

MARCH MESSENGER VOLUME 11 - ISSUE 2



Fun the foundation of the 2019 Annual Conference

Fundamentals
in Learning
with Ryan, Charlie, Tina,
Tim, Robin and Dan.



Recognizing
those who
achieved their
TLI Certification.



Congratulations to Diane
Carroll, Deanna Conover,
Dian Dyer, Tom Leonard, and Allen
Phillips from Kapp Advertising.



Fundraising

for our Education Foundation to provide you and your
employees with even more opportunities to continue to learn.

Thank you to those who participated in our
Silent Auction that raised over \$600!!

Funds flowing through
to members for their 3-minutes ideas! Great ideas
from our own members.
and

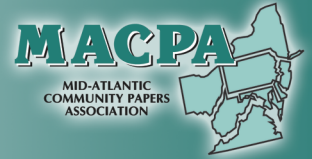


Fun with those in
attendance. Renewing
friendships. Meeting new
friends. Spending time with
coworkers.



*A special thank you to
Randy Miller for his many
years of service to the
Association and a special
thank you as well to the
2018-2019 Board of Directors
for their service to the
success of MACPA.*

PRESIDENT MESSAGE



MACPA Messenger



Dear Fellow Publishers, General Managers, Sales Managers of MACPA, and other publishing colleagues,

I am very honored to have been elected President of the Mid-Atlantic Community Papers Association (MACPA). When I look ahead at the opportunities and the challenges we have ahead of us this year, and coming off of our annual conference not that long ago, I am excited!

MACPA is set to work on specific goals this year that the board hopes to address on a regular basis. We must continue our role as a conduit of information for our members regarding government and media regulations, legal information, and advertising and readership trends.

We also are looking for new ways to build revenue for the organization, some of which are **Mini-Nets** (smaller area marketing for our advertisers which has been successful), the new **Affiliate Program** which allows each publication to put a digital button on its website and if an advertiser uses the button on a publication's website to access MACnet advertising information, that publication receives a commission on the sale. We also are developing **MACnet Media**, a new comprehensive media agency for the Mid-Atlantic region.

I said I was excited to look ahead at the coming year because our recent conference this past March 1st through March 2nd was considered by the attendees in a survey just completed, to be one of the most satisfying and successful in recent memory. Ryan Dohrn, our Keynote Speaker, Charlie Delatorre, who taught TLI classes, and Dan Alexander, who talked about insert revenue, along with Tim Bingaman from CVC on using the audits to increase sales, Tina Dentner from Metro Creative Graphics on specialty sections, and Robin Smith who discussed the imperative of CRM Systems for increased sales efficiency, all received exceptional reviews. In fact, Ryan Dohrn, due to popular demand, has already accepted our invitation to return next year at the 2020 Annual MACPA Conference.

This year, the Board determined to use our fundraising efforts for furthering the education of new and current newspaper journalists and sales people for our members through the successful silent auction at the recent conference, to increase revenue for both our Charlie Mulligan and Bill Mitten Funds.

I want to thank Alyse Mitten and Kasey Gray of Interlace Communications for their devoted work on behalf of MACPA, and I look forward to working with them on ways to make this a very successful 2019.

I look forward to working with the Board of Directors that has consistently functioned as a Team. I wish to thank Ruth Isenberg for her outstanding job as President of the Board for the past two years, and now as Past President, whose friendship and help, I will be relying upon this year, as well.

Finally, I am asking all MACPA members to join with the Board to participate with fellow members of this organization, to strengthen our media industry in both its journalistic integrity, and to further its growth.

With best regards,
Claudia Christian, President of MACPA

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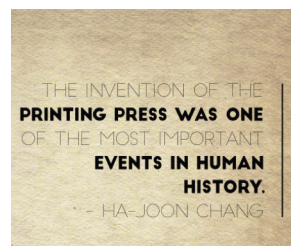
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IN THIS MESSENGER

- Conference Wrap-Up
- Ad, Editorial & Website Winners Announced
- Consider Yourself Told
 - And More!



