

FREE PAPER NK

The Free Paper Industry's **NEWS SOURCE.**

JUNE 2019
www.afcp.org

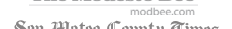
2019 ANNUAL CONFERENCE HIGHLIGHTS



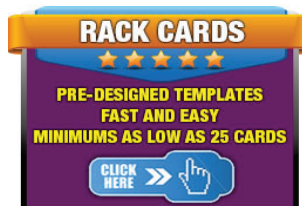
BARB POWERS
Gladys Van Drie Award Winner

STEVE HARRISON
2019 Publisher of the Year

LOU ANN SORNSEN
Craig S. McMullin
Distinguished Service Award Winner



Providing print services to over 50 publications and associations across the country.



Premium Rack Cards

25 Qty	100 Qty	200 Qty	500 Qty
\$31*	\$95*	\$140*	\$295*

We'll help you cut costs and maximize profits!

Digital Press

- Rate Sheets
- NCR Forms
- Calendars
- Booklets

Web Press

- Flyers
- Inserts
- Wraps
- Brochures

Circulation Sales

- Bounce-back Cards
- Bill Inserts
- Posters
- Mailers

Direct/Solo Mail

- Printing
- Inkjetting
- UV Coating
- Shipping

**Print & Deliver
Flyer Special
\$7.50 per M***

45# Coated Flyer

- 8.5 x 11
- Coated Paper
- Full Color Two Sides
- Low minimum of 25,000
- Fast Turn Around
- *\$300.00 set up/plate charge plus freight

SOLO DIRECT MAIL SATURATION POSTCARDS EDDM

As low as .159 postage per piece

200 piece minimum

No mailing list required Fast turn around times

Call for more information



CALL TODAY!

(909) 947-5292 • Fax (909) 930-9972

Web Site: www.ultimateprintsource.com

* Prices based on receiving PDF press-ready file, no bleed, maximum image 10.5" x 16.5", paper stock is 10pt coated, prices do not include shipping.

INK features:

9 POWERS WINS
VAN DRIE AWARD11 SORNSON
RECEIVES DSA13 PUBLISHER OF THE
YEAR: HARRISON

INK departments:

- 4 | AFCP DIRECTORS
- 6 | DIRECTOR'S POINT OF VIEW
- 7 | ASSOCIATION CONTACT INFORMATION
- 8 | ASSOCIATE MEMBER PROFILE: NTVB MEDIA
- 10 | MEMBER PROFILE: RICK WAMRE, ADVOCATE MEDIA
- 12 | FEATURE STORY: HAD I KNOWN ...
- 15 | FROM THE TOP: ANOTHER SUCCESSFUL WEEKEND
- 16 | AFCP CONFERENCE IN PICTURES
- 18 | PNAWAN: A LOOK AT ITS HISTORY
- 19 | THE LEADERSHIP INSTITUTE
- 20 | RISING STARS: FOUR SQUARES OF AFCP 2019
- 21 | WCP CONFERENCE IN PICTURES
- 22 | POSTAL UPDATE: POSTAL PEOPLE IN LAS VEGAS
- 24 | PEOPLE IN THE SPOTLIGHT
- 25 | ASSOCIATION UPDATES
- 26 | GRAPEVINE
- 25 | ON THE HORIZON
- 26 | BUSINESS AND SERVICE DIRECTORY
- 29 | CLASSIFIEDS

COMING
next
month

The July/August Issue of Free Paper INK will look at where publications can find their next great idea. We will review some of the idea exchange winners as well as look at the Best of the Best winners as a source for ideas. All this plus our regular coverage of the current events in the free community publication industry.

AFCP/NANI HEADQUARTERS:
Loren Colburn, Executive Director
Cassey Recore, Assistant Executive Director
135 Old Cove Road – Suite 210
Liverpool, NY 13090
Toll Free: 877.203.2327
Fax: 781.459.7770
Email: loren@afcp.org
Web: www.afcp.org

EDITOR / COMPOSITION:
Barbara Holmes
P.O. Box 773840
Ocala, FL 34477-3840
Phone: 352.598.3500
Fax: 352.347.3384
Email: FreePaperINK@aol.com

MARKETING REPRESENTATIVE:
Wendy MacDonald
10418 Bond Street
Overland Park, KS 66214
Office: 913.461.3721
Email: wendy@afcp.org

MISSION STATEMENT
Bring news and resources to the attention of the free paper industry by publishing a responsible quality magazine.

DEADLINES: The deadline for classified ads, display ads and editorial is the 4th of every month.

Free Paper INK is dedicated to keeping the industry informed on key issues, topics and industry news. If you have any items of interest that should be shared with people throughout the Free Paper Industry, simply email them to loren@afcp.org. We welcome your input, appreciate your readership and look forward to your contributions to our content.

Free Paper INK is not liable for errors appearing in advertisements beyond the cost of the space occupied by the error, and notification must be made in writing within ten days of publishing. The right is reserved by Free Paper INK to edit, reject, or cut any copy without notice.

NO CASH REFUNDS

The opinions of the individual contributors or correspondents do not necessarily reflect those of the publication or its management.

Free Paper INK may include material produced under copy-righted or syndicated ad service. Permission of the publisher must be obtained before copying any of the material from any issue of Free Paper INK.

Cover Photo:
Loren Colburn

Selling a NANI ad just got easier!



Uncomplicated Pricing...

Lower Price Point...

Improved Marketing Materials...

Proven Advertiser Results...

Convenience of 1 Order National Buy...

Profitable Sales Product for Members!

For More Member Information To Start Selling Ads Today! Contact the AFCP Office at...



Association of Free Community Papers

7445 Morgan Road - Suite 203, Liverpool, NY 13090
Call (877) 203-2327 or visit afcp.org

"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."

PRESIDENT



Charlie Delatorre
Tower Publications
4400 NW 36th Avenue
Gainesville, FL 32606
charlie@towerpublications.com
352-372-5468

IMMEDIATE PAST PRESIDENT



Shane Goodman
Cityview
5619 NW 86th Street
Johnston, IA 50131
shane@dmcityview.com
515-953-4822, x305



Farris Robinson
Hometown News
2400 S. Ridgewood Avenue #22
South Daytona, FL 32119
frobinson@hometownnewsol.com
386-322-5900

FIRST VICE PRESIDENT



John Draper
The Free Star
P.O. Box 277
Pipestone, MN 56164
jdraper@pipestonestar.com
507-825-3333

EXECUTIVE DIRECTOR



Loren Colburn
AFCP / NANI
135 Old Cove Road, Suite 210
Liverpool, NY 13090
loren@afcp.org
877-203-2327



Will Thomas
Exchange Media Group
P.O. Box 490
Fayetteville, TN 37334
will@exchange-inc.com
931-433-9737

SECOND VICE PRESIDENT



Lee Borkowski
Richland Center Shopping News
272 North Main Street
Richland Center, WI 53581
lborkowski@wcinet.com
608-647-2911

AT-LARGE DIRECTORS



Daniel Alexander
Denton Publications, Inc.
P.O. Box 182
Elizabethtown, NY 12932
dan@denpubs.com
518-873-6368



Carol Toomey
Action Unlimited
100-1 Domino Drive
Concord, MA 01742
carolaction@aol.com
978-371-2442

THIRD VICE PRESIDENT



Michael Van Stry
Coastal View News
4856 Carpinteria Avenue
Carpinteria, CA 93013
news@coastalview.com
805-684-4428



Randy Miller
The Merchandiser
P.O. Box 840
Lebanon, PA 17042
randym@themerchandiser.com
717-270-2742



John Hemperly
Engle Printing & Publishing
P.O. Box 500
Mount Joy, PA 17552
jhemperly@engleonline.com
717-492-2514

SECRETARY / TREASURER



Greg Birkett
Dubuque Advertiser
2966 JFK Road
Dubuque, IA 52002
gbirkett@dubuqueadvertiser.com
563-588-0162



Rich Paulsen
Southwest Iowa Shopper
P.O. Box 126
Creston, IA 50801
publisher@crestonnews.com
641-782-2141 x230



A.J. McNaughton
Appen Media Group
319 North Main Street
Alpharetta, GA 30009
aj@appenmediagroup.com
770-442-3278

NANI BOARD MEMBER

RIISING STAR REPRESENTATIVE

**We're Not
Mind Readers, but...**

If you participate in
CVC online studies
we can tell you everything
you want to know
about your readers.



Call (314) 966-7711 for more information, or look at
the sample study at www.research.net/r/AFCP

**CIRCULATION
VERIFICATION
COUNCIL**

OUR DATA SPEAKS VOLUMES



STEEL CITY CORP

Your best source for circulation and distribution supplies!



800-321-0350

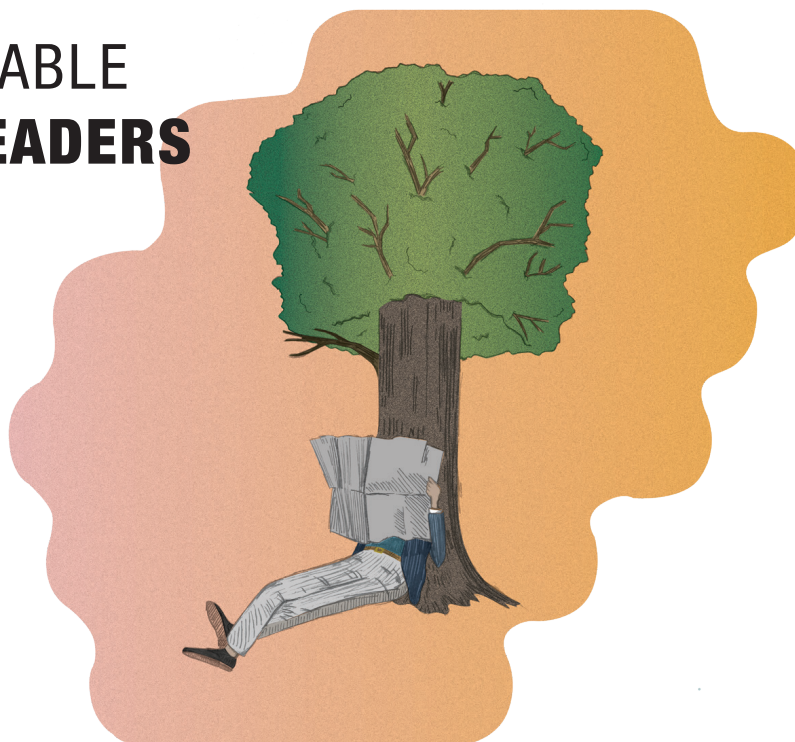
scity.com

CREATE AN UNFORGETTABLE JOURNEY FOR YOUR READERS

There's something about reading a printed publication that helps us slow down and focus. Maybe it's the feel of the paper, or the smell of the ink, or even the perceivable effort that has gone into creating it. When you choose to print, rest assured you're creating an enjoyable experience for your readers.

