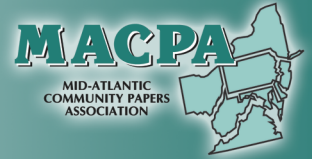


# HOLIDAY MESSENGER VOLUME 11 - ISSUE 6



## Registration Now Open!

*Mid-Atlantic Community Papers Association Annual Conference*

# 20/20

## Clear Vision For Your Future

March 27 & 28, 2020 • Philadelphia, PA



**Embassy Suites**

9000 Bartram Ave • Philadelphia, PA 19153

**Both Back By Popular Demand!**



### **Ryan Dohrn with 360 Ad Sales**

Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries.

Ryan's 26 year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV, Sinclair Broadcasting and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com. Ryan currently works monthly with over 75 media companies and their related sales and management teams.



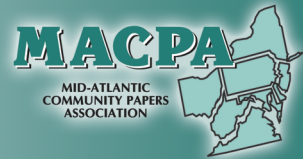
### **Rob Zarrilli with Zarrilli Training and Consulting Experts**

Rob is an award winning, and nationally recognized trainer, consultant, author and speaker whose passion and thought provoking message has inspired companies

and audiences all over the country. Through his vision and direction, The Leadership Institute was born, a university style training program used by organizations all over the country. As the founder of Zarrilli Training and Consulting, Rob offers more than 30 years of experience and expertise as a speaker and consultant, and is one of the premier sales and leadership trainers in the Country.

**Register today at [MACPA.net](http://MACPA.net)!**

# PRESIDENT MESSAGE



# MACPA Messenger



Dear Fellow Members:

This note brings you warm wishes for a “rich and generous” Thanksgiving shared with family and friends, (with all thoughts of work put aside).

The Board, along with Alyse and Kasey, have been working hard to finalize details for the March 2020 Conference. TLI classes are being offered and taught by Rob Zarrilli of Zarrilli Training and Consulting Experts. Ryan Dohrn of 360 Ad Sales who specializes in media sales training is returning as our very dynamic guest speaker.

As you all probably know by now, the conference takes place March 27th and 28th in Philadelphia with a special trip Saturday night to Chinatown to have dinner, and a guided tour on Sunday with our own personal guide to visit some of the historic sites in the city. Our guide, Tim Hayburn teaches history at Neumann University and his specialty is American Colonial History. He has been giving tours for over 7 years in Old City, Philadelphia.

We will be meeting this month for our yearly face-to-face to discuss the upcoming year and new opportunities that we have been pinpointing to increase MACPA’s revenue stream particularly with display advertising.

We will also be looking at how to guide individual publications get better connected with their communities, and how to market the value of community newspapers in the public eye and to the marketplace.

We wish you the joys and love of Christmas and Hanukah, and Kwanzaa - all celebrations that help us to remember the many blessings that we have, and to share with our neighbors and friends. And with best wishes for the New Year and a happy, healthy and stable 2020!

Best,  
Claudia Christian,  
MACPA President and the entire MACPA Board of Directors

## 2019-2020 MACPA BOARD OF DIRECTORS

**Claudia Christian, President**  
(cchristian@presreview.net)  
(term expires 04/21)

**John Hemperly, Vice President/Treasurer**  
(jhemperly@engleonline.com)  
(term expires 04/21)

**JoyeDell Beers, Secretary**  
(wbbjbeers@gmail.com)  
(term expires 04/21)

**John Schaffner, Director**  
(john@thebeacon.net)  
(term expires 04/20)

**Joe Nicastro, Director**  
(joe.nicastro@gmail.com)  
(term expires 04/21)

**Kerri Musselman, Director**  
(kerrim@kappad.com)  
(term expires 04/21)

**Ron Burke, Director**  
(rburke@washingtoninformer.com)  
(term expires 04/21)

**Margaret Ehle, Director**  
(mbehle@pa.net)  
(term expires 04/20)

**Ruth Isenberg, Past President**  
(journalruth@gmail.com)  
(term expires 04/21)

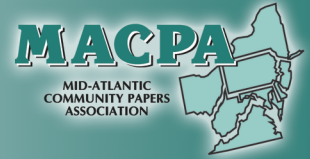
## MACPA OFFICE

10 Zions Church Road, St 201  
Shoemakersville, PA 19555  
1-800-450-6631  
info@macpa.net  
www.macpa.net  
www.macnetonline.com