AD, EDITORIAL & WEBSITE WINNERS



MACPA Messenger

AD, EDITORIAL & WEBSITE WINNERS

Category 2 - Division 1 Single Ads - Small Space

Black Ink Only

1st Place

Weekly Bargain Bulletin
New Castle, PA

2nd Place

Hocking Printing Company
Ephrata, PA

3rd Place

The Franklin Shopper
Chambersburg, PA

Honorable Mention

The Early Bird
Greenville, OH

Category 2 - Division 2 Single Ads - Small Space

Color

1st Place

AloNovus Corp
Millersburg, OH

2nd Place

Hocking Printing Company
Ephrata, PA

3rd Place

Engle Publishing
Mount Joy, PA

Honorable Mention

Hocking Printing Company
Ephrata, PA

Category 3 - Division 2 Single Ads - Large Space

Color

1st Place

AloNovus Corp
Millersburg, OH

2nd Place

Hocking Printing Company
Ephrata, PA

3rd Place

The Early Bird
Greenville, OH

Category 4 Grocery Ad

1st Place

The Early Bird
Greenville, OH

2nd Place

Kapp Advertising Services
Lebanon, PA

3rd Place

Hocking Printing Company
Ephrata, PA

Category 5 Automotive Ad

1st Place

The Early Bird
Greenville, OH

2nd Place

AloNovus Corp
Millersburg, OH

Category 6

Restaurant Ad

1st Place

Engle Publishing
Mount Joy, PA

2nd Place

AloNovus Corp
Millersburg, OH

2nd Place

Hocking Printing Company
Ephrata, PA

3rd Place

Kapp Advertising Services
Lebanon, PA

Category 8 - Division 1 Timely and Themed Sections or Guides - Newsprint Within Publication

1st Place

Hocking Printing Company
Ephrata, PA

2nd Place

Hocking Printing Company
Ephrata, PA

3rd Place

Columbus Messenger
Columbus, OH

Category 8 - Division 1 Timely and Themed Sections or Guides - Newsprint

Stand Alone

1st Place

Kapp Advertising Services
Lebanon, PA

2nd Place

The Franklin Shopper
Chambersburg, PA

3rd Place

AloNovus Corp
Millersburg, OH

Honorable Mention

AloNovus Corp
Millersburg, OH

3rd Place

Engle Publishing
Mount Joy, PA

Category 8 - Division 2 Timely and Themed Sections or Guides - Glossy

1st Place

Kapp Advertising Services
Lebanon, PA

2nd Place

Kapp Advertising Services
Lebanon, PA

3rd Place

Engle Publishing
Mount Joy, PA

Category 9 - Division 1 Original Photography Editorial

1st Place

Schaffner Publication
Port Clinton, OH

2nd Place

Columbus Messenger
Columbus, OH

3rd Place

AloNovus Corp
Millersburg, OH

Honorable Mention

AloNovus Corp
Millersburg, OH

Honorable Mention

Hocking Printing Company
Ephrata, PA

Honorable Mention

Hocking Printing Company
Ephrata, PA

Category 11 - Division 1 Original Writing Personal Column

1st Place

Columbus Messenger
Columbus, OH

2nd Place

Columbus Messenger
Columbus, OH

3rd Place

Columbus Messenger
Columbus, OH

Honorable Mention

AloNovus Corp
Millersburg, OH

The 2018 Ad, Editorial &
Website Presentation
is now available to watch
online! Check it out at
MACPA.net!