Cummings Printing is a third-generation, family-owned company specializing in printing short-run publications. **We are an excellent source of heat-set printing for quantities up-to 100,000. We help many AFCP publishers print their glossy publications.**

Contact sales at 800-647-0035
or info@cummingsprinting.com.



Cummings
Publication Printers Since 1914

cummingsprinting.com

4 Peters Brook Drive | P.O. Box 16495 | Hooksett, NH 03106-6495 | 800-647-0035

June 2019

INK
5



LOREN COLBURN
EXECUTIVE DIRECTOR

Airport Reflections

ONCE AGAIN I AM SITTING IN AN airport as I write this edition of the Director's Point of View. Cassey and I got stuck in Chicago due a lightning delay getting out of Las Vegas during a 20-year, record-setting rainfall at McCarran airport. Glad the bad luck started as I was on my way out of town and not on my way in!

The silver lining is that it gives me a moment for critical reflection on the events of the last week. All things considered, I believe this conference will go in the books as a highly memorable and valuable experience for those who participated. From the opening keynote by Andrew Davis – which challenged us to leverage the fact that our print products differentiate us from the other players in a digital world – to the closing reminder to take an opportunity at least once a week to think strategically about our businesses, there were so many remarkable opportunities.

Seeing three iconic figures from our association – Steve Harrison, Lou Ann Sornson and Barb Powers – receive the recognition that they so strongly deserve for their contributions to the free community paper industry was almost as amazing as watching the touchingly emotional reaction of the crowd as each of the presentations took place. Or how about the immediacy of the “jump to your feet” standing ovation for Cassey Recore prompted by Rob Zarrilli when he recognized her incredible contributions to the entire conference process. Celebrating remarkable performances and the people who excel at them just never gets old.

The fun that “The Choice” Idea Exchange provided while delivering all eight “take home and make money” ideas presented was nothing short of Emmy Award Winning! While the many varied forums offered our attendees a golden opportunity to “sharpen their axe” on topics specific to their diverse interests, if they didn’t get an answer to a question they had coming in, they just weren’t trying very hard.

From the array of T.L.I. classes to the Advanced Selling Certificate Program and the Coaching Conversations Workshop, there was no shortage of information to challenge participants to grow their skills. Where else can you tap into the extensive knowledge base of a Rob Zarrilli, an Elaine Buckley, a Jim Busch or – last but not least – an entertaining and experienced Charlie Delatorre? The educational opportunities were everywhere.

The member networking is the most amazing process to experience, truly “the golden opportunity of all!” Seeing people from across the country exchange ideas, experiences, success stories, trials and tribulations without reservation or inhibition remains the cornerstone of this amazing group. The sensation of people helping people permeates every aspect of conference; and to be perfectly honest, it is why I just love doing what I do.

As with most AFCP conferences, this event centered around a celebration of the people, dedication and professionalism of the free community publication industry. A coming together of an amazing group of people to share what is both unique and promising about the world we all work in. Sharing it with other people, who all do what we do, makes the process comfortable, seamless and ongoing.

Vegas added a backdrop to it all that shares no equal in bright lights, excitement and ongoing entertainment. To be able to share that with a couple hundred people that you enjoy hanging out with just punctuates all those memories with a really big smile.

As I await my Syracuse flight, I can’t lie – I’m feeling pretty good about this conference and what it provided to the many attendees. I am also already getting excited for all the golden opportunities that the Florida 2020 conference can present. Stay tuned for the coming announcements.

Until next month, remember to tell all those media buyers, “If it’s Free – Buy It!” **INK**



| national | regional

AFCP

Association of Free Community Publications
135 Old Cove Road
Suite 210
Liverpool, NY 13090
877-203-2327
loren@afcp.org
www.afcp.org
Loren Colburn

IFPA

Independent Free Papers of America
104 Westland Drive
Columbia, TN 38401
866-224-8151
931-922-4171
douglas@ifpa.com
www.ifpa.com
Douglas Fry

CANADA

Blain Fowler
c/o the Camrose Booster
4925 48th Street
Camrose, AB,
Canada T4V1L7
780-672-3142
780-672-2518 – FAX
cbads@cable-lynx.net

NAMPA

North American Mature Publishers Association, Inc.
P.O. Box 19510
Shreveport, LA 71149-0510
877-466-2672
318-636-5510
318-525-0655 – FAX
nampa.gary@gmail.com
www.maturepublishers.com
Gary Calligas

CPNE

Community Papers of New England
403 U.S. Rte. 302 – Berlin
Barre, VT 05641
802-479-2582
dphillips@vt-world.com
www.cpne.biz
Deborah Phillips

MACPA

Mid-Atlantic Community Papers Association
P.O. Box 408
Hamburg, PA 19526
800-450-7227
610-743-8500 – FAX
info@macpa.net
www.macpa.net
MACnet (Advertising Network)
info@macnetonline.com
www.macnetonline.com
Alyse Mitten

MFCP

Midwest Free Community Papers
P.O. Box 4098
Mankato, MN 56002
304 Belle Avenue, Suite 3
Mankato, MN 56001
507-388-6584
507-525-0808
director@mfcf.org
www.mfcf.org
Kelly Coy

PNAWAN

Pacific Northwest Association of Want Ad Newspapers
c/o Exchange Publishing
P.O. Box 427
Spokane, WA 99210
800-326-2223
509-922-3456
509-455-7940 – FAX
ads@pnawan.org
www.RegionalAds.org
www.PNAWAN.org
Kylah Strohte

SAPA

Southeastern Advertising Publishers Association
P.O. Box 456
Columbia, TN 38402
104 Westland Drive
Columbia, TN 38401
931-223-5708
888-450-8329 – FAX
info@sapatoday.com
www.sapatoday.com
Douglas Fry

| state

CPM

Community Papers of Michigan
1451 East Lansing Drive
Suite 213B
East Lansing, MI 48823
800-783-0267
517-333-3355
517-242-0203 – Cell
517-333-3322 – FAX
jackguza@cpapersmi.com
Jack Guza

FCPNY

Free Community Papers of New York
621 Columbia Street Extension, Suite 100
Cohoes, NY 12047
518-250-4194
518-464-6489 – FAX
ads@fcpny.com
www.fcpny.org
www.adnetworkny.com

FMA

Florida Media Association
P.O. Box 773840
Ocala, FL 34477-3840
352-237-3409
352-347-3384 – FAX
CPFDisplayAds@aol.com
www.communitypapersof-florida.com
Barbara Holmes

WCP

Wisconsin Community Papers
P.O. Box 1256
Fond du Lac, WI 54936-1256
101 S. Main Street
Fond du Lac, WI 54935
800-727-8745
920-924-2651
920-922-0861 – FAX
janderson@wisad.com
www.wisad.com
Janelle Anderson (ext. 108)



How your newspaper can benefit from television & NTVB Media

YOU ARE PROBABLY MORE FAMILIAR WITH AFCP associate member NTVB Media than you realize. If you've ever purchased a TV Guide Magazine or flipped through the pages of a TV Weekly magazine that came with your newspaper, you've interacted with one of NTVB's brands.

But what you may not be aware of are NTVB's unique partnership programs with newspapers. The company makes high-quality printed listings magazines and content available to newspapers that engage subscribers and generate revenue.

NTVB's publications, websites, widgets, syndication program and newspaper partners help more than 20 million people each day narrow down the hundreds of programming choices to help TV viewers — and your readers — find new channels, new shows and old favorites.

"Every night, one out of two people say they can't find something good to watch," said Michael Keever, NTVB Media's SVP and CMO. "They're frustrated, because there's never been more great programming on television, yet it's become harder to find and decide what to watch. So we provide printed listings, editorial guidance and interactive widgets to help people find shows they'll love in whichever medium they prefer. And we make it all available to newspapers at no cost."

Newspaper readers who prefer print rely on NTVB's TV Weekly magazine to plan their daily TV viewing. The company's iconic TV Guide Magazine provides reviews, recommendations and behind-the-scenes interviews to help guide readers to shows they love. And TVInsider.com, NTVB's digital brand, pulls together content and syndicates it to newspapers. The company also provides interactive FIND & REMIND widgets, which allow people to find shows and set reminders by email and text message.

NTVB's editorial team watches innumerable hours of TV and compiles data from hundreds of programming schedules, so its readers can quickly find what's of interest to them on TV each day. More than just a listing of show times and titles, their magazines

elaborate on the special events, original movies, new series, season finales, and streaming services as well as the stars who are a part of it all.

The company's print publications — TV Guide Magazine, TV Weekly, Channel Guide Magazine, OnDISH Magazine, VIEW! Magazine and the nostalgia magazine ReMIND — are complemented by corresponding online publications (TVInsider.com and Channel-Guidemag.com), providing readers with quick and easy access to information about their favorite shows.

In addition to a national edition of TV Weekly that readers of small newspapers can subscribe to and have mailed directly to their home, NTVB is growing due to its customized business models and the

strong partnerships it has developed with large newspapers (including Newsday, The Chicago Tribune and The Los Angeles Times), cable MSOs (Comcast, Suddenlink and Wow!) and satellite provider DISH Network. It has eliminated the costs characteristic of traditional newspaper TV magazine supplements by paying its newspaper distribution partners to deliver TV Weekly to subscribers.

The company launched its NTVB Syndication four years ago to cater to large dailies, small weeklies and every paper

in between. This unique program offers the finest entertainment content for free and includes daily Best Bets, celebrity interviews, TV Guide columns, Hollywood features, nostalgic articles from ReMIND and much more. In addition to being able to run the content in print and online, newspapers can rely on NTVB Syndication to run an RSS feed — which updates daily with as many as 10 articles — and the FIND & REMIND widget on their websites.

"We've been in the newspaper business for 35 years," Keever said. "And whether you are a daily paper in Colorado or a free weekly paper in Idaho, we offer the television guidance your readers are desperately relying on you to provide."

To learn more about the NTVB Syndication program, go to content.ntvbmedia.com. For additional information, contact Tom Comi at tcomi@ntvbmedia.com. **INK**



Powers wins Van Drie Volunteer Award

BARB POWERS WAS NAMED THE RECIPIENT OF the annual Association of Free Community Publications (AFCP) Gladys Van Drie Volunteer Award at the recent conference in Las Vegas.

Powers is the owner and publisher of Exchange Publishing in the Spokane, Washington, area.