**Happy Holidays**  
**from the staff of Interlace Communications!**  
**Alyse, Vicki, Kasey, Kristen, Annie & Carl**

# SPECIAL REPORT: WHAT'S HAPPENING WITH OUR PUBLISHERS



# MACPA Messenger

## The Washington Informer Celebrates 55 Years October 16, 1964 – 2019

*A Message from Publisher Denise Rolark Barnes*

We have some good news, and we couldn't think of a better way to share it with you. My dad, the late Dr. Calvin W. Rolark, Sr. published the first edition of *The Washington Informer* on October 16, 1964. He passed away on October 23, 1994. Can you believe it's been 25 years? Well, thanks be to God, October 16 marks the *Informer's* 55th anniversary. We made it! We are proud to say the *Informer* is still going strong, and we... Thank You... for your support.

Fifty-five years is significant, we know, but instead of hosting a big party, the staff of *The Washington Informer* and I decided to focus our time, energy, and resources this year on making *The Washington Informer* a better newspaper serving the District, the region and the nation.

We're working on some exciting new initiatives that we hope you will pay attention to. Five years ago, we launched *WI Bridge*, a monthly cultural news-magazine targeting millennials in the DMV. I'm proud and delighted to say *The Bridge* is published by my son, Lafayette Barnes, IV, along with a team of young and talented creatives, social media influencers, and ideators -- individuals with extraordinary ideas -- who are excited about taking *WI Bridge* to new heights. Don't miss out on what they have planned this year in print, online, and events.

Thanks to a grant our non-profit, Washington Informer Charities, received this summer from the D.C Humanities Council, every issue of *The Washington Informer* in our archives will soon be digitized and made accessible to you. Yes, you will be able to go to our website and search back issues of *The Informer* to find articles and photographs that help tell the story about African American contributions to the District of Columbia — and to the region — as told by *The Washington Informer*. We are thrilled to make this treasure trove available to you finally.

Of course, we love bringing you the print edition of *The Washington Informer* every week. But the truth is real. We, too, are experiencing the impact of the fast-moving digital age, and we recognize many of you now prefer to get your news online. That's why we are incredibly excited to announce

our participation in a newspaper digital transformation initiative targeted at Black-owned newspapers. Over the next few months, we will turn *The Washington Informer* into a more relevant publication in the digital world. Look for changes on our website at [www.washingtoninformer.com](http://www.washingtoninformer.com), our e-newsletters, and all of our social media pages. This opportunity not only benefits us by providing more significant opportunities to attract new revenue but our readers, including you, are at the heart of this transformation.

We are excited about our 55th year. As in past years, we invite you to participate in our upcoming annual events, including the Dr. Martin Luther King Jr. Peace Walk and Parade in January, the Annual Washington Informer Spelling Bee and Prince George's Spelling Bee in the spring, and our 10th Annual African American Heritage Tour. Stay tuned for this year's date and destination coming soon. Look out for invitations to many more events where you will be entertained, educated, inspired, and informed.

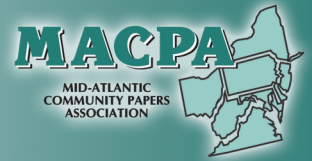
So no, we won't be celebrating with a big party this year, but we have lots of plans that we hope will make *The Washington Informer* more valuable to you. Additionally, we need your support. I would be remiss if I didn't ask you to make a tax-deductible donation of \$55 for our 55th year to Washington Informer Charities, a non-profit organization that promotes literacy and offers training to high school and college students soon to become 21st Century journalists of tomorrow. Visit [www.wicharities.org](http://www.wicharities.org) to make your tax-deductible donation today. Let me thank you in advance for doing so.

