Newspapers Are Dead: Long Live Newspapers!

By Dorothy York, President and CEO of North American Precis Syndicate (NAPS)

The emergence of a vast array of digital channels has made printed newspapers stronger. While many newspapers have lost market share, been bought out, merged into chains of newspapers, or have gone out of business, others have been reborn, rebranded, reinvented themselves, or have started up as new ventures, product line extensions, or resurfaced with new owners.

Many small business owners reach customers and prospects via online channels such as social media, and use more traditional channels such as newsletters or direct mail. Community newspapers are all supported by local advertisers, mostly small businesses, who have determined that there is a competitive rate of return on their ad spend with printed media.

Using a combination of print and digital channels helps to move inventory for a higher price and with less time on the market. Advertisers evaluate their success on the basis of a variety of factors, which can be traced back to the specific medium used to generate responses, including increase in sales volume, leads generated, direct response by email, phone or filling out a form online, store traffic, and some more intangible effects such as brand loyalty, brand recognition, reputation management, and loss prevention.

Here are some benefits of ad budgets with a combination of print and digital meda channels:

1 - Connect With Consumers On Their Terms: Reach your target audiences wherever they may be, at just the right time and in just the right place.

2 - Earn Trust: Printed newspapers offer the most trusted form of advertising. You can drive readers of newspapers, and their friends and family members, who they share news with, to your online assets where they can engage and interact with you directly. For those who read both in print and online, you can get reinforcement of your message by having it appear in more than one place or multiple places.

3 - More Metrics For Deeper Analysis: When you use an integrated marketing approach, you have more methods of analyzing what is working and what isn't, to help you refine your plan. Some like to include unique identifying information in each form of outreach, for a more detailed and comprehensive analysis. For example, you can try using trackable links or unique landing pages, special offers, and unique email addresses, or phone numbers.

4 - Extend Your Reach: Millennials tend to spend more time online than Boomers, who tend to prefer printed newspapers, and the two groups are not mutually exclusive, as they share information with each other. By using a combination of channels, you have a much better chance of reaching a larger audience.

By covering newspapers in print, you get more of an online presence as well, because most newspapers offer an online version of the printed publication, including a pdf, which is an exact replica. Newspapers have social media channels for easy sharing. You can capture audiences in print to help build a following on your social and digital channels.

The printed word will always command a higher ad rate than online advertising, for the equivalent amount of space, due to the likelihood that it will be seen. Visibility of information in a printed newspaper is generally higher because it is more likely to get read cover to cover in a short time than some sites which have many more pages, which can be added at little or no cost, whereas print is limited by the cost to print and mail. Some sites of newspapers have thousands of pages per day, offering news from a variety of external sources.

Print is not dead. It is a highly valuable segment of any marketing portfolio which will continue to evolve, redesign, innovate and prosper. There are thousands of community newspapers that are saturation mailers, offering the opportunity for reaching everyone in a given community. Small towns are the backbone of our civilization, with tightly knit communities that share information, found in newspapers, with their niche groups.

For more information, or a proposal from our experts, contact us at info@napsnet.com or visit https://mynewstouse.com/.

Mississippi Lottery Corporation announces May transfer to the state

Jackson, Miss. – The Mississippi Lottery Corporation (MLC) made its May transfer of $14,189,448.06 today to the Lottery Proceeds Fund in the Mississippi State Treasury. With one month remaining in Fiscal Year 2021, this brings the total transfer so far to $129,182,547.36.

To date for FY 2021, the MLC has sent $80 million to road and bridge needs around the state, along with $49,182,547.36 to the Education Enhancement Fund.

"For all of us at the MLC, we feel a great sense of accomplishment," said MLC President Tom Shaheen. "None of this could have been possible without the dedication and efforts of our retailer partners, vendors, our board of directors, our employees and the players! I am fortunate to have had the opportunity to work with such a wonderful group of people and to be a part of Mississippi history."

Per the Alyce G. Clarke Mississippi Lottery Law, the first $80 million in net proceeds goes to road and bridge needs around the state for 10 years. Net proceeds over $80 million go to the Education Enhancement Fund.

In accordance with the Alyce G. Clarke Lottery Law, the MLC is required to transfer net proceeds within 20 days following the close of each calendar month. The MLC was legislatively created in 2018 by the Alyce G. Clarke Mississippi Lottery Law, Senate Bill 2001. Visit us online at www.mslotteryhome.com.