In making the presentation, last year's recipient, Karen Sawicz, said, "This organization has been able to accomplish some amazing things over the years. The key ingredient to almost every one of those accomplishments has been the volunteers who have given freely of their time, their talents and their energy to the betterment of others. The Association of Free Community Publications is pleased to announce the fifth recipient of the Gladys Van Drie Volunteer Award.

"We are fortunate to have Gladys here again for today's presentation, and would like to invite her to come up to assist in the presentation of this year's award.

"Without volunteers our association, as well as all the associations that our industry has been built around, would be in a much different place – one that would not be able to provide for its members as we do today. The Gladys Van Drie Award looks to recognize

the contributions of a volunteer who has given significantly to the betterment of each of our businesses over the years, always without thought to personal gain.

"This year's recipient has embodied that description repeatedly over the years and has contributed greatly to the long-term success and accomplishments of community papers across the country.



Barb Powers stands with Gladys Van Drie and Loren Colburn after being named the recipient of the 2019 Van Drie Volunteer Award.

"They started their journey into the community paper industry in 2000 after spending a few years in real estate. By 2002, they had accepted a position representing their regional association on the AFCP board and as an active participant in several of AFCP's initiatives.

"Her commitment to fellow publishers through her involvement in PNAWAN, PaperChain and AFCP stands as a testimonial to the type of volunteers that keep this industry moving forward.

"This year's award winner has established themselves as a trusted, respected and ever-present volunteer for the entire free publication industry and has repeatedly demonstrated the devotion and efforts worthy of the Gladys Van Drie Volunteer Award.

"Please join me in congratulating this year's recipient, Barb Powers!" **INK**



Joint Conference & Trade Show

Association of Free
Community Publications
&
Florida Media Association

April 23-24, 2020

Westgate Lakes Resort & Spa
Orlando, Florida

**You just have to love an AFCP
Conference in Florida!**





Getting to Know Rick Wamre of Advocate Media

RICK WAMRE HAS SPENT A lifetime in the publishing industry. From his earliest days as editor-in-chief of the Daily Northwestern, a campus newspaper at Northwestern University in Evanston, Illinois, to his current position as president of Advocate Media in Dallas, Texas, Wamre has been devoted to the written word. He even wrote a monthly column for 28 years until, he says, he “just kind of ran out of things to say” about six months ago.

Wamre graduated from Northwestern University in 1980 with a Bachelor’s degree in Journalism, and from Southern Methodist University in 1985 with an MBA in Commercial Real Estate Finance. For the five years in between degrees he was an assistant editor of several special sections at the Dallas Morning News.

After his graduation from Southern Methodist University, he worked for ten years in commercial asset management and real estate development but his heart was still in print. So he started the Advocate in 1991 with a partner, working out of his guest room at night after a full day managing commercial real estate. He and his partner even personally delivered the Advocate’s first issues door-to-door from the back of a pickup truck. “We did learn an important lesson, too,” he said. “You can’t throw a 16-page tabloid newspaper (our original format) more than a couple of feet from a moving pickup bed. So we had to get out of the pickup and start walking door-to-door, and that’s the delivery method we use today.” Except now, contractors perform that task.

From that very first issue with only four advertisers and a circulation of 10,000, Wamre has grown the Advocate to include four magazines reaching a total of 90,000+ households each month, together with a digital presence of over 311,000 page views per month. The Advocate’s name recognition is used to advantage with 37,500 opt-in newsletter subscribers, 61,000 social media followers, and dedicated email blast marketing to help its advertisers reach their customers. The Advocate also offers affordable Social Media Bundles to its advertisers, setting up and maintaining a social media presence for



Rick Wamre, President
Advocate Media
Dallas, Texas

them. The Advocate’s four neighborhood monthly magazines reach more Dallas residents than any other publication, including the daily newspaper. “No one covers neighborhood news in the areas we service more effectively or more thoroughly,” he said.

Wamre has long been involved in free paper associations. In addition to his membership in the Association of Free Community Publications (AFCP), he has served on the board of directors of the Texas Community Newspaper Association (TCNA) and the Independent Free Papers of America (IFPA). He was honored with IFPA’s Distinguished Service Award in 2018, and currently serves as the association’s president. In addition, the

Dallas Press Club recently presented him with its prestigious 2019 Legend of North Texas Journalism Award for lifetime journalism excellence.

His upbringing on a northern Minnesota farm shaped Wamre’s work ethic, which is evident in not only his work life but also his extensive history of giving back to his community. He currently serves as an Advisory Board member of the Greater East Dallas Chamber of Commerce and is a Past Chairman’s Award Winner of that organization. He previously served on the Greater Dallas Crime Commission Crime Stoppers Committee (2003-2019) and on the State Bar of Texas Grievance Committee (1998-2002). He is a licensed Texas real estate broker with the Texas Real Estate Commission, and an active member of Fellowship Church in Dallas.

Wamre’s 30-year marriage to Sally is the happy result of a rare “blind-date-that-worked-out-well”. They have two sons: Jack (27), who works with the San Jose Sharks (NHL) hockey team, and Clark (25), who works with the Oklahoma City Thunder (NBA) basketball team. As an avid sports fan, Wamre was thrilled that his sons possess that same enthusiasm and he proudly cheers them on with their professional teams. In his free time, Wamre enjoys spending time with his family and playing an occasional round of golf. He also sheepishly admits to attending too many Texas Rangers and Dallas Stars games. **INK**

Sornson receives McMullin DSA

LOU ANN SORNSON OF METRO CREATIVE

Graphics was named the recipient of the annual Association of Free Community Publications (AFCP) Craig S. McMullin Distinguished Service Award at the recent annual conference in Las Vegas.

In making the presentation, last year's winner, Trevor Slette, said, "As the recipient of last year's Craig McMullin Distinguished Service Award, I have the privilege of presenting this year's award.

"This individual has established themselves in the industry as a trusted friend to so many, an expert industry resource to community publications from coast to coast and an intricate component of the growth of the quality of the publications representing our industry.

"AFCP has been able to rely on this person's spirit of volunteerism for over 10 years as an active participant in the 'Best of the Best' Awards judging. The contributions they have made in recognizing the graphic qualities that demonstrate the 'Best of the Best' are truly outstanding.

"Her participation has grown beyond the judging process by coordinating and encouraging involvement in the Andrew E. Shapiro Cancer Awareness Promotion – "Free Papers Fighting Cancer" – that recognizes the graphic and civic excellence of our member publications' involvement in cancer awareness programs of all types.

"Since joining Metro Creative Graphics in 1991, she has developed relationships with both large and small publications across the country and has always worked toward the best interests of the publications. Her friendship to those publishers has been enjoyed throughout her 28 years, and she has been a constant source of support during both the good times



Trevor Slette presents Lou Ann Sornson with the 2019 Craig S. McMullin Distinguished Service Award.

as well as the bad.

"Please join me in congratulating the 2019 Craig McMullin Distinguished Service Award Winner, Lou Ann Sornson." **INK**



Joint Conference & Trade Show

Association of Free
Community Publications
&
Florida Media Association

April 23-24, 2020

Westgate Lakes Resort & Spa
Orlando, Florida

That's OK, I'll find something to do while you're in the AFCP Conference sessions!



If I Had Known . . .

by Steve Harrison – 2019 Publisher of the Year

IF I HAD KNOWN, I WOULD HAVE BEEN MORE prepared; but of course, that's the fun of guessing who this year's winner is.

What a wonderful surprise being named AFCP's Publisher of the Year at our recent Las Vegas conference! Another complete surprise was having my family, my sister, our Creative Director and our Assistant to Director of Advertising Sales file into the facility as Glen Fetzner, our 2018 Publisher of the Year, read my introduction.

Manuel Karam, our Advertising Sales Director (himself a Rising Star), orchestrated the entire surprise of my loved ones' arrival. He kept me out way too late the night before along with Dan Alexander (who can keep a secret, even after a two-hour dinner at Binions) and J.W. Owens under the guise of watching playoff basketball (which I love).

The weary, westbound travelers checked in to the Golden Nugget and stole off to their hiding places (rooms). An interesting trail of texts ensued between Manuel and his troops, which I totally disregarded through the course of the evening and following day. (It's pretty typical for millennials to be on their devices these days.) Thanks go out to Cassey Recore as well for coordinating their surprise entrance!

The roll call included: my sister (and partner) Kim, who flew in from Tampa, Florida; her daughter Colleen Mann (Manuel's assistant) along with Cristie

Leone (our Creative Director) and Kathy Harrison (my wife); Chris Harrison (my son and delivery specialist with GVPS); Nicole and Manuel Karam, Jr. (Manuel's wife/my daughter and son/grandson), who flew in from Buffalo. Also, Marcus Harrison, my oldest son, flew in from Lancaster, Pennsylvania. They were a welcomed surprise, especially in celebration of this important recognition.

My roots go back quite a ways in this organization to when it was NAAP or the National Association of Advertising Publishers. Craig McMullin sent out some nice literature back around 2000 as we were celebrating 50 years as an association. A poster he sent had a collage of pictures of the founders of NAAP, and there in the middle was a picture of my Mom and Dad: Jane and Roger Harrison. I was a bit surprised, but mostly proud that my parents saw the benefit of just such a community of publishers willing to share their ideas.

Thanks to everyone involved with the selection! Congrats also to Lou Ann Sornson for receiving the Craig McMullin Distinguished Service Award and to Barb Powers for receiving the Gladys Van Drie Award.

As usual, AFCP puts on one heck of a conference! Hats off to Hank McAfee, our Conference Chair, for all the work you put into "A Golden Opportunity!"

See you all in Orlando, where I'll get to surprise another unsuspecting publisher! **INK**



Our team was pretty happy, too A nice welcome home banner on Monday morning!

Harrison named Publisher of the Year

STEVE HARRISON WAS NAMED THE ASSOCIATION of Free Community Publications (AFCP) Publisher of the Year at the recent annual conference in Las Vegas.

Harrison is the owner and publisher of the Genesee Valley Penny Saver serving the greater Rochester, New York, area.

In making the presentation, last year's recipient, Glen Fetzner, said, "As the 2018 Publisher of the Year, it is my honor and privilege to introduce the 2019 Publisher of the Year.

"This person has been an active participant in the free community paper industry his entire life. His parents started their company in 1948; and thanks to two generations of hard work and community involvement, they were able to celebrate the company's 70th anniversary last year.

"This individual's passion and commitment to the industry has involved him with numerous associations, including FCPNY where he has served on the Board of Directors for more than 20 years. He has filled the roles of vice president, president, and CPAN chair as well as championing countless projects and initiatives over the years.