Time flies when you're having fun, they say, and that's how it's been for us serving you at *The Washington Informer*. Thank you for your support. The entire *Washington Informer* staff and I look forward to continuing to keep you INFORMED!

**CREATE. SELL. PROFIT.**

**METRO**  
800-223-1600  
[metrocreativeconnection.com](http://metrocreativeconnection.com)

# SALES CORNER: CREATING BELIEVABLE ADVERTISING



# MACPA Messenger

By John Foust

“Willing suspension of disbelief” is a cornerstone of entertainment. The term was coined in 1817 by poet Samuel Taylor Coleridge, author of “The Rime of the Ancient Mariner.” It refers to the fact that an audience must temporarily suspend rational judgment in order to enjoy a story or presentation.

The person on the screen is an actor, not the actual person he or she is portraying. People who wear capes can’t really fly. The woman in a magic act isn’t really cut in half.

Suspension of disbelief is a good thing. We do it with ease. It makes mystery novels interesting. It makes ghost stories around the campfire more fun. And it keeps us on the edge of our seats when we go to action movies.

All of this is fine in the entertainment business, but things are different in the real world. Consider this profession of advertising. Suspension of disbelief is not necessary. It’s an ad creator’s job to encourage willing belief. Here are three points to keep in mind:

**1. Tell the truth.** It all starts here. Once someone catches a person in a lie, it’s hard to believe anything else that person says. The same goes for advertising. Stretch the truth and pay the price in the marketplace.

Of course, there are laws protecting consumers from bait-and-switch promotions and other deceptive schemes. But what about exaggerations and unsubstantiated claims? Although most of them are not technically illegal, these seemingly innocent copy techniques can be just as misleading.

Consumers are confused when competing advertisers each claim to be the “best.” And they are suspicious when every sale is promoted as “the biggest sale in our history.”

**2. Use evidence.** Just like attorneys are well armed with facts to back up their positions in the courtroom, advertisers should support their claims with evidence. Saying, “This new widget will save money” is not nearly as effective as saying, “The XYZ Board’s tests show this new widget can save up to 10 percent on your energy costs.”

A testimonial is another form of evidence. To be believable, testimonials should feature real customers, not professional actors. Real customers add authenticity to marketing campaigns, because they have actually used the advertised product.

**3. Focus on benefits.** Every advertiser wants people to believe their products and services are the right choices. The fastest way to do that is to talk in terms of benefits.

Benefits generate belief. Think of the things you have bought for yourself. Every purchase was based on the benefits those things would provide. You chose Residence A over Residence B, because it offered better features, location and price. Car A was a better fit for you than Car B, so you chose Car A.

Willing suspension of disbelief and willing belief are both based on trust. When we go to a movie, we say, “I trust you to entertain me.” And when we encounter the right kind of advertising, we say, “I trust the information in this ad to be reliable.”

#### COPYRIGHT LINE

(c) Copyright 2019 by John Foust. All rights reserved.

Enhance your **PRINT PRODUCT** with a new **MOBILE SOLUTION** from Bar-Z



- Connect with Locals
- Broaden Audiences
- Gain New Advertisers
- Generate Additional Revenue



512.732.0135 | info@bar-z.com | bar-z.com

### Early Deadlines for December 24th & December 31st

**Week of December 29th Insertion**  
Ad Deadline - Thursday, December 19th @ 5 p.m.  
Ads will be distributed Friday morning by 9:45 a.m.

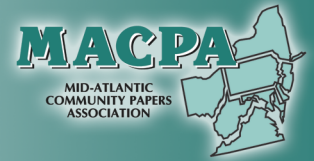
**Week of January 5th Insertion**  
Ad Deadline - Thursday, December 26th @ 5 p.m.  
Ads will be distributed Friday morning by 9:45 a.m.

