

The Daily Reporter: Partnering with Your Local Business Newspaper

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SUMMARY

The Daily Reporter is a privately owned business newspaper published five days per week in Columbus, Ohio. AIA Columbus has maintained a rewarding partnership with *The Daily Reporter* since January 2002 that allows the component to publish up to three full pages of AIA Columbus news each week.

A BUSINESS-TO-BUSINESS PARTNERSHIP

AIA Columbus has secured the first page of the second news section of the Thursday edition of *The Daily Reporter*. The AIA Columbus section is complete with a three-inch masthead. Up to two additional pages are available at no extra charge. The newspaper's general circulation is 3,000, and an additional 1,200 copies are mailed to a list provided by AIA Columbus that includes all 700 AIA Columbus members and 500 individuals with whom AIA Columbus members wish to maintain strong relationships, including local, state, and national government officials; leaders of other local associations; key community leaders; and nonprofit and nongovernmental organizations.

The content is similar to many AIA component newsletters, with announcements of component events and design awards, feature articles on practice and design-related topics, and a calendar of events. The AIA Columbus newsletter is unusual, however, in that it reaches *The Daily Reporter's* general business audience as well as AIA Columbus members. Unlike many business newspapers or journals, *The Daily Reporter* is a full-size broadsheet newspaper (14" x 22"), providing substantial space and high visibility.

The paper maintains similar relationships with other local business associations. A different association appears in the paper each weekday, including the Builders Exchange, the Building Industry Association, and the Columbus Bar Association. Other associations that have partnered with *The Daily Reporter* in the past include the Greater Columbus Chamber of Commerce and the Columbus Medical Association.

EDITORIAL CONTENT

AIA Columbus news typically fills two pages of the paper each week. The component's executive director is the editor, with full control over the content. *The Daily Reporter* provides all typesetting and layout services, but AIA Columbus exercises final approval of the proposed layout. Editorial duties typically consume 10 percent of the executive director's time.

Editorial copy comes from a wide variety of sources, including component committees, member firms, component sponsors, the AIA National component, and related industry associations. A colorful sidebar highlights a calendar of component events and the names of AIA Columbus board members and committee chairs. Since May 2003, Chuck Campbell, graphic designer for the local architecture firm Maddox NBD, has contributed a weekly cartoon, "Joe Architect."



BUSINESS CONSIDERATIONS

The cost of the print space is funded through an innovative arrangement. AIA Columbus provides leads to the newspaper's advertising sales staff, who then solicit potential sponsors and advertisers. Most sponsors are vendors to the architecture profession, including general contractors, landscape contractors, building product manufacturers, consulting engineers, and software resellers. *The Daily Reporter* pays AIA Columbus a commission on the resulting advertising sales—approximately 20 percent of the sales revenue. For tax purposes, AIA Columbus classifies this income as advertising revenue, which is subject to Unrelated Business Income Taxes (UBIT) and must be reported on IRS Form 990.

A banner advertisement at the bottom of the first page is reserved for a monthly sponsor, who may also provide a promotional article each week about its services to architects, which is clearly distinguished from the component-provided editorial content. AIA Columbus enhances the sponsor benefits with an AIA Columbus affiliate membership, discounts on AIA Contract Documents, and member rates for component-sponsored seminars, meetings, and events.

ANNUAL DESIGN AWARDS FEATURE

The business agreement between AIA Columbus and *The Daily Reporter* includes publication of the component's annual design awards program in a 12-page tabloid supplement, distributed over five days to the paper's entire circulation base. The front and back covers are printed in color, as are the award-winning projects. The supplement is similarly funded through an advertising sales program led by the paper's sales staff, for which the component also receives a commission.

BENEFITS AT A GLANCE

The component's arrangement with *The Daily Reporter* offers these benefits:

- Regular and timely communication with AIA Columbus members about component events and issues relevant to the profession, at no cost to the component for printing and mailing
- Heightened visibility and enhanced credibility for the architecture profession and AIA Columbus members via regular exposure to target audiences such as prospective sponsors, business owners, and community leaders
- Improved relationships with other building industry organizations, nongovernmental organizations, and political leaders
- Increased attendance at component-sponsored events
- Regular communication to the business community about the role of architects in society and the value of good design

For More Information

Contact Amy M. Kobe, CAE, executive director, AIA Columbus, 614-469-1973, or by e-mail akobe@aiacolumbus.org.

RESOURCES

More Best Practices

The following AIA Best Practices provide additional information related to this topic:

- 21.06.01 The Shape of Texas: Enhancing Public Awareness Through Public Radio
- 22.07.01 *Destination Detroit*: Advancing Architects' Viewpoints in Business Media
- 22.07.02 Media Training for Elected AIA Component Leaders

Feedback

The AIA welcomes member feedback on Best Practice articles. To provide feedback on this article, please contact bestpractices@aia.org.

Key Words

- Leadership
- Associations
- Design associations
- Architecture associations
- The American Institute of Architects
- AIA components