"This person has also served on the AFCP Board of Directors, as the FCPNY representative. During his AFCP service he went through the chairs for the Annual Conference, serving as Conference Chair in 2004.

"Under his leadership, their company has grown from a small local publication to a regional group of high-quality weekly publications distributed to over 147,000 homes throughout Central New York. Their production facility has been expanded on five different occasions, growing the facility from 14,000 square feet to its current 27,000 square feet in order to handle their own growth as well as the additional printing they do for a number of other area publications.

"This publisher's commitment to participating in conferences and civic initiatives and to producing the highest quality publication for their extensive base of regular advertisers has won him the admiration of community members, fellow publishers and industry professionals. The true testimonial to this incredible

standard of publishing quality is their recognition as an AFCP Best of the Best General Excellence Award winning publication every year since 2011!

"The Genesee Valley Penny Saver celebrated its 70th Anniversary in 2018 and a major component to that history of success, growth and employee commitment is the direct result of the leadership provided by their publisher.

"Please join me in a celebration of the 2019 Publisher of the Year – Steve Harrison." **INK**



Steve Harrison and his sister, Kim Dougherty, address the crowd after receiving the Publisher of the Year Award. Dougherty is the Vice President of Genesee Valley Penny Saver.



Joint Conference & Trade Show

Association of Free
Community Publications
&
Florida Media Association

April 23-24, 2020

Westgate Lakes Resort & Spa
Orlando, Florida

This conference is sure to float lots of new ideas and opportunities your way!



THIS MONTH'S FEATURED Association of Free Community Publications

MEMBER BENEFIT

NATIONAL RECOGNITION

The Association of Free Community Publications realizes the importance and value provided by allowing members to be recognized on a national level for excellence in performance. This recognition is supplied in a variety of our member benefits and is extended to individuals, publications and member companies. Here are a few of the sources of recognition that provide for member team morale building, affirmation of quality objectives, promotional branding opportunities and individual achievement recognition.

INDIVIDUAL AWARD RECOGNITION

Annually the Association of Free Community Publications presents three individual awards to industry professionals who have performed at an outstanding level in specific areas of the business. This recognition provides our opportunity to acknowledge their contributions not only to them, but to their companies, their communities and the industry as a whole.

Publisher of the Year Award – AFCP's highest honor is bestowed on a publisher who has made significant contributions to their community, their company, the association and the industry through their outstanding performance and dedication to excellence.

Craig S. McMullin Distinguished Service Award – Awarded for an individual's consistently high level of outstanding performance throughout their career to enhance AFCP and the entire free community publication industry. This award recognizes their selfless investment of time, talents, vision and efforts in an effort to benefit others.

Gladys Van Drie Volunteer Award – This award looks to recognize the contributions of an industry volunteer who has given significantly to the betterment of each of our businesses over the years, always without thought to personal gain as did the award's namesake for so many years. Typically, these award winners are the first to answer the call to duty and repeatedly do so, year after year.

BEST OF THE BEST PUBLICATION AWARDS

This program is designed to recognize excellence in over 44 different areas of the publishing spectrum, with emphasis on graphic and editorial quality. With approximately 1400 entries annually from a large cross section of our membership, the opportunities to boost everything from employee job satisfaction to the publication's reputation for excellence in their local market are endless.

INK MAGAZINE ARTICLES

Our monthly industry magazine, Free Paper INK targets people, companies and events that are making newsworthy contributions. These articles range from Member and Associate Member Profiles to coverage of accomplishments and industry innovations. The magazine is circulated not just to AFCP members, but to an industry wide audience.



Another Successful Weekend together

by Charlie Delatorre

IT WAS ANOTHER successful weekend together as many of us traveled to Las Vegas this past month for our

annual conference. It was exactly what I expected – an incredible group of motivated, intelligent, hard-working, like-minded friends from all over the country coming together to talk a little shop.

For me, it's a chance to recharge, learn from my peers and come back to the office reinvigorated to make my year the best it can be. And this year's conference was no exception. From the general session to the roundtable discussions, from the TLI classes to the certification programs, if there's one thing AFCP knows how to do, it's put on one heck of a conference. Our mission is to enhance the profitability of our members and to promote the free paper industry and I think we did just that!

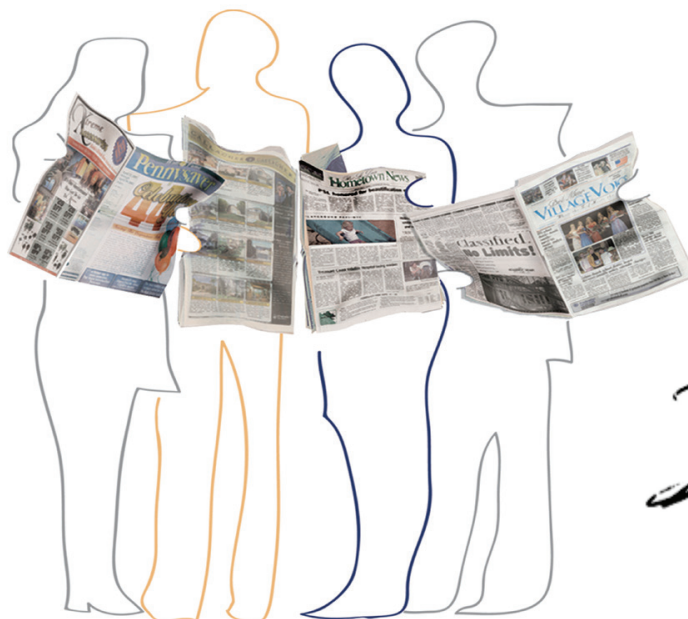
My staff and I came back with ideas that we've already implemented, and are seeing that revenue needle move in the right direction. There's never a lack of great ideas from our members – I just wished there were more of us.

For years, many of us have belonged to various industry associations. From state and regionals to other national groups, most of us split our time, attention and even allegiances among several organizations. With the rapid changes our industry is facing,

most of us are doing more with less as it relates to employees and products. I can't help but ask – are we stronger together than apart?

Let's face it, times are changing; and as I looked around those rooms in Vegas, I thought about all the people who weren't there. Some members have closed, others couldn't make it, and even more have to make a choice about which conference to attend or what organization they're more closely aligned with. The reality is we're all in the same boat and it's about time we all start rowing together and in the same direction. Our industry remains strong and filled with incredible companies all over the country. Wouldn't it be great if we tore down the walls of time, precedent and the ways things have always been, and built partnerships that positioned us for the future instead?

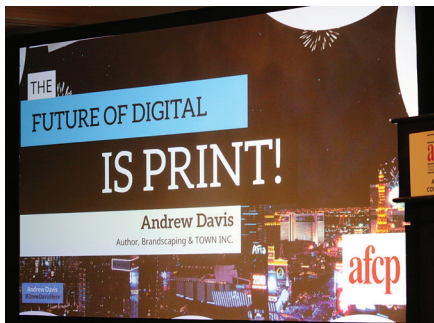
There is no way I would be where I am today without the guidance, mentorship, tutelage and friendship our associations have shown me over the years. I'm always welcomed with open arms, asked to participate and have gained way more than I have ever given. Being with many of you this past month is the spark I need to keep going and the motivation I need to be the glue. It reminds me that together we can do anything. **INK**

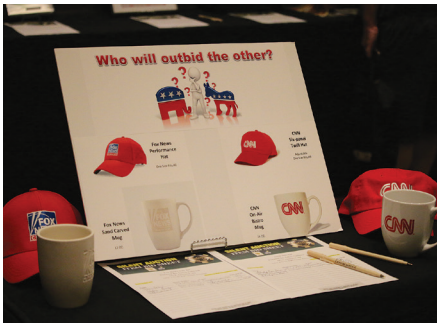


CHARLIE DELATORRE
AFCP PRESIDENT
TOWER PUBLICATIONS

AFCP's Annual Conference in Las Vegas!

CONFERENCE NOTES





PNAWAN: A Look at its History

YOU MET AND MINGLED WITH SOME MEMBERS OF the Pacific Northwest Association of Want Ad Newspapers (PNAWAN) at the recent conference in Las Vegas, but you may not be familiar with the association's history.

Bill Bragg, one of the founding members, and his friend, Robert Christensen, were from Nevada. They thought the Nifty Nickel in Las Vegas must be making tons of money, so they decided to start their own papers. They ended up moving to Yakima, Washington in 1970. Bragg moved to the Tri-Cities a year later and started the Giant Nickel. Not having a clue what they were doing, they worked 16 hours a day, seven days a week at their new profession.

At the same time, Frank and Don had a Seattle paper called the Little Nickel. The four would get together often to learn from each other since they were all operating by the seat of their pants. They were soon joined by Mary Beth Shinn of Moses Lake, who helped the group coordinate the exchanging of ads.

In March of 1977 this little group of want ad newspaper publishers, along with other publishers whom Shinn had invited to attend, gathered together once again to discuss their common concerns and to share ideas on how to promote their publications. That initial group, which called itself the Washington Association of Want Ad Newspapers (WAWAN), met quarterly and continued to extend invitations to other want ad newspaper publishers to join them.

By 1980 the number of publications outside the state of Washington had increased, so the membership changed the association's name to the Northwest Association of Want Ad Newspapers (NWAWAN). The association kept growing, and by 1984 it had expanded its territorial lines to include Alaska and Hawaii (though there are no longer members in those states). In October of that year, the membership once

again changed its name to what we still know today: the Pacific Northwest Association of Want Ad Newspapers (PNAWAN).

"The organization saved me tons of money over the years," said Shinn. "Several of us ordered stands and supplies together. Networking was probably the biggest benefit of the organization. I remember one time when our typesetter (yes, we only had one) broke down and Bragg graciously let us use his machines to produce our paper over the weekend and again

Tuesday night after Bragg's employees went home.

"When Seattle joined, they filed and won a lawsuit with the state over use tax on our print runs, a huge saving for all of us in Washington. During the mid-'80s when we all began transitioning from mechanical phototypesetting and manual billing to computer production, sharing ideas about hardware and software

and training employees became an important focus of the organization," Shinn said.

Frank and Don's Little Nickel was eventually bought out by Lee Enterprises, Christensen went on to have numerous American Classifieds papers across the nation, and Bragg's daughters, Terri Bragg and Valinda Bridges, now manage the Giant Nickel; but their experiment in networking and friendship lives on in PNAWAN under the current leadership of President Barb Powers, Vice President Terri Bragg, Director Jay Lenkendorfer and Executive Director Kylah Strohte.

With an average net audited circulation of 436,803, PNAWAN offers both classified and display advertisers a wide reach in the regional northwest market. Its 30 member publications are located in Washington, Oregon, Idaho, Montana, British Columbia and Alberta, Canada.