Call 800-450-6631 to place an ad!

The MACPA offices will be closed December 24th, 25th, and January 1st.



# CONFERENCE ANNOUNCEMENT: TENTATIVE CONFERENCE SCHEDULE



## Friday, March 27th

- 8:00 a.m. Paid Continental Breakfast  
*(Hotel Guests receive breakfast from hotel. Individuals coming in for the day must pay when registering for breakfast.)*
- Registration Opens
- 9:00 a.m. Opening Remarks
- 9:15 a.m. Associate Member Discussion
- 10:50 a.m. Break
- 11:00 a.m. Publisher Round Table
- 12:00 p.m. Lunch
- 1:00 p.m. General Membership Meeting
- 1:50 p.m. Break with Associate Members
- 2:00 p.m. TLI – 10 Ways to Retain Great Employees with Rob Zarrilli
- 3:00 p.m. Ryan Dohrn
- 5:30 p.m. Cocktail Hour
- 6:30 p.m. Appreciation of Members Dinner

## Saturday, March 28th

- 8:00 a.m. Paid Continental Breakfast  
*(Hotel Guests receive breakfast from hotel. Individuals coming in for the day must pay when registering for breakfast.)*
- Registration Opens

## Saturday, March 2

- 9:00 a.m. Opening Remarks  
Followed by Ryan Dohrn, Keynote Speaker
- 10:15 a.m. Power of Positive Thinking with Rob Zarrilli
- 11:00 a.m. Break with Associate Members
- 11:15 a.m. [Tell Your Story](#)  
[Ryan Dohrn](#)
- 12:00 p.m. Lunch  
Ad Awards Presentation
- 1:00 p.m. Silent Auction Bidding Closes  
[Publisher Round Table](#)  
[TLI – The Power of Why with Rob Zarrilli](#)
- 1:45 p.m. Break with Associate Members
- 2:00 p.m. [MACnet Training with Alyse Mitten, Executive Director](#)  
[TLI – 7 Habits of Highly Effective People with Rob Zarrilli](#)
- 3:00 p.m. 3 Minute Idea Exchange  
Closing
- 6:30 p.m. *Post Conference Chinatown Outing*

Publisher/Manager ■ | Sales ■



# CONFERENCE ANNOUNCEMENT: EXPLORING PHILADELPHIA *WALKING TOUR*



MACPA Messenger



## *Explore Philadelphia Walking Tour*

**Sunday, March 29th**

Leave Hotel 9 am | Return to Hotel 2:30 pm

**\$59 per person | Register @ [macpa.net](http://macpa.net)**

Lunch is at the Food Court at the Bourse in Old City  
(cost of lunch is not included in the cost of the tour)



During our walking tour we will stop at seven different historic locations, all while being guided with our own personal tour guide Tim Hayburn.

*Tim Hayburn, PhD, teaches at Neumann College. His specialty is Colonial American history. He has guided tours for individuals and group tours for visitors to Philadelphia for many years and loves talking about the past!*

### Stops include:

#### Independence Hall

*Between 5th & 6th on Chestnut Street*

Independence Hall was the birthplace of our nation. This historic site was originally built as the Pennsylvania State House, it is where the Declaration of Independence was first adopted, and where the U.S. Constitution was written.

#### Liberty Bell

*526 Market Street*

Tradition tells of a chime that changed the world on July 8, 1776, with the Liberty Bell ringing out from the tower of Independence Hall summoning the citizens of Philadelphia to hear the first public reading of the Declaration of Independence by Colonel John Nixon.

#### Betsy Ross House

*239 Arch Street*

The Betsy Ross House is the former home of the famed Quaker flag-maker. Betsy Ross and her husband, John Ross, never owned this house, but rented here between the years of 1773 and 1786. The house was built about 1740. Betsy and John ran their upholstery business out of the house as well.

