We have developed this newsletter beyond what was intended with the \$2000 allocation. That amount is only a third of our budget. Without advertising, this newsletter would have to find a way to cut 2/3 of it's cost. I would guess that would mean two pages instead of twelve pages, which would mean a serious reduction in community involvement. We don't have any paid staff, so additional advertising sales are not realistic for us. Without NRP funds we have to reduce 1/3 of our costs, which would probably mean four pages, and we would only have room for advertising. This takes our purpose in the endeavor out of consideration and threatens the existence of our newsletter.

The obvious choice for us is for NRP to change the policy to allow communities to partner with local businesses to produce newsletters that are meaningful for the communities they serve.

Sincerely,
David Evans
Editor, Windon Community Newsletter

From: Steve@arborgroup.net [<mailto:Steve@arborgroup.net>]

Sent: Thursday, May 10, 2012 12:00 PM

To: Blin, Howard J; NCR

Cc: Ruth Olson (sr4olson@usfamily.net)

Subject: RE: Proposed Change to NRP Newsletter Policy

Howard,

The Fulton Neighborhood Association (FNA) has voted in favor of changing the current NRP newsletter policy to allow NRP funding of newsletters with advertising. We do not believe that our newsletters compete with private neighborhood publications. As the FNA budget is reduced, funds from advertising would be beneficial to FNA's mission. Please let me know if you have any further questions.

Thanks, Steve

From: Jerry Freeman [<mailto:jfreeman@spokesman-recorder.com>]
Sent: Tuesday, May 22, 2012 2:15 PM
To: NCR
Cc: 'Tracey Williams'
Subject: Comment on proposed policy change

I am responding on behalf of the *Minnesota Spokesman-Recorder (MSR)* to the proposed NRP policy changes outlined below. *MSR*'s publishers and CEO/president strongly feel that the proposed change is unfair to those of us who must struggle to survive in this economic climate without public subsidies. Ours is the oldest Black enterprise and oldest Black publication still in business in Minnesota, and we remain so only by competing for advertising with a number of other comparable community publications. This advertising support declined severely with the recession and is still far from returning to previous levels. Even in good times we would consider competition from publications receiving public support for their basic operations to be unfair and unacceptable; during difficult times such as we face currently, it is inexcusable. We most certainly do not believe that neighborhood newsletters can even begin to substitute for the journalistic service we have provided to our community of readers for 77 years now. If their competition for scarce advertising were to drive us out of business, which is a distinct possibility given the thin margin of profit on which we operate, the loss would be irreparable both from a historical and a journalistic perspective. We urge the NRP Policy Board to reject the proposed policy change and instruct neighborhood newsletters either to make do on their public subsidy or to go it alone with the rest of us and compete on a level playing field.

Please acknowledge receipt of this message and feel free to direct any further questions you may have for us on this matter to our President and CEO Tracey Williams-Dillard. Thank you for considering our input on this question.

Jerry Freeman, MSR Senior Editor

612-827-4021



Kenny Neighborhood Association

5516 Lyndale Avenue South
Minneapolis, MN 55419
Message Line: 612.392.4477
info@kennyneighborhood.org
www.kennyneighborhood.org

May 25, 2012

Mr. Howard Blin
Community Engagement Manager
Neighborhood and Community Relations Department
Tri Tech Center Suite 220
331 2nd Avenue South
Minneapolis, MN 55401

RE: Proposed Change to NRP Newsletter Policy

Dear Mr. Blin,

Thank you for the opportunity to respond to the current and proposed change to the NRP newsletter policy. We strongly disagree with the current policy that states that neighborhood newsletters with advertising are in competition with "neighborhood free press".

Kenny Neighborhood Association (KNA) produces a quarterly, 16 page printed newsletter that is mailed to approximately 1600 homes and businesses within the boundaries of Kenny neighborhood. The cost of editing, producing, labeling and mailing this newsletter is approximately \$1600 per issue, or \$6400 annually. Currently, we do accept advertising and have annual revenues of approximately \$2250, less than 35% of the total costs to produce the newsletter. The ability to use NRP and/or CPP funds to offset the cost of the newsletter is vital to the financial stability of the publication and of the neighborhood as a whole and we support a change to the existing policy.

The businesses that choose to advertise in the Kenny newsletter are all local business owners who have stated that they appreciate the opportunity to reach the residents in their direct area. This also gives them an opportunity to support their Neighborhood Organization.

The Kenny Newsletter has become an important and highly anticipated product of KNA. We get positive feedback from residents every time an issue is published. It is not uncommon for residents to tell us that they know exactly when to expect the next newsletter and that it is the only thing they receive that they read cover to cover. Many people keep it handy as a source of information and inspiration.

From a practical standpoint, we feel that the quarterly newsletter is the only tool we have that we know reaches every single household and business in the neighborhood. We host activities and events throughout the year, maintain a website and Facebook page and send out monthly e-mails, but those activities do not reach every household--the newsletter does. It is our one opportunity to share information, request feedback, survey needs and directly engage every resident of the neighborhood.

From an engagement standpoint, the reach and content of the newsletter helps keep residents informed of the activities and needs of the neighborhood. This is accomplished in each issue with:

- Regular announcements about NRP and CPP activities and City initiatives.
- A letter from the KNA Board Chair highlighting current activities in the neighborhood and recruiting volunteers for those activities.
- Announcements about community assets, such as the new Crosstown Community Band.