For additional information, visit www.RegionalAds.org or contact Strohte at 509-922-3456 or ads@pnawan.org.



PNAWAN members at the Davenport in Spokane circa late '70s (above), and at the recent joint conference in Las Vegas (below).



The LEADERSHIP Institute

by Jim Busch

The Leadership Institute is a structured sales and sales management training program sponsored by the Association of Free Community Publications.



To date, 1,814 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 10,935 class credits in 66 different course curriculums. A total of 81 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

"The only person you are destined to become is the one that you decide to be."

– Kathy Weller

LIKE MOST KIDS, MY CHILDREN HAD TROUBLE WITH some subjects in school. When they would get a poor grade on a math test, they would say, "I'm just not any good at math!" Unfortunately for my kids, they were the children of a salesperson.

Successful salespeople have to believe that they can overcome any obstacle. I refused to allow my children to use an imagined lack of "natural" ability as an excuse. I would look my kids in the eye and make them repeat after me, "Up until now, I haven't done well in math."

Our words and our thoughts are inextricably intertwined. Our thoughts affect what we say and what we say affects our thinking.

The phrase "up until now" opens up the possibility of change in the future. I did not want my children's past performance to color their chances of success in the future.

If we tell ourselves that we are incapable of doing something, that statement becomes a self-fulfilling prophecy.

Psychologists describe these two ways of looking at life as a "fixed" mindset and a "growth" mindset. A person with a fixed mindset believes that they are given a certain set of abilities at birth and that these never change throughout one's entire life. Those with a growth mindset believe that throughout our lives we can learn new skills and improve our abilities.

A growth mindset should not be confused with magical thinking approaches, which say if you simply believe in something hard enough it will happen. The growth mindset acknowledges that personal improvement requires hard work and concentrated effort.

Just wanting to double your sales will get you nowhere. Working to improve your presentation skills, taking the time to research your customers and making more sales calls will produce results.

People with a fixed mindset will look at the best rep in the office and think, "They are a natural salesperson. I could never do what they do." People with a growth mindset will look at a top performer and think, "I need to pay attention to what they do so I can learn their techniques. If I work hard I can be just as good as they are, maybe even better."

If you have had a fixed mindset "up until now," it's time to adopt the growth mindset. **INK**



Four Squares of AFCP 2019

by SCOTT GIRARD, 2019 Rising Star

THE 2019 AFCP CONFERENCE HAD FOUR MAIN elements: fun, learning, connections and inspiration.

The only way to take full advantage of “The Golden Opportunity” the April 25-27 weekend in Las Vegas presented was to work through each of them; to be truly inspired, you needed to find the other three first. And there were plenty of opportunities to do so between the dinners, awards, ideas contest, sessions and trade show.

The weekend began early for the Rising Stars, as we had a Wednesday night session to meet each other and get to know the program’s requirements and expectations. We quickly began making headway on the first three elements — making connections with people around our age in the industry, hearing their experiences at their publication, and sharing plenty of laughs.

That continued at a pizza dinner later, after walking down Fremont Street. It was hard to tell if it was 5 p.m. or midnight when we did, given the lights.

It was an early night for some of us who had traveled that day, but others listened to the live music on Fremont and enjoyed the scenes of late night Las Vegas.

The next morning was another chance to make connections, followed quickly by a learning opportunity from keynote speaker Drew Davis, who reminded us of the importance of print. “The future of digital is print,” he repeated throughout the talk, telling a room full of happy-to-hear-it community newspaper staffers that while we need to adjust our products for consumers, people still enjoy having a physical piece of something to hold in their hand.

A special Rising Stars session followed, with a representative from the Dale Carnegie Foundation helping us through challenges in our workplace and allowing us to hear each other’s experiences to remind us that those challenges are not unique to us. It was reassuring to know someone in Florida, Minnesota, Iowa and New York all had similar stressors — and it will be great going forward to have people to talk through those ongoing challenges with whenever they arise.

After the lunch, which included the prestigious Publisher of the Year award recognition, the Rising Stars continued our learning with more from the Car-

negie Foundation. It was hard to believe it was only mid-afternoon by the time we were done, but there was still time for two sessions from The Leadership Institute, as well as a pair of coaching and sales certification tracks.

In between there was a chance to learn from the trade show partners about opportunities for our companies, and look at the table full of publications from around the country to get ideas and provide a good reason to introduce yourself to someone else at the conference and hear more about a publication you liked.

Once the scheduled learning was complete for the day, it was time for more fun. Dinner that night in the casino

at the Golden Nugget was followed by a slots tournament, which had everyone laughing and cheering on their coworkers or new friends. I made it to the final round, but my 15th place finish was a disappointment.

Friday morning featured some of the best fun and learning opportunities of the weekend, with the Best of the Best awards and the ideas contest providing something everyone could take back to their own publication and work on before next year’s conference.

The rest of Friday’s daytime schedule was similar to Thursday’s, with TLI sessions and certificate tracks offered throughout the day, with time for the trade show and publication browsing in between.

That night was the most fun of the conference, as everyone headed to Gold Spike for a cookout and backyard games — including multiple hours of four square that had a line of 10 people waiting to play at times. The open bar didn’t hurt, but the atmosphere was a fun one for the last night of the conference.

Saturday started late — thankfully — with a brunch that was followed by a larger number of sessions than the previous two days, with options for roundtables on different topics, allowing people to make connections and learn from each other.

As the conference wrapped up and some took the TLI exam, the weather was still 90 degrees and sunny; so the pool was a welcome spot before touring the city that night.

By the time I left I had conquered each of the three elements, which allowed me to hold onto the fourth and final “square” of AFCP 2019: inspiration. **INK**

The Four Squares: Fun Learning Connections Inspiration

WCP's Annual Conference





Postal People Came to Vegas

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

AT A WELL-ATTENDED MORNING MEETING AT the AFCP annual conference, the Saturation Mailers Coalition (SMC) hosted its 23rd annual mailers breakout session. Two representatives from the United States Postal Service -- Steve Mills, the Principle Product Management Specialist responsible for Saturation Mail and a repeat visitor to AFCP, and Muhammad Palla, an individual who works in Postal Service Pricing -- came to answer questions from publishers and printers.

Mills and Palla had attended the AFCP opening ceremonies and social events the day before, and had a growing appreciation for the energy of free paper publishers and their special place connecting advertisers and consumers in local communities.

Carol Toomey led off the meeting with a brief history of her years in the mail and her respect for the Postal Service, but she shared her regret that Postal Service rate increases had caused her to close a market after the last price change. Carol reiterated the request made by her and numerous other publishers for different treatment for weekly free papers that arrive at the postal stations at a predictable time each week. She stressed that every other business, vendor, and supplier gave or expected frequency discounts. She described her frustration that the Postal Service has not done more to explore and implement different pricing treatment for high volume, predictable, free paper publications.

Several participants, including Jeffry Healey from Colorado Community Media and Greg Bruns from Arcadia News, asked the Postal Service about restrictions on marijuana/cannabis advertising, including information about providers that issue prescription cards for medical cannabis. Greg described ambiguous information he was given by his local Postmaster about whether or not publications with cannabis materials could be entered and delivered by the USPS. The local Postmaster could not, or would not, tell him "for sure" that cannabis mail advertising would be permitted.

Steve Mills stated that this would be a question for the USPS legal department, and Postal legal was often conservative. He promised the group that he would ask the question and share the answer he received with publishers who gave him their business cards, as well as with SMC Executive Director Donna Hanbery so she could share it with others.

A number of publishers complemented the Postal Service for an improved attitude and receptivity towards advertising mail and their papers, and noted how this attitude has improved over the years. Several publishers thanked the Postal Service for bringing back Postal Service promotions. Dan Alexander and Steve Harrison both mentioned that the promotions were instrumental in helping them reduce some of their costs, particularly after the last Postal rate increase. They urged the Postal Service to continue with promotions and potentially offer them for a longer period of time.

Palla and Mills credited USPS Vice President of Innovation Gary Reblin with leading the way on promotions. However, they explained that pricing limits and Postal Regulatory Commission (PRC) constraints would keep promotions from lasting too long. Palla pointed out that a promotion that continued for a lengthy period would be treated as a price change and not a

limited promotion. Price changes require full PRC review and must be justified in relationship with other types of mail and prices.

There was a very candid discussion during the meeting about frustrations with the Postal Service, and "wishes" publishers and SMC are pursuing for the Postal Service to create a different type of product class and pricing treatment for shared mail.

Hanbery explained that she felt there was legal justification for treating mailings that go to every household in a given area as a different product type from all other types of Marketing Mail. She stressed that publishers, and her other SMC members that were in the mail, routinely paid 30% to over 70% of every dollar of revenue received on the high fixed

Several publishers stressed that when a mailer left the mail, it did not return. The concern that the Postal Service may be at a "tipping point" of losing more mail programs and papers, and closing markets, was echoed by many in the room.



cost of postage. She stressed that there was a “sweet spot” for the Postal Service to make its pricing more attractive to the type of mail that is sent on a stated frequency, whether six times a year or weekly, that may vary in weight with different numbers of inserts and pages depending on advertiser interest and health of a particular market or geographic zone.

Several publishers stressed that when a mailer left the mail, it did not return. The concern that the Postal Service may be at a “tipping point” of losing more mail programs and papers, and closing markets, was echoed by many in the room.

There was discussion about things the Postal Service could do to improve its brand and its relationship with publishers. John Hemperly of Engle Printing & Publishing gave an example of a mailing that was clearly “not delivered”. He explained it was during the holiday season where the “reason” (excuse) he was given by his local Postal Station for non-delivery of his weekly papers, (John saw them sitting on the Post Office floor when he brought in the next weeks’ edition of papers), was the need to get Amazon packages on the street “in time” for the holidays and to meet service standards for parcels. Hemperly urged the Postal Service to take steps to correct this in the future.

Jeff Ferrazzano of Ultimate Print Source also described circumstances where a mailing was not received, and he could prove it. Jeff stated he fully refunded his customer both the price of postage and print, but was getting nowhere to get any postage refund or credit from the USPS.

Steve Mills stated that there was a relatively new USPS Chief Marketing Officer, Jakki Krage-Strako. Strako has created a new Vice President position to improve the customer experience. He said the Postal Service was working to get customers answers easier, and to better improve the handling of credits or refunds when mailings were lost or delayed.