*For complete list of stops and information,  
go to [macpa.net](http://macpa.net).*



### Silent Auction items wanted!

*This year we made over \$600! With some of that money, we covered the cost for eight members to attend a Kevin Slimp Webinar!*

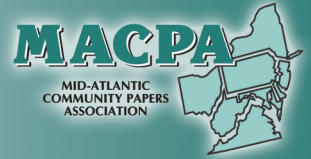
### We want to raise more in 2020!

Donate a silent auction item and help us continue to provide more training opportunities to you, our members!



Questions? Contact the office 800-450-6631.

# SPECIAL REPORT: ARE COMMUNITY PAPERS AKIN TO A CIRCUS?



## MACPA Messenger

By Peter W. Wagner, Creative House Print Media Consultants

There's times when producing a community paper can seem like being in a circus. One moment you are the acrobat balancing your way across a high wire and the next you're the featured clown.

I learned, while attending seminars in Massachusetts recently that the small tent and arena circus and community papers have much in common.

The revelation hit me during a panel discussion featuring four of the nation's leading small show circus producers. You probably wouldn't recognize any of their names, but the panel included former Ringling stars Jeanette Williams and Bello Nock. Both can trace their roots back to family-owned European circuses.

What immediately drew me into the discussion were the opening words of the first speaker: "The circus is not dead," he shouted passionately to the crowd. He went on to say that public perception was there was little or no interest in the circus now that Ringling Bros. and Barnum & Bailey, often referred to as "the big one" had closed.

His statement echoed that of the similar uneducated "Newspapers are dead" cry we often see hurled at our industry. A statement that is often followed with examples of huge metro papers closing or cutting back.

Outside pressures and single-minded organizations are making major changes to the circus, the producers agreed. Today's audience doesn't seem to want animals in the circus, for example. But Cirque Du Soleil's many productions with their central storyline and human performers are attracting huge crowds.

The performance program many have changed, the producer's agreed, but those who love the human desire for live performances and work in the business "have an obligation to see that the circus survives."

And the same is true of the publishing business. Our audience may have changed, and a generation may even have seemingly turned in other directions for their limited news, but the majority of people living in most local communities still want and embrace their hometown paper. Like those individuals struggling to maintain the circus, we who love the printed paper have an obligation to keep it going.

Making it in the circus world, the producers said, is simply a question of supply and demand. The closing of RB&BB can be seen as an opportunity by some. That two-headed giant, the red and blue

units, often exhausted a family's available entertainment budget for that kind of entertainment. The absence of Ringling in metro communities promises greater audiences for shows playing smaller towns and the rural areas.

In the same way, metro papers reducing their number of publication days or area of distribution opens new opportunities for hometown publishers.

But here are the four key points of the circus producer's message. It could be a survival treatise for all of us in the publishing business.

1. "We need to find new options for the circus," one stated. "If we can't attract a following with elephants and tigers what should we feature?"
2. "We have to give consideration to packaging," said another. "The theme, costuming, lighting, music and spectacle is as important as the content."
3. "We must return to what the circus once was," was a third comment.
4. "Attending a circus is still about adding quality to life," shared another.

I sat there with my heart warming as I heard suggestions for the revival of the circus that also apply to our publishing industry.

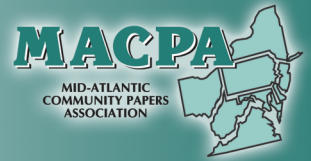
Like the circus, we need to find new editorial and revenue options. Many local publishers are growing their online and social platforms, but those are not creating the financial return possible from a well-supported newspaper.

To that end, we must revise our content and coverage to provide the information most important and interesting to our subscribers. That means less canned news releases and more original hard news coverage of the local government agencies, sports coverage, school news, business news and well-written pieces on local people and places.

Packaging, too, is a must if local newspapers are going to survive and grow. The number one reason readers give for preferring a printed paper over the internet is the convenient gathering together of material. Subscribers can find the information they want — sports, social news and council news — nicely edited and interestingly presented in the printed paper. More importantly, the pages are designed in a way that draws the reader into the material with many re-entry points that keeps the reader interested. With the internet, it is sometimes necessary to search for the information desired and there is often a question of credibility.