- Updates on local projects, such as Lyndale Avenue reconstruction.
- A man-on-the-street column that directly engages a variety of residents to comment on a particular theme affecting the neighborhood.
- Updates from Kenny Park as well as both schools in the neighborhood, Kenny Community School and Anthony Middle School.

From a human standpoint, we are especially proud of our cover story each issue. We make a concerted effort to write an original piece about someone or something that is unique to Kenny neighborhood and how that person or thing is making a difference. These human interest stories bind the neighborhood together across age, cultural, economic and lifestyle constraints. Recent stories include:

- Larry Bachman, elder statesman of Bachman's, Inc. and longtime resident of Kenny neighborhood. Larry shared his rich history and knowledge of the area, even before Kenny neighborhood was part of Minneapolis.
- A local yoga instructor on her journey to Guatemala to further enhance her understanding and practice of yoga that she now shares with neighborhood residents through yoga classes.
- Veterans of World War II, Korea, Vietnam and Iraq/Afghanistan and how their experiences serving their country have shaped the citizens they have become in Kenny neighborhood.
- A Liberian refugee and the atrocity of civil war and the different life she leads living in Kenny.

We are at a crossroads with the Kenny newsletter. Unless public funds are available to offset the production costs, we fear that we will no longer be able to produce the high quality newsletter the neighborhood has come to expect. The revenue we receive from advertising dollars, along with NRP and/or CPP dollars would allow us to stay solvent. We respectfully request a change to the current policy which prohibits the use of public dollars for newsletters that also receive advertising revenue.

Thank you for your time and consideration.

Sincerely,

Kenny Neighborhood Association



Lyndale Neighborhood Association

3537 Nicollet Avenue South

Minneapolis, MN 55408

Phone: (612) 824-9402

Fax: (612) 824-6828

June 11, 2012

NRP Policy Board
Tri Tech Center, Suite 220
321 2nd Avenue South
Minneapolis, MN 55401

RE: NRP Newsletter Policy

To: Policy Board Members

I am writing on behalf of the Lyndale Neighborhood Association to encourage the NRP Policy Board to adopt a policy that expressly allows for neighborhood publications to utilize paid advertisements and the NRP funds to publish neighborhood newsletters/newspapers.

Neighborhood newspapers are one of the most effective ways for neighborhood organizations to communicate with community members about what's happening in the neighborhood and how they can be involved in helping to shape their neighborhood's direction. They also provide an important communication vehicle for the City, parks, libraries, and other community partners who often communicate their event information through neighborhood publications.

Over the past few years the cost of printed publications has significantly increased. Since 2009 LNA has seen an increase of 12 percent in our core printing costs and a significant increase in postage. At the same time as the cost of the publications has been increasing, the amount and sources of funding have been drying up. For many years LNA used funding from CPED's Citizen Participation Program, which did not have the same restrictions as NRP funding. When that program went away after 2010, LNA was able to use the City's new Community Participation Program to help fund a portion of the cost of the Lyndale Neighborhood News.

The Neighborhood and Community Engagement Commission (NCEC) supported the use of advertising in publications for the 2011 CPP Guidelines and recently voted to explicitly include it as an eligible expense as part of the revised CPP guidelines.

The Lyndale Neighborhood News is an integral part of LNA's efforts to inform and engage community members. The Lyndale Neighborhood News is delivered by mail to every residence and business in the neighborhood and is also placed in newspaper boxes and businesses throughout the neighborhood to make sure community members have access to information that is directly related to what's happening in the neighborhood. To help make sure we are reaching everyone we can in the neighborhood the paper is published in English, with a Spanish language section.

Paid advertising is absolutely critical to LNA being able to continue publishing the Lyndale Neighborhood News. Paid advertising currently covers about half of the hard costs (printing, layout, and delivery) for the newspaper. The remaining costs are paid through individual donations and other revenue sources. If the NRP policy stands as currently written and is applied to next year's CPP program, LNA would be unable to continue publishing the Lyndale Neighborhood News.

Advertising in neighborhood publications is also about providing an affordable way for local businesses to advertise on a micro-scale to the people immediately surrounding their businesses. We regularly hear about the positive impact this advertising has on businesses and how much they appreciate the opportunity to show their support for their neighborhoods. The City and County have also chosen to advertise some of their events, programs, and services through the Lyndale Neighborhood News over the past couple of years, because it allows them to reach a highly targeted audience.

Utilizing paid advertising is a common practice among government/community publications throughout the Twin Cities. A couple of examples are the community publications put out by the cities of Edina and Brooklyn Park, which both contain paid advertising to help cover the cost and distribution of the publications.

If the NRP Policy Board and City of Minneapolis are interested in working in partnership with neighborhood organizations to connect with, inform, and engage Minneapolis community members they need to provide them with the opportunity to utilize a variety of revenue streams to ensure they have the resources to effectively communicate with their constituents.

In many ways this policy is a relic of a time gone by when NRP was able to offer neighborhood organizations significant resources to help make the City a better place. Those days seem long ago, now, and the amount of resources currently being offered to support neighborhood organizations pale in comparison to the time. LNA believes that it is time to update this policy to reflect the times we live in and for the NRP Policy Board and the City to provide neighborhood organizations with the tools they need to effectively engage their community members.

Thank you for the opportunity to comment on this matter. Please feel free to contact me if you have any questions or would like any additional information.

Sincerely,



Mark Hinds
Executive Director