Dan Alexander stated his paper had stepped in to fill the vacuum filled by declining daily newspaper subscription, and was often able to have advertiser inserts and mailed packages exceeding 10 or more

ounces. He stated it would be nice if the Postal Service offered some promotion or opportunity to have mailings divided and delivered into separate packages on consecutive days. This would make life easier for the carrier and allow even heavier packages. But the Marketing Mail rate for two separate mailings did not make it worthwhile for his publication. He asked Mills to explore that idea further.

A final comment and discussion that was echoed by many in the room was difficulty in getting accurate piece counts, or having local DDUs willing to distribute papers among different carrier routes if there were too many papers in one route or too few papers on another. Dan Alexander and Carol Toomey both explained and gave examples of circumstances where they knew a route had changed, and perhaps had consolidated and needed more papers, but this change was not tracked in the counts for households that were available on the Postal Services EDDM site, or would be shared with the publisher from the postmaster of the local delivery office.

Hanbery emphasized that what Toomey and Alexander were saying was a request she has had, and cards from many publishers emphasize they would like an easier way to simply enter their papers “simplified”/EDDM with the correct number by route or zip at local DDUs, and not have too many or too few papers available for each carrier route.

During and after the meeting, many of the participants thanked the Postal Service for coming to the AFCP conference and for listening. A common theme of publishers was that many free papers would like to use the mail, or were generally happy with the USPS and mail service, but struggled to pay the high fixed cost of postage and to work with the USPS on getting counts right by households.

There was a unanimous sentiment that publishers wanted the Postal Service to participate in future free paper and AFCP conferences and that they considered the breakout session a valuable networking opportunity. 

The Postal Service has created a new Vice President position to improve the customer experience, to get customers answers easier, and to better improve the handling of credits or refunds when mailings are lost or delayed.

Changes are taking place All Over

MODERN LUXURY, THE LARGEST

local luxury media company in the nation, has announce that Circulation Verification Council (CVC) will now be conducting audits for all 84 Modern Luxury titles starting with the 2019 calendar year. CVC will also facilitate readership studies of Modern Luxury publications in key markets to deepen the company's understanding of its community.

"After an extensive vetting process, we have determined that CVC uses the most thorough auditing methodology in the media industry, which enables us to be a more responsive and effective partner to our advertisers," said Modern Luxury CEO Michael Dickey.

Modern Luxury provides advertisers wide-ranging local and regional offerings, including digital brand extensions and intimate branded events that reach America's most affluent metropolitan consumers in the top 24 markets in the United States.

"We live where luxury lives," said Modern Luxury's Lexi Georgiadis, "with editors and marketers in all of our cities: Aspen, Atlanta, Boston, Chicago, Dallas, The Hamptons, Hawaii, Houston, Las Vegas, Los Angeles, Miami, New York, Orange County, Palm Beach, Philadelphia, San Diego, San Francisco, Scottsdale, Silicon Valley, Washington, D.C., South Florida and the Caribbean. No one gets closer to the luxury community than Modern Luxury."

Media audit firms such as CVC are independent third parties that provide data-backed analysis of the digital and print audiences of media publications. Prominent media buyers and advertisers rely on this data to demonstrate the reach and impact

**CIRCULATION
VERIFICATION
COUNCIL**

of purchases, and the auditing firm's reporting better equips ad sales teams to show the value of paid media across platforms.

"CVC has rapidly expanded our magazine audit division in the last decade," said CVC CEO Tim Bingaman. "We are

thrilled to work with Modern Luxury to provide the company's partners with unparalleled insights and increased efficiencies in reporting. This will greatly expand our research capabilities in the top 24 DMAs and increase the exposure of all CVC audited titles."

Circulation Verification Council offers the most efficient and comprehensive auditing process in the media industry. All CVC-audited publications are included in print and on-line editions of the SRDS, the leading directory for media information. CVC also provides data to media buyers electronically, such as publication distribution by ZIP code.



Tim Bingaman

SCOTT BLONDE, LONG- time publisher and chief financial officer of Breeze Newspapers in Cape Coral, Florida, has accepted a new position in Ogden, Utah.

He has taken over as publisher of the Standard-Examiner, which covers Weber County and Northern Utah, and the Daily Herald, serving Utah County. All three publications are properties of Ogden Newspapers group.

Blonde hopes to use his experience running the Breeze Newspapers group and its associated large commercial printing operation to bolster the printing operations of the presses at the Standard-Examiner.

Blonde was drawn to the Utah opportunity in part by the recreational opportunities available there. He and his wife Leandra are avid skiers and enjoy the outdoors. **INK**



Scott Blonde

It's Audit Time Again!

Remember to return it promptly!

Questions?
Call the NANI Office
at 877-203-2327.



Associations IN the NEWS

PLANNING IS UNDERWAY FOR THE Mid-Atlantic Community Papers Association (MACPA) annual conference March 27-28, 2020 at the Embassy Suites at the Philadelphia International Airport. The airport location was chosen for its easy access for attendees both flying and driving in.

The theme is 20/20 Clear Vision for Your Future. Ryan Dohrn, the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System will once again present, and several classes from The Leadership Institute will be offered. For information, call 800-450-6631 or email info@macpa.net.

THE MIDWEST FREE Community Papers (MFCP) Manager Summit scheduled for July 11-12, 2019, will be held at the Best Western Holiday Lodge in Clear Lake, Iowa.

Thursday's schedule includes a shuttle from the hotel to the "Lady of the Lake" Boat Cruise, a stroll through downtown Clear Lake for its "Thursday's on

Main" event, and dinner at K&B Emporium.

The Summit itself will be held Friday morning from 8:30-11:30, followed by lunch on your own. A guided tour of the Surf Ballroom will be followed by a road trip to see the site of the Buddy Holly, Big Bopper and Ritchie Valens plane crash memorial site.

PLANS FOR THE FLORIDA Media Association (FMA) annual conference August 23-24, 2019, are well underway.

The conference will be held at the newly-renovated Sirata in St. Pete Beach, Florida, on the white sand shores of the Gulf of Mexico. Keynote Speaker Chris Brewer of OMG Commerce will be joined by presenters Elaine Buckley (Ocean Media Solutions), Greg Cox (Overnight Production

Services), Tim Bingaman (Circulation Verification Council) and Herbert Williams (Shine Social). Other sessions include a Content Strategy Panel, a Multi-Media Panel, and the ever-popular Idea Fair.

Friday evening's welcome reception will be a beach-themed "White Party" luau with a whole roasted pig and games on the deck. The grand finale will be Saturday evening's Awards for

Excellence banquet and video presentation.

Entries into the awards competition must be uploaded by June 14th. Only items published between June 1, 2018, and May 31, 2019 are eligible.

For additional information, a registration form, or a list of the entry categories and upload instructions, email CPFDisplayAds@aol.com or call 352-237-3409.

THE ASSOCIATION OF FREE Community Publications (AFCP) and the Florida Media Association (FMA) are planning a joint conference and trade show April 23-24, 2020 at the Westgate Lakes Resort & Spa in Orlando, Florida.

It will be a momentous occasion, as AFCP is celebrating 70 years as an association and FMA is celebrating 30 years! Stay tuned for details in the coming months.

THE MID-ATLANTIC COMMUNITY PAPERS ASSOCIATION (MACPA) is working on two new initiatives. A new Affiliate Program is being put into place that will allow potential advertisers to place ads for MACPA distribution directly through members' individual websites.

MACPA is also embedding webinars onto the MACPA website that will offer on-demand training on how to sell Macnet ads. Sales managers and sales reps are encouraged to take advantage of this training opportunity. For information, call 800-450-6631 or email info@macpa.net.

To submit your "associations in the news" story, please contact Barbara Holmes by fax (1.352.347.3384) or e-mail: FreePaperINK@aol.com.

GRAPEVINE

FOR THE FIRST TIME IN MORE than 60 years, The Times-Journal (Fort Payne, Alabama) has new ownership. Patrick Graham purchased the newspaper and its related products from the Walls Family and Southern Newspapers, Inc. of Houston, Texas. Southern, which continues to own and operate 12 newspapers in Texas and Oklahoma, had owned The Times-Journal since 1956.

Graham also acquired sister papers The Jackson County Sentinel in Scottsboro and The Sand Mountain Reporter in Albertville as part of the same purchase agreement.

"I started my career in newspaper management right here in Fort Payne and DeKalb County," Graham said. "I have so many great personal and professional memories associated with my family's time in this tremendous community. I can't tell you how excited I am to be able to return to the area as the newspaper's owner and reconnect with old friends, make new ones and work hard on behalf of both in order to uphold the legacy of community service and quality local journalism established at The Times-Journal by the Walls Family and Southern for so many years."

Lissa W. Walls, chairman and owner of Southern Newspapers, said the company has a 63-year association with Fort Payne and DeKalb County that has been enjoyable and profitable, and the company is very appreciative of that long-standing relationship.

"The opportunity to be stewards and managers of the newspaper in Fort Payne has been a privilege and responsibility Southern Newspapers and the Walls family has taken seriously," Walls said. "As a native of Guntersville, my interest and concern for Northeast Alabama runs deep. I am pleased the ownership transition is from one family- and community-focused operator to another. Patrick Graham is an experienced and proven newspaper operator. His history of living and working in Northeast Alabama make him ideally suited to lead DeKalb County into a bright future."

Graham's newspapers in Geor-

gia (The Walton Tribune, a twice-weekly newspaper in Monroe, and The Covington News, a weekly in Covington) have been consistently recognized by the Georgia Press Association for quality local coverage.

"Community newspapers have been able to stay relevant in the lives of readers by providing information about the community that readers can't get anywhere else," Graham said. "That is why the platform readers are consuming the information in – whether it is print, online or mobile – isn't as important as the type of information they are consuming; and time and again readers are telling us they want local, local, local."

Graham is a 28-year veteran of the newspaper industry. He spent 17 of those years with Southern, the last 11 operating newspapers of various sizes as publisher.

Married for 25 years, Graham and his wife Allison have three daughters: Madison (24), Tabitha (21) and AnnaBelle (17). Daughters Madison and Tabitha work with Graham at The Walton Tribune. The family lives in Walton County, Georgia.

John Cribb and Jeffrey Potts of Cribb, Greene & Cope represented the Seller in the transaction.

THE ROCHESTER (INDIANA)

Sentinel has been purchased by Paxton Media Group from owner and Publisher Sarah O. Wilson. Wilson's father, the late Jack K. Overmyer, began working at The Sentinel while in high school, bought the paper in 1976 and passed ownership to her upon his death in 2010.

Wilson and her husband, Sentinel Editor W.S. Wilson, came to the Sentinel in 1982, but neither will remain with the company. "This is difficult and emotional because The Sentinel and its staff have been a big part of my life for as long as I can remember," she said. "But nothing lasts forever. It is time for us to step aside and let the next generation take over."