*Peter Wagner Continued Next Page*

# OUR ASSOCIATE MEMBERS



# MACCPA Messenger

*Peter Wagner Continued...*

Plus, like the circus, we must find ways to return to what the local paper once was. The community paper was the first social media with tidbits of who had Sunday dinner with friends or relatives and who was visiting in town. The hometown paper has always been the only source of detailed information regarding the local school, sports team, church activities and local government issues. Community papers have to truly dig into all that is "local" if the publishers expect to hold on to their readership.

The same is true about advertising. We, as an industry, have sometimes out priced our value and expected more of our advertisers than we should. In the current multimedia mix and growth of small ad agencies, we must present our story clearly and boldly, offering easy to understand and use promotions at prices smaller advertisers can afford.

But the best statement I heard at the circus seminar was the one about maintaining the "quality of life."

The local newspaper is the sounding board of the community sharing balanced ideas from all sides. It is the community cheerleader promoting growth, wise decisions and family values. It is the watchdog, making sure those in authority live up to the standards expected of elected officials. It should have a passion for assuring a "quality of life" for all the people it serves.

What is true about the status of the circus and the community paper is equally true about many small, meaningful enterprises in our city. Many are facing the same threats from the big investors working the internet.

Perhaps some future loss from not being able to obtain goods and services locally will be reversed in the days to come. If so, it will

probably be through the new local partnerships and local community marketing ideas.

But, to me, there will always be a need for the community paper. Too often I have seen when a community loses its newspaper everything else eventually seems to disappear.

We, who care about our industry, need to reinvent how the world sees and uses the newspaper.

**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/MACPA19](http://www.research.net/r/MACPA19)

**CIRCULATION VERIFICATION COUNCIL** OUR DATA SPEAKS VOLUMES

## JB Multimedia, Inc.

Justin Gerena  
P.O. Box 704 | N. Bellmore, NY 11710  
888-592-3212 x710 | 888-592-3212 (main/fax)  
[www.jbmultimedia.net](http://www.jbmultimedia.net)

## Ask-CRM

Robin Smith  
18903 Island Drive | Hagerstown, MD 21742  
301-859-4777 | 301-800-275 | [www.ask-crm.com](http://www.ask-crm.com)

### Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



**Donna Hanbery**  
Direct Dial: 612.340.9350  
Fax: 612.340.9446  
Email: [Hanbery@hncilaw.com](mailto:Hanbery@hncilaw.com)

### Community Advertising System

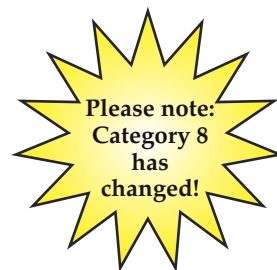
Software that fits your business, your culture and your budget