AD, EDITORIAL & WEBSITE WINNERS

MACPA Messenger

Category 11 - Division 3 Original Writing - News

1st Place
Columbus Messenger
Columbus, OH

2nd Place
Schaffner Publication
Port Clinton, OH

3rd Place
AloNovus Corp
Millersburg, OH

Honorable Mention
Columbus Messenger
Columbus, OH

Category 11 - Division 4 Original Writing - Feature

1st Place
Columbus Messenger
Columbus, OH

2nd Place
Columbus Messenger
Columbus, OH

2nd Place
Columbus Messenger
Columbus, OH

3rd Place
AloNovus Corp
Millersburg, OH

3rd Place
The Early Bird
Greenville, OH

Honorable Mention
Engle Publishing
Mount Joy, PA

Category 12 Website Design

1st Place
Schaffner Publication
Port Clinton, OH

2nd Place
The Franklin Shopper
Chambersburg, PA

3rd Place
Kapp Advertising Services
Lebanon, PA

Honorable Mention
Kapp Advertising Services
Lebanon, PA

Category 13 Social Media

1st Place
The Franklin Shopper
Chambersburg, PA

2nd Place
The Early Bird
Greenville, OH

Category 14 - Division 1 Email Marketing - Self Promotion

1st Place
Kapp Advertising Services
Lebanon, PA

2nd Place
Kapp Advertising Services
Lebanon, PA



The 2018 Ad, Editorial & Website Presentation
is available to watch online at MACPA.net!



Congratulations to all of the winners!

Read the Editorial Winners on macpa.net.

AD, EDITORIAL & WEBSITE WINNERS

MACPA Messenger

Category 1 Division 1 - General Excellence - Community Papers

1st Place
Schaffner Publications
Port Clinton, OH



2nd Place
The Early Bird
Greenville, OH



3rd Place
Hocking Printing Company
Ephrata, PA



Honorable Mention
Engle Publishing
Mount Joy, PA



Category 1 Division 2 - General Excellence - Shoppers Guide

1st Place
Kapp Advertising
Lebanon, PA



2nd Place
Weekly Bargain Bulletin
New Castle, PA



3rd Place
The Franklin Shopper
Chambersburg, PA



Category 1 Division 2 General Excellence Niche Publications

1st Place
AloNovus Corp
Millersburg, OH



SPECIAL SECTION: CONSIDER YOURSELF TOLD: HOW ARE NEWSPAPERS DOING? IT DEPENDS ON WHO YOU ASK.



MACPA Messenger

By Kevin Slimp

It was a lot like other experiences I've had at conventions over the past couple of years. In March, as I gathered my backpack to head out of the room where I'd just spoken in Madison, Wisconsin, a man approached and said, "I really appreciated what you had to say. May I ask a question?"

I was in no rush. Immediately ahead was a five-hour drive to Des Moines, where I was speaking to a newspaper conference the next day.

"Sure," I answered. "Of course. How can I help?"

His question was straightforward and deliberate. "What's really going on at newspapers across the country?"

I knew it wouldn't be a quick answer. I had been standing for two hours and there were a couple of chairs in the corner of the room, near the door. I suggested this was a conversation that required sitting.

As I began to answer his question, the area began to fill. Soon, there were a dozen or more publishers, editors and others standing in a semicircle, intently listening in on the conversation. I appreciated their interest. It's a bit humbling to know people sincerely care what I think about anything.

I shared my thoughts with the group. Heads nodded as I

mentioned most locally-owned papers seemed to be doing fine. Big metros, not so much.

Someone spoke up, "My paper is part of a small local group. That's how it is with us."

I went into more detail about the state of newspapers of various sizes and types, then explained that I should get on my way to Des Moines. As I began to walk toward the hallway, I heard a familiar refrain, "Thank you for what you do for all of us."

You know, I hear that at every newspaper and convention I visit. I appreciate that people think that way. But the truth is I'm not really sure what I do. I study. I do research. I visit papers. I asked what's going on. Then I share the information. It seems a lot like what journalists at newspapers do every day.

As I was leaving the Concourse Hotel in Madison – one of the nicest I've stayed at, by the way – I glanced at my email and text messages. There was an email from a magazine reporter in New York, asking if I had five minutes to talk.

I recognized the name. He had interviewed me a week or two earlier for a story he was writing about the state of newspapers. During the interview, when he shared who he had spoken with while doing his research, he mentioned Iris Chyi, University of Texas, and other names that could fill a "Who's Who" list of researchers in the area of newspaper health.