The Sentinel is Fulton County's oldest continually-operated business. Formed on Sept. 18, 1858, it is the

WHAT'S GOING ON...

consolidation of mergers involving The Rochester Standard, The Union Spy, The Rochester City Times, The Rochester Republican, The Fulton County Sun, The Daily News and The News-Sentinel. In recent years, Sentinel reporting and photography have been honored by the Associated Press Managing Editors Association, The Society of Professional Journalists and the Hoosier State Press Association. Three of its staffers have been inducted into the Indiana Journalism Hall of Fame: Publishers Hugh Barnhart and Jack K. Overmyer, and Akron columnist Ann Allen.

Paxton Media is a family-owned company headquartered in Paducah, Kentucky. It publishes daily and weekly newspapers in more than 50 communities in the Midwest and South, including nearby papers in Peru, Wabash, Marion and Huntington, Indiana. "This business combination provides the financial security needed to assure the Sentinel will continue to serve its community long into the future," said David Paxton, president and CEO of Paxton Media Group.

Bill Hackney has been named publisher of The Sentinel according to David Holgate, president of Paxton's Indiana Michigan Group. "Bill has been with our company since 2011 in the role of publisher of LaPorte and Michigan City newspapers," said Holgate. "Adding the additional responsibilities for The Rochester Sentinel is a natural progression for Bill. I am confident that our employees and the community will quickly learn what a quality person they have in Bill."

Hackney said he's excited to lead the Sentinel. "I look forward to joining a team of talented professionals who are making a difference for Fulton County readers, advertisers and community," Hackney said.

"This is bittersweet," Wilson said. "But we feel confident The Sentinel will be in good hands with the Paxton Group."

John Thomas Cribb of Cribb, Greene & Cope represented the Wilson family in the sale. Terms of the sale were not disclosed. **INK**



june

JUNE 7-8, 2019 : CHICAGO, IL
Independent Free Papers of America (IFPA). Digital Workshop. For information contact Douglas Fry at 931-922-4171 or email: douglas@ifpa.com.

july

JULY 11-12, 2019 : CLEAR LAKE, IA
Midwest Free Community Papers (MFCP). Publishers Summit, Clear Lake, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

aug.

AUGUST 23-24, 2019 : ST. PETE BEACH, FL
Florida Media Association (FMA). Annual Conference, Sirata Beach Resort, St. Pete Beach, Fla. For information contact Barbara Holmes at 352-237-3409 or email: CPFDisplayAds@aol.com.

sept.

SEPTEMBER 27-28, 2019 PHILADELPHIA, PA
Independent Free Papers of America (IFPA). Sales Management Leadership Summit. For information contact Douglas Fry at 931-922-4171 or email: douglas@ifpa.com.

oct.

OCTOBER 8, 2019 : ALBERT LEA, IA
Midwest Free Community Papers (MFCP). Fall Training Conference, Albert Lea, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

OCTOBER 9, 2019 : DES MOINES, IA
Midwest Free Community Papers (MFCP). Fall Training Conference, Des Moines, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

OCTOBER 10, 2019 : DUBUQUE, IA
Midwest Free Community Papers (MFCP). Fall Training Conference, Dubuque, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

OCTOBER 13-16, 2019 : MEMPHIS, TN
North American Mature Publishers Association, Inc. (NAMPA). National Convention, The Guest House at Graceland, Memphis, Tennessee. Contact Gary Calligas for additional information: gary@maturepublishers.com or 877-466-2672.

To list your conference information in Free Paper INK, send it to:
FreePaperINK@aol.com

To list your conference information on the AFCP website, send it to:
Loren@afcp.org

2020

JAN. 31 - FEB. 1, 2020 : CLEARWATER BEACH, FL
Independent Free Papers of America (IFPA). Publishers Summit. For information contact Douglas Fry at 931-922-4171 or douglas@ifpa.com.

MARCH 6-7, 2020 : ALTOONA, IA
Midwest Free Community Papers (MFCP). Spring Conference and Trade Show, Prairie Meadows, Altoona, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

MARCH 27-28, 2020 : PHILADELPHIA, PA
Mid-Atlantic Community Papers Association (MACPA). Annual Conference, Embassy Suites, Philadelphia, Pa. For information call 800-450-6631 or email info@macpa.net.

APRIL 23-24, 2020 : ORLANDO, FL
Association of Free Community Publications (AFCP). Annual Conference and Trade Show, Westgate Lakes Resort & Spa, Orlando, Florida. For information contact Loren Colburn at 877-203-2327 or email: loren@afcp.org.

JULY 7-10, 2020 : OKOBOJI, IA
Midwest Free Community Papers (MFCP). 65th Anniversary Celebration, Okoboji, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

**PUBLISHERS
MAKE
MONEY**

selling NANI ads!

NANI
national advertising network inc.
www.afcp.org/nani

For more information, call 877-203-2327



Helping newspapers succeed.

LOWEST PRICE EVER!

If you got a price before, ask again.

Everything you need to run a newspaper. Convert your QB and/or other system you have. We can combine your history of up to 4 systems into this one efficient one.



Merrimac
PLUS

Publishing software

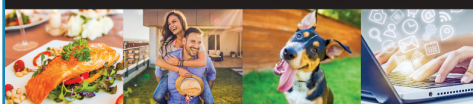
207.452.2476 • sfobes@merrsoft.com

- Display ad entries and billing
- Classified ad entries and billing
- One step safe credit card payments
- All your accounting needs
- Post office mailing and/or subscription mailings
- Two dedicated support people

afcp Community Publications Business and Service Directory

ADVERTISING SERVICES & SOLUTIONS

CREATE. SELL. PROFIT.



METRO

metrocreativeconnection.com

CREATIVE SERVICES



- PRINT DESIGN
- WEB AD DESIGN
- BILLBOARD DESIGN
- LOGO DESIGN
- PAGINATION
- CUSTOM SOLUTIONS

855-614-5440 WWW.TCSDIRECT.COM

DISTRIBUTION SERVICES FOR PRINT MEDIA



Helping reinvent American newspaper distribution through improved delivery, circulation and marketing support services.

248-572-6100 www.ansnewspapers.com

APPRAISALS & BROKERING

Newspapers
Magazines - Shoppers
Book Publishing

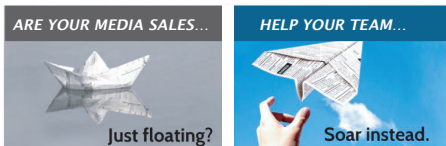
Confidential
Customized - Comprehensive

KAMEN & CO. GROUP SERVICES

516-379-2797 WWW.KAMENGROUP.COM

For more information - see our ad on page 31

CRM - CUSTOMER RESOURCE MANAGEMENT



ASK-CRM ASK-CRM is a newspaper-centric CRM designed to maximize your sales efforts.
tools to streamline media selling

robin@ask-crm.com, 301.800.2275, www.ask-crm.com

E-COMMERCE CLASSIFIED SOLUTIONS

BLUEFIN PLACE AD

THE BEST SELF-SERVICE AD PLACEMENT SOLUTION AVAILABLE TO PUBLISHERS

978-662-3323

WWW.GETBLUEFIN.COM

Bluefin Technology Partners

Advertising Solutions for Publishers

AUDIT & READERSHIP STUDIES



**CVC Audits and
Readership Studies**

Third Party Print & Digital Verification
Increased Exposure to Media Buyers
Learn What Your Readers Want

Call 800-262-6392 or visit www.cvcaudit.com

DIGITAL MARKETING PLATFORM



The leader in local digital.

Unifying the sales process, marketing execution, and reporting in a single toolkit.

303-656-1355
info@adcellerant.com

EDITORIAL RESOURCES

High-Quality,
Free Print & Digital Content

Food and Recipes
Lifestyle and Health
Home and Garden



Visit familyfeatures.com or contact Cindy Long @ 913-563-4752

CIRCULATION SUPPLIES

"from the basic to the innovative!"



STEEL CITY CORP

800-321-0350

- Make sure you see our ad on page 4 -

DIGITAL REVENUE CONCEPTS

START A BUSINESS DIRECTORY WEBSITE

ideal directories

Launch your BIG idea today!

Perfect add-on to your Wedding & Home
Improvement Special Sections

www.idealdirectories.com

From the owners of Page Flip Pro & SiteSwan

ENTERTAINMENT CONTENT

Providing its partners with free entertainment content from our stable stable of publications, including TV Guide, TV Weekly, Channel Guide, HOPPER, and ReMIND magazine.



888-584-6688 ntvbmedia.com/edge

- * ASK MATT
- * CHEERS & JEERS
- * MOVIE REVIEWS
- * CELEBRITY INTERVIEWS
- * BEHIND THE SCENES
- * DAILY BEST BETS
- * DID YOU KNOW?
- * ReMIND ReWIND

CLASSIFIED SOFTWARE & WEB DEVELOPMENT

Exchange

Classified Ads Software

**\$100,000 Classified Solution
for a LOW Monthly Fee**

www.allysites.com 800-247-7318

DIGITAL SALES TRAINING



**INCREASE YOUR DIGITAL MARKET SHARE
HANDS-ON DIGITAL SALES TRAINING**

800-917-0820
info@sparkdigitalsalesgroup.com

INDUSTRY INFORMATION



**WHAT CAN INK
DO FOR YOU?**

Keep you informed.

Connect you with
industry professionals.

The Free Paper Industry's NEWS SOURCE

CONTENT AND DATA MANAGEMENT

Digital Publishing Solutions For
News and Media Organizations



www.townnews365.com

800-293-9576

Online Solutions.

Bottom-line results.

DIRECT MAIL or PRINTING

Direct Mail?

**Turn-Key Saturation
Direct Mail Programs**

• Easy • Fast • Profitable

jeff@ultimateprintsource.com 909-947-5292 x-320

www.UltimatePrintSource.com

INSURANCE



Affinity Group Underwriters

804-273-9797

www.agu.net

FOR EMPLOYEES

- ◆ Group Life
- ◆ Group Health

FOR SUBSCRIBERS

- ◆ Affinity Group Insurance Plans

Your Go-To Guide for Community Publication Business and Service Support

afcp Community Publications Business and Service Directory

LEGAL & PUBLIC NOTICE AUTOMATION

Your Legal Notice Experts



Our proprietary system automates the entire process, saving time, money, and manpower.

866-672-1600
info@legalnoticeservice.com

NEWS AND INFORMATION

Subscribe to success

editorandpublisher.com/subscribe

Information and inspiration
newspaper professionals need
to evolve and prosper in
today's ever-changing
business environment.