2020 Annual Drinking Water Quality Report
City of Lexington
PWS#: 0260012
June 2021

We're pleased to present to you this year's Annual Quality Water Report. This report is designed to inform you about the quality water and services we deliver to you every day. Our constant goal is to provide you with a safe and dependable supply of drinking water. We want you to understand the efforts we make to continually improve the water treatment process and protect our water resources. We are committed to ensuring the quality of your water.

If you have any questions about this report or concerning your water utility, please contact Robin McCrory/Timothy Brown at 662.417.0167 or 662.633.2831. We want our valued customers to be informed about their water utility. If you want to learn more, please attend any of our regularly scheduled meetings. They are held on the first Tuesday of each month at 6:00 PM at the Lexington City Hall.

Our water source is from two wells drawing from the Meridian Upper Wilcox Aquifer. The source water assessment has been completed for our public water system to determine the overall susceptibility of its drinking water supply to identify potential sources of contamination. A report containing detailed information on how the susceptibility determinations were made has been furnished to our public water system and is available for viewing upon request. The wells for the City of Lexington have received a lower to moderate susceptibility ranking to contamination.

We routinely monitor for contaminants in your drinking water according to Federal and State laws. This table below lists all of the drinking water contaminants that were detected during the period of January 1st to December 31st , 2020. In cases where monitoring wasn't required in 2020, the table reflects the most recent results. As water travels over the surface of land or underground, it dissolves naturally occurring minerals and, in some cases, radioactive materials and can pick up substances or contaminants from the presence of animals or from human activity; microbial contaminants, such as viruses and bacteria, that may come from sewage treatment plants, septic systems, agricultural livestock operations, and wildlife; inorganic contaminants, such as salts and metals, which can be naturally occurring or result from urban storm-water runoff, industrial, or domestic wastewater discharges, oil and gas production, mining, or farming; pesticides and herbicides, which may come from a variety of sources such as agriculture, urban storm-water runoff, and residential uses; organic chemical contaminants, including synthetic and volatile organic chemicals, which are by-products of industrial processes and petroleum production, and can also come from gas stations and septic systems; radioactive contaminants, which can be naturally occurring or be the result of oil and gas production and mining activities. In order to ensure that tap water is safe to drink, EPA prescribes regulations that limit the amount of certain contaminants in water provided by public water systems. All drinking water, including bottled drinking water, may be reasonably expected to contain at least small amounts of some contaminants. It's important to remember that the presence of these contaminants does not necessarily indicate that the water poses a health risk.

In this table you will find many terms and abbreviations you might not be familiar with. To help you better understand these terms we've provided the following definitions:

Action Level - the concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow.

Maximum Contaminant Level (MCL) - The "Maximum Allowed" (MCL) is the highest level of a contaminant that is allowed in drinking water. MCLs are set as close to the MCLGs as feasible using the best available treatment technology.

Maximum Contaminant Level Goal (MCLG) - The "Goal"(MCLG) is the level of a contaminant in drinking water below which there is no known or expected risk to health. MCLGs allow for a margin of safety.

Maximum Residual Disinfectant Level (MRDL) – The highest level of a disinfectant allowed in drinking water. There is convincing evidence that addition of a disinfectant is necessary to control microbial contaminants.

Parts per million (ppm) or Milligrams per liter (mg/l) - one part per million corresponds to one minute in two years or a single penny in $10,000.

Parts per billion (ppb) or Micrograms per liter - one part per billion corresponds to one minute in 2,000 years, or a single penny in $10,000,000.