In his brief email, he mentioned his editors were skeptical concerning the content of his story. Apparently the people he was interviewing were consistent in their findings. Most locally-owned newspapers are doing well. The same is not always true of other newspapers. The further the newspaper from the owner or ownership group, the more likely the paper isn't doing well. That has been a consistent finding of my research for the past few years.

A few days later, the reporter and I talked on the phone and he asked if I could point him to some data that he could show to his editors. I did, reluctantly. I was reluctant because I'm starting to feel outnumbered. There seems to be stories on social media and in national publications almost daily about how one large newspaper group after another is falling apart. As I reminded this reporter, most newspapers aren't part of large national groups. Most newspapers are still locally owned.

I didn't even mention the publishers who I've run into over the past few weeks who are starting or have just started new papers. Frankly, I really didn't care what the magazine ran, if anything.

Relaxing in the lobby of the hotel in Des Moines the next day, a publisher approached and I invited him to visit. He told me his newspaper is enjoying significant growth. It

Continued on next page

SALES CORNER: FOUR WINS ARE BETTER THAN TWO



MACPA Messenger

by John Foust

Jodi is a sales manager with an interesting philosophy. "We're all familiar with win-win," she said. "It's a common cliché these days. In business relationships – especially any kind of negotiation – each side should benefit. I help you win, and you help me win.

"Win-win is a noble objective, but I don't think it covers all the bases in the advertising business. I've heard people say that we're dealing with four wins, not two. We talk about this all the time in staff meetings. As long as we focus on winning in four areas, we're on the right track."

Let's take a look at Jodi's four wins:

1. The advertiser. "It all starts here," she said. "Advertisers and prospective advertisers want results. The purpose of advertising is to generate sales and market awareness, so we go into every presentation with that in mind.

"After all, that's how they judge the value of running ads with us. They constantly ask themselves, 'Are the ads working?' If they can't answer 'yes' to that question, we have a big problem. If there's no win for the advertiser, the other wins don't matter."

2. The newspaper. "When we tell prospects we're working for a win-win, they automatically think of their business and our newspaper," Jodi explained.

"We work for the newspaper, and everybody understands that we're expected to keep our employer's interests at heart. When our advertisers get good results from their campaigns, they'll naturally run more ads. That

boosts our business as well as theirs. By helping them win, we win right along with them."

3. The consumer. "This is the first of the additional wins," Jodi said. "Even though it doesn't apply to every industry, it's a big part of what we do in advertising. In a lot of ways, you could say we're a bridge between businesses and their customers. If it weren't for advertising, a lot of people wouldn't know what's available in the marketplace.

"Around the office, we joke about being consumer advocates, but that's our way of saying we work to take care of our audience. We're obligated to help advertisers package their messages to help readers make good buying decisions. If an advertiser hands us a bad idea, we don't hesitate to say it's a bad idea. Our ad team knows principles of effective advertising, and they do everything they can to steer clients away from weak ideas."

4. The sales person. The fourth win hits close to home. "We want the people in our ad department to enjoy their work and celebrate their successes," she said. "When someone lands a new client, renews a contract or sells a campaign, it gives their confidence a big lift. We believe each victory is a stepping stone to more accomplishments.

"The better our team members feel about their work, the more valuable they become – to the paper, to advertisers, to our readers and to themselves."

"In our business, two wins are not enough. We go for the win-win-win-win."

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Kevin Slimp continued

has been growing, he told me, several years in a row. The past year has been the best yet. Then – you guessed it – he said, "Thank you so much for what you do for our industry."

I wanted to thank him. It's folks like him – like the publishers, editors and journalists I met in Wisconsin and Iowa over the weekend –

who give me the energy to keep up the fight. They remind me of others I've met recently in Wyoming, Texas, Kentucky, Tennessee, Vermont, Kansas and places I've momentarily forgotten.

One publisher in Iowa came up to the podium to tell me something. "Remember ten years ago when the university dean told you he didn't think

there would be a single newspaper left in America in ten years?

"Yes," I answered, "I remember."

"You should mention that in every column you write. It's been over ten years and we're still here, and we're not going anywhere," he told me.

Consider yourself told.

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