PUBLISHING SOFTWARE

THE NEWSPAPER MANAGER

How Publishers Profit

CRM SALES PRODUCTION BILLING
INTEGRATED MARKETING

Ph: 706-750-0016 gpooras@mirbeltechnologies.com
www.newspapermanager.com

MAILROOM CONTROL SYSTEMS



The leader in US Newspaper Mailroom Controls.

888-3069-0639 (x83)
www.miracomcomputer.com

NEWS FEATURE CONTENT PROVIDER

News to Use

Featurettes

Feature News
Free Content



www.napsnet.com
email: printmedia@napsnet.com • 800-222-5551

PUBLICATIONS PRINTING

Cummings
Publication Printers Since 1914

✓ MAGAZINES ✓ GUIDEBOOKS
✓ JOURNALS ✓ HIGH QUALITY
✓ CATALOGS ✓ SHORT-RUN PUBLICATIONS
800-647-0035 CUMMINGSPRINTING.COM

MARKETING PLATFORM



The Only Turnkey Solution
Designed Specifically for
Local Community Publishers!

**BECOME YOUR
COMMUNITY HUB**

LOCABLE
Publisher Network 916-585-8468
locablepublishernetwork.com

PRINTING

Got Print?

Send it to the Ultimate PrintSource
for the Best Service, Quality and Price
Commercial Printing
Inserts, Direct mail, Rackcards, NCR
www.UltimatePrintSource.com

SEARCH PLATFORMS



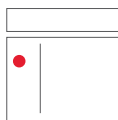
SEARCH ENGINE
PLATFORMS

MARKETPLACES
AUTOMOTIVE
REAL ESTATE
RECREATIONAL
AGRICULTURAL
VERTICAL & HORIZONTAL

800-944-3276 (ext. 0)
AUTOCONX.COM

MEDIA CONSULTING

Design. Content. Ideas. Software. Training.



Providing the knowledge,
experience and technology to
help publishers grow and thrive!

401-455-1555

Creative Circle
MEDIA SOLUTIONS www.creativecirclemedia.com

PRINTING AND PROMOTIONAL SUPPORT



PREFERRED
Marketing Solutions
www.preferredms.com

800-270-1769

SELF SERVE NEWSPAPER ADVERTISING



Schedule your demo today!

Grow revenue and lower costs.

by providing the leading self-serve advertising platform for print,
digital and social media advertising.

ipublishmedia.com

MEDIA SELLER SOLUTIONS

SRDS Solutions for Media Sellers

*Premium visibility packages deliver your
information where media decisions are made!*

KANTAR

847-375-5000 • kantarmedia.com

PUBLISHING SOFTWARE



MANAGE CONTENT FOR PRINT AND DIGITAL PUBLISHING

Bundled solutions for CMS, editorial, e-edition & apps

/// WWW.PRESTELIGENCE.COM ///

info@prestelligence.com

330.305.6960

SOFTWARE SYSTEMS FOR PUBLISHERS

SCS BUILDS TRUSTED SYSTEMS

Find out why our customers call us "the best
tech support team" and say "we wish we could
contract with SCS to support all our products."



Software Consulting Services, LLC
SCS builds trusted newspaper systems

phil@newspapersystem.com 800-568-8006

MERCHANT CARD PROCESSING

Merchant Card Processing

Request a free quote:

1-888-697-8831 • msgpay.com
hello@msgpay.com

Ecommerce • POS
Mobile • Software



PUBLISHING SOFTWARE

- ✗ FULLY INTEGRATED
- ✗ EASY TO USE
- ✗ AFFORDABLE
- ✗ FREE DEMO
- ✗ DIRECT MAIL
- ✗ COMMERCIAL BILLING
- ✗ GENERAL ACCOUNTING
- ✗ PAYROLL



603-323-5077 WWW.MERRSOFT.COM

STREETSMART PUBLICATION DISPENSERS

StreetSmart offers a Complete Selection of Publication Dispensers

Visit our website - www.goplastics.com
or Contact Michelle for assistance.



866-366-6166 WWW.GOPLASTICS.COM

Your Go-To Guide for Community Publication Business and Service Support

PUBLICATION BROKERS

KNOWLES MEDIA BROKERAGE SERVICES

Appraisals-Acquisitions
Sales-Mergers
Gregg K. Knowles,
Licensed Broker.
Office 712-792-2179
Cell 661-333-9516
Go to my WEBSITE
for listings:
www.media-broker.com

EMPLOYMENT

LIVE AND WORK in fabulous Myrtle Beach, S.C. The Myrtle Beach Herald has an immediate opening for an experienced sales rep. Email resume to Steve Robertson, steve.robertson@myhorrynews.com.

GRAPHIC DESIGNER.

Full time with benefits, two weekly and two monthly newspapers plus community magazines. Fleming Island Florida, just outside Jacksonville. Contact Jon Cantrell at 904-710-8181. Send resume to jon@opcfla.com

ADVERTISING SALES MANAGER

All Island Media, Inc. publishers of Pennysaver, Town Crier and Trends is looking for an experienced sales manager to work in our Long Island office. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and leading sales in a similar environment. Please send resume in confidence to jobs@lipennysaver.com

EMPLOYMENT

ADVERTISING SALES MANAGER

needed for Florida's largest group of community newspapers. Salary, liberal bonus and benefit package available for the right individual. Please send your resume with cover letter and salary requirements in confidence to: Faris Robinson, President, to E-mail: Opportunity@Hometownnewsol.com Or Fax: 772-465-5301-EOE

NEWS EDITOR.

Publisher seeking a News Editor with experience in both print and electronic media. We're looking for someone with a proven track record, excellent writing skills, a Journalism Degree and a desire to take advantage of all print and digital opportunities in this growing Florida Market. We work in a fast-paced environment, so the ideal candidate will be able to work well under pressure to meet workflow and printing deadlines, ability to work with other staff writers as well as freelance writers and control the budget for the department. This candidate needs to be a people person with neutral views, yet a passion for accuracy in reporting. Contact Publisher Jon Cantrell at 904-264-3200 or jon@opcfla.com

LOOKING TO SELL

YOUR PUBLICATION?
MAKE SURE YOU PLACE
YOUR AD IN
INK MAGAZINE!

PUBLICATIONS FOR SALE

KAMEN & CO. GROUP SERVICES

www.KAMENGROUP.com
www.twitter.com/kamengroup
info@kamengroup.com
516-379-2797
Kamen & Co Group Services
626 RXR Plaza
Uniondale, NY 11556
We are the leading financial valuation multi-media publishing firm in the industry serving both the domestic and international publishing audience. Our office values book publishing, social media, video, newspaper, shopper, magazine and broadcast entities as well as investment co's that deal within the media sector. At Kamen & Co Group Services, our continuum of publishing advisory services allows us to meet each client's needs. APPRAISALS, BROKERING, CONSULTING. We have publishing properties for sale across the globe; contact us for specific markets and opportunities. Confidentially email us at info@kamengroup.com and/or feel free to call us at our New York corporate office 516 -379-2797. Follow us at twitter too! www.twitter.com/kamengroup. KAMEN & CO: Proud to be the expert media financial valuation resource for FORBES 400 list of America's Richest People 2016 and 2015

QUALITY, READER

popular, niche rural interest publication for sale. Owner / publisher retiring, Located in Midwest. Gross \$600,000 to \$700,000. Call 620-966-7557

PUBLICATIONS FOR SALE

NICHE MONTHLY newspaper and event management business for sale. A mix of monthly and annual publications as well as a number of yearly events drive the \$1.3M revenue for this 25 year old business. Established clientele, distribution network, and readership. Owner retiring but will work as consultant through transition. Mid-Atlantic location. Principals only may email me at 202Belden@gmail.com.

FOUR FREE MONTHLY PUBLICATIONS

in North Central Florida. Two are in a high-end gated community with special delivery rights. Time to retire and go fishing. 352-804-1223

PER INQUIRY ADVERTISING

BOOST REVENUE by running pay-per-call ads in unsold ad space. Classified or display. Prompt regular payments. No invoicing needed. No commitment! Contact Leigh Ann at American Classified Services. 618-351-7570.

EQUIPMENT FOR SALE

EQUIPMENT FOR SALE- Rima RS 25-12S Compensating Stacker saves at least one man on delivery, \$4,900. 2 web infeeds for Goss Community, Bill Rubber Super Surface Tensioner, \$2,900 Ken Hovland, 860-798-7810, Ken@Eagle-GroveLLC.com, formerly Reminder Media in CT.



CLASSIFIED
ADVERTISING
INFO

RATES:
Up to 30 words
\$25 per issue
(additional words -
90 cents per word)

DISCOUNTS:
10% off for 6 months
20% off for 12 months

CONTACT:
Phone: 877.203-2327
Fax: 781.459.7770
Email: afcp@afcp.org



**YOUR PAPER'S
LOGO**

+  **ZipBoost**

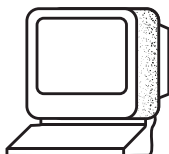
Hiring Just Got Simple

Advertise with [your paper] and improve the way you hire. Target your local community through print ads and the newly redesigned [your website].com, now powered by JobBoard.io. With the addition of the ZipBoost, your job posts will be distributed to 100+ job boards.



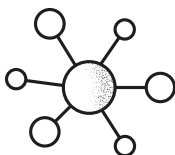
Advertise in Print

Find relevant candidates by reaching your local community through trusted and well-established print campaigns.



Advertise Online

Reach more quality candidates and increase traffic to your job posts when you advertise on [your website].com, now powered by JobBoard.io. A newer, better job board solution, JobBoard.io combines the power of a white-label job board solution with the candidate traffic of ZipRecruiter.



ZipBoost

Available when you partner with [your paper], ZipBoost distributes your jobs to 100+ job boards, making it easier than ever to find quality hires.

For more information about ZipBoost and other AFCP Member Benefits,
contact the AFCP Office at: 877-203-2327

A monthly publication provided by the Association of Free Community Publications. INK's mission is to bring news and resources to the free community publication industry.



135 Old Cove Road – Suite 210
Liverpool, NY 13090

PRSR STD
U.S. Postage
Paid
Permit #22
Slayton, MN

Got a newsworthy event going on with your business or your staff?

Send INK the details and any photos for consideration to loren@afcp.org.

THE FREE PAPER INDUSTRY'S NEWS SOURCE

WWW.AFCP.ORG



WESTGATE LAKES
RESORT & SPA



Association of Free Community Papers
Celebrating 70 Years!

together with the

Florida Media Association
Celebrating 30 Years!

Joint Conference and Trade Show

April 23-24, 2020

Westgate Lakes Resort & Spa
Orlando, Florida