TEST RESULTS

Contaminant	Violation Y/N	Date Collected	Level Detected	Range of Detects or # of Samples Exceeding MCL/ACL	Unit Measure-ment	MCLG	MCL	Likely Source of Contamination
Inorganic Contaminants								
10. Barium	N	2020	.0037	No Range	ppm	2	2	Discharge of drilling wastes; discharge from metal refineries; erosion of natural deposits
13. Chromium	N	2020	2.6	No Range	ppb	100	100	Discharge from steel and pulp mills; erosion of natural deposits
14. Copper	N	2018/20	.1	0	ppm	1.3	AL=1.3	Corrosion of household plumbing systems; erosion of natural deposits; leaching from wood preservatives
16. Fluoride**	N	2020	.426	No Range	ppm	4	4	Erosion of natural deposits; water additive which promotes strong teeth; discharge from fertilizer and aluminum factories
17. Lead	N	2018/20	1	0	ppb	0	AL=15	Corrosion of household plumbing systems, erosion of natural deposits
Sodium	N	2019*	65000	57000 – 65000	ppb	0	0	Road Salt, Water Treatment Chemicals, Water Softeners and Sewage Effluents.
Disinfection By-Products								
81. HAA5	N	2020	8	No Range	ppb	0	60	By-Product of drinking water disinfection.
82. TTHM [Total trihalomethanes]	N	2020	8.26	No Range	ppb	0	80	By-product of drinking water chlorination.
Chlorine	N	2020	1.1	.49 – 2.1	mg/l	0	MDRL = 4	Water additive used to control microbes
Unregulated Contaminants								
Sodium	N	2019	65000	57000 - 65000	PPB	NONE	NONE	Road Salt, Water Treatment Chemicals, Water Softeners and Sewage Effluents.

** Most recent sample. No sample required for 2020.*
*** Fluoride level is routinely adjusted to the MS State Dept of Health's recommended level of 0.6 - 1.2 mg/l.*
As you can see by the table, our system had no violations. We're proud that your drinking water meets or exceeds all Federal and State requirements. We have learned through our monitoring and testing that some contaminants have been detected, however, the EPA has determined that your water IS SAFE at these levels.

We are required to monitor your drinking water for specific contaminants on a monthly basis. Results of regular monitoring are an indicator of whether or not our drinking water meets health standards. We did complete the monitoring requirements for bacteriological sampling that showed no coliform present. In an effort to ensure systems complete all monitoring requirements, MSDH now notifies systems of any missing samples prior to the end of the compliance period.

If present, elevated levels of lead can cause serious health problems, especially for pregnant women and young children. Lead in drinking water is primarily from materials and components associated with service lines and home plumbing. Our water system is responsible for providing high quality drinking water, but cannot control the variety of materials used in plumbing components. When your water has been sitting for several hours, you can minimize the potential for lead exposure by flushing your tap for 30 seconds to 2 minutes before using water for drinking or cooking. If you are concerned about lead in your water, you may wish to have your water tested. Information on lead in drinking water, testing methods, and steps you can take to minimize exposure is available from the Safe Drinking Water Hotline or at http://www.epa.gov/safewater/lead. The Mississippi State Department of Health Public Health Laboratory offers lead testing. Please contact 601.576.7582 if you wish to have your water tested.

To comply with the "Regulation Governing Fluoridation of Community Water Supplies", the CITY OF LEXINGTON is required to report certain results pertaining to fluoridation of our water system. The number of months in the previous calendar year in which average fluoride sample results were within the optimal range of 0.6-1.2 ppm was 6. The percentage of fluoride samples collected in the previous calendar year that was within the optimal range of 0.6-1.2 ppm was 42%.

All sources of drinking water are subject to potential contamination by substances that are naturally occurring or man made. These substances can be microbes, inorganic or organic chemicals and radioactive substances. All drinking water, including bottled water, may reasonably be expected to contain at least small amounts of some contaminants. The presence of contaminants does not necessarily indicate that the water poses a health risk. More information about contaminants and potential health effects can be obtained by calling the Environmental Protection Agency's Safe Drinking Water Hotline at 1.800.426.4791.

Some people may be more vulnerable to contaminants in drinking water than the general population. Immuno-compromised persons such as persons with cancer undergoing chemotherapy, persons who have undergone organ transplants, people with HIV/AIDS or other immune system disorders, some elderly, and infants can be particularly at risk from infections. These people should seek advice about drinking water from their health care providers. EPA/CDC guidelines on appropriate means to lessen the risk of infection by cryptosporidium and other microbiological contaminants are available from the Safe Drinking Water Hotline 1.800.426.4791.