# AD AND EDITORIAL AWARDS RULES AND CATEGORIES

ENTRIES MUST BE PUBLISHED BETWEEN  
JANUARY 1, 2018 AND DECEMBER 31, 2018



## CONTEST RULES FOR PRINT ENTRIES

---

1. Only regular MACPA members' publications in good standing with current dues paid are eligible to enter.
  2. Entries or ideas that have previously won MACPA awards for your company may not be entered.
  3. Advertising agency or camera-ready advertisements may not be entered.
  4. Choose the category for your entry carefully. Send a FULL-PAGE TEAR SHEET, showing publication name and date of issue. If the item to be judged occupies less than a full sheet, mark or outline the ad/item that you wish to be judged. Complete the appropriate entry label and tape it to the UPPER RIGHT-HAND CORNER of the BACK side of the tear sheet. NO MATTING ACCEPTED!
  5. A brief explanation, if necessary, may be attached to the back of the entry, below the entry label.
  6. Limit of three entries per division of a category for your company. Additional entries will be disqualified. Any ads not showing publication date will be disqualified.
  7. In the event that five or fewer entries are received in any category they will be moved to another appropriate category.
  8. **Entries for Category 11 (Editorial) MUST be submitted electronically as well as a hard copy version. Please submit the files to kasey@gomaava.com. Any entries that are not submitted electronically will be disqualified.**
  9. Mail entries via USPS to MACPA, P.O. Box 408, Hamburg, PA 19526, or via FedEx/UPS MACPA C/O Interlace Communications 10 Zion Church Road, Suite 201, Shoemakersville, PA 19555. All entries become the property of MACPA and are not returnable.
  10. No entries will be accepted at the conference, as judging will be completed in advance.
  11. A \$5 fee for each entry must accompany entries. Please make checks payable to MACPA and mail along with entries
  12. **Deadline: Entries must be postmarked by January 15, 2019.** All entries received afterward will be disqualified.
- 

## ADVERTISING CATEGORIES

---

### ENTRIES WITHIN YOUR PUBLICATION(S)

---

#### 1. General Excellence

Only one entry per company, per division is allowed in this category. Please choose one copy of your publication for each of the quarters listed below for a total of 4. Two divisions based on amount of advertising content - Shoppers Guides are greater than 75% advertising and Community Papers are less than 75% advertising. The third division, Niche Publications, includes publications that are designed for a specific audience.

\*January-March      \*July-September  
\*April-June          \*October-December

**Division 1: Community Papers**

**Division 2: Shoppers Guides**

**Division 3: Niche Publications**

#### 2. Single Ads - Small Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be 1/4 page or less of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

#### 3. Single Ads - Large Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be more than 1/4 page of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

#### 4. Grocery Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

#### 5. Automotive Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

#### 6. Restaurant Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

### ENTRIES PART OF YOUR PUBLICATION(S)

---

#### 7. Free Standing Inserts

Entries in this category must be designed by an on-staff graphic artist. Printing of the insert can be done in-house or outsourced. This category may include grocery flyers, automotive flyers, restaurant flyers, or any promotion or advertisement. May be printed on color stock. Entries will be judged on concept, design, and overall appearance.

**Division 1:** Single Sheet

**Division 2:** Multiple Pages

#### 8. Timely and Themed Sections or Guides

(Fair Days, Moonlight Madness, Sidewalk Sales, Octoberfest, Vacation Guide, Wedding Planners, Home Improvement, etc - includes editorial material)

**Division 1:** Newsprint - within publication

**Division 2:** Newsprint - Pull outs, stand alone,  
multiple pages

**Division 3:** Glossy Medium/Magazine

---

## OTHER

---

### 9. Original Photography

Best original photo or series of photos taken by a member of your own staff.

**Division 1:** Editorial

**Division 2:** Advertising

---

## EDITORIAL

---

### 10. Community Service

Entries included serving the community through news, advertising columns, and/or aiding or promoting community projects. The beneficiary may be an individual, group, or entire community. Please note that this category does not include self-promotion.

**Division 1:** Run as sequential pages of publication.

**Division 2:** Run as separate section or insert.

**ALL ENTRIES FOR CATEGORY 11 MUST BE SUBMITTED ELECTRONICALLY AS WELL AS A HARD COPY VERSION. Any entries not submitted electronically will be disqualified. Please provide a pdf as well as a word document to kasey@gomaava.com. Entries must be labeled by their Category and Division numbers. (Example: A personal column written by the publisher with three entries: Cat11Div1\_Article1)**

### 11. Original Writing

Entries should be original articles written by the publisher or member of your staff and published during the contest period. Syndicated or mat service items are not eligible. Judging is based on originality of content, quality of writing and layout. Please include byline for each entry.