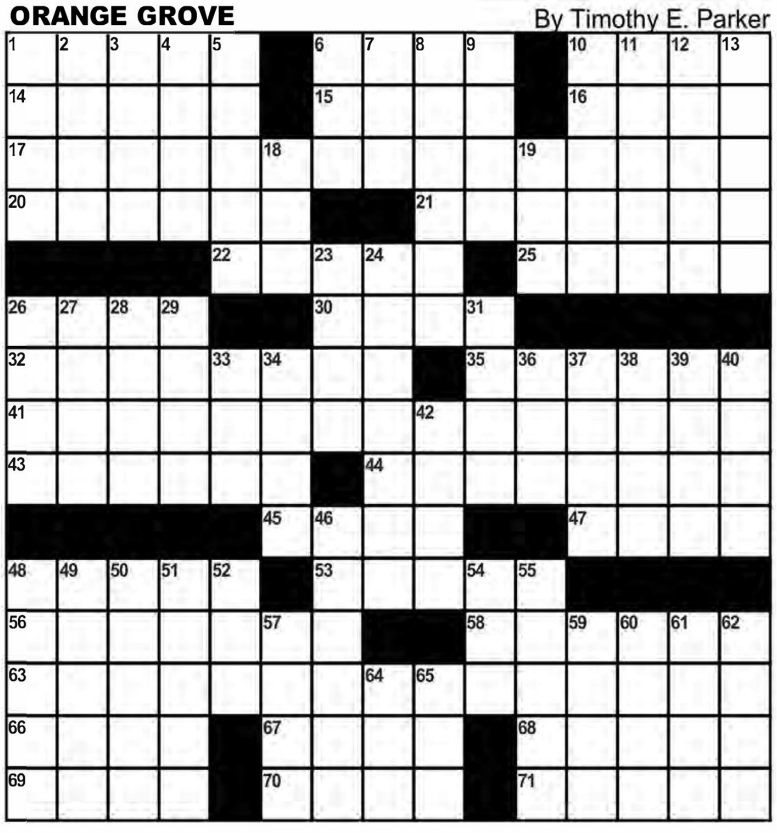
The City of Lexington works around the clock to provide top quality water to every tap. We ask that all our customers help us protect our water sources, which are the heart of our community, our way of life and our children's future.

CROSSWORD PUZZLE

ACROSS

1) Model S maker
6) With a cast of thousands
10) Two-word anagram for "teas"
14) "The ___" (series starring Mr. T)
15) Mexican snack food
16) Many a Syrian
17) Two orange things
20) Slip by, as time
21) Parts of clowns' wardrobes
22) Bygone Toyota sports car
25) Suggestive stares
26) Word in synagogue names
30) Cartoon bear
32) Alarm clocks, in the morning
35) Linger around a store without purpose
41) Four orange things
43) Metallic tests
44) Shipment amount?
45) In this way
47) Some shady trees
48) Street urchins
53) Highly skilled
56) Wicked
58) Like rain on your wedding day, as per a certain song
63) Three orange things
66) Holiday precursors
67) Polish, as one's skills
68) Nimble of foot
69) "Out," to an editor
70) Fancy pitcher with a lip
71) Fabricated stories

DOWN

1) Break, as a horse
2) "Too many more to mention" abbr.
3) "... ___, whatever will be, will be"
4) "Aladdin" discovery
5) Stock up on
6) Pilot's announcement, briefly
7) What a mouse slides on
8) It can lead to cooler heads
9) Nickname for Conan O'Brien
10) Fry just a bit over high heat
11) Keebler's head elf
12) Spud
13) Immeasurable chasm
18) Romanian currency
19) It gives a hoot
23) Ignited funeral heap
24) "Citizen Kane" sled
26) Ali ___ of "The Arabian Nights"
27) Winged god of love
28) Auto-club services
29) Hip-swiveling Hawaiian dance
31) Pelvic bones
33) Boar's place
34) Old-style prefix for "while"
36) Make a selection
37) Spot on a map
38) Saw or screwdriver
39) Cheese that comes in red wax
40) Radioactive energy units
42) Prepare for a photo
46) Make sacred
48) Performed a dishwashing chore
49) Get ___ on (hurry)
50) Drive forward
51) "All That Jazz" director Bob
52) ___ Lanka
54) Apple or cherry treat
55) Take the tab for all
57) Continuous dull pain
59) Gold-medal gymnast Korbut
60) Ammunition for a carpenter's gun
61) Wait at the light
62) Average school grades
64) About two o'clock on a compass
65) ___ capita

ORANGE GROVE By Timothy E. Parker