**Division 1:** Personal Column - Submit three different columns by a single writer with different topics.

**Division 2:** Editorial - An opinion article by a writer on a single topic.

**Division 3:** News Story - A newsworthy event concerning a particular item, product, place or thing.

**Division 4:** Feature Story - A human interest story where timeliness is not a factor.

---

## INTERNET

---

### CONTEST RULES FOR INTERNET ENTRIES

1. Website pages will be judged via internet connection.
2. Send a link to your website to kasey@gomaava.com by January 15, 2019.
3. Include the following information with the email:
  - Name of Publication*
  - Website Address*
  - Webmaster name & email address*
  - Special Webpages, Comments for the judges to aid them in experiencing your website.*
4. Please mail the entry form found with the other entry forms along with \$5 for each category entered.

### WEBSITE CATEGORY

#### 12. Site Design

Entries for this category include:

- Attractive Site
- Easy to navigate
- Mobile Friendly
- Provides timeliness of news
- Easy to find advertisements of both classified and display ad
- Online version of publication
- Overall community involvement
- They have a way to feature display advertisers

#### 13. Social Media

Provide a link to your social media accounts showing engagement with your readers and advertisers. Provide a screenshot of a weeks worth of analytics showing engagement on your posts. (Any week in 2018 qualifies.)

#### 14. Email Marketing

Provide up to three email marketing campaigns with a screenshot of the results showing the open rate and click throughs.

**Division 1:** Self Promotion

**Division 2:** Promotion for Advertisers

Good Luck  
to all those who enter!

Category 1...General Excellence

- Division 1 - Community Papers
- Division 2 - Shoppers Guide
- Division 3 - Niche Publications

**1ST QUARTER**  
**JANUARY - MARCH ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.  
USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 2...Single Ad - Small Space

- Division 1 - Black Ink Only
- Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- Division 1 - Community Papers
- Division 2 - Shoppers Guide
- Division 3 - Niche Publications

**2ND QUARTER**  
**APRIL - JUNE ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.  
USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 3...Single Ad - Large Space

- Division 1 - Black Ink Only
- Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- Division 1 - Community Papers
- Division 2 - Shoppers Guide
- Division 3 - Niche Publications

**3RD QUARTER**  
**JULY - SEPTEMBER ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.  
USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 3...Single Ad - Large Space

- Division 1 - Black Ink Only
- Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- Division 1 - Community Papers
- Division 2 - Shoppers Guide
- Division 3 - Niche Publications

**4TH QUARTER**  
**OCTOBER - DECEMBER ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.  
USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 4...Grocery Ads

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 2...Single Ad - Small Space

- Division 1 - Black Ink Only
- Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 5...Automotive Ads

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 6...Restaurant Ads

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 8...Timely and Themed  
Sections or Guides

\_\_ Division 1 - Newsprint - within publication

\_\_ Division 2 - Newsprint - Pull out, stand alone,  
multiple pages

\_\_ Division 3 - Glossy Medium/Magazine

Company \_\_\_\_\_

Business in Insert \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 7...Free Standing Inserts

\_\_ Division 1 - Single Sheet

\_\_ Division 2 - Multiple Pages

Company \_\_\_\_\_

Business in Insert \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 9...Original Photography

\_\_ Division 1 - Editorial

\_\_ Division 2 - Advertising

Company \_\_\_\_\_

Photographer \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 7...Free Standing Inserts

\_\_ Division 1 - Single Sheet

\_\_ Division 2 - Multiple Pages

Company \_\_\_\_\_

Business in Insert \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 9...Original Photography

\_\_ Division 1 - Editorial

\_\_ Division 2 - Advertising

Company \_\_\_\_\_

Photographer \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 8...Timely and Themed  
Sections or Guides

\_\_ Division 1 - Newsprint - within publication

\_\_ Division 2 - Newsprint - Pull out, stand alone,  
multiple pages

\_\_ Division 3 - Glossy Medium/Magazine

Company \_\_\_\_\_

Business in Insert \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 10...Community Service

\_\_ Division 1 - Promotion run in sequential pages  
of publication.

\_\_ Division 2 - Promotion run in separate section

Company \_\_\_\_\_

Writer \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 8...Timely and Themed  
Sections or Guides

\_\_ Division 1 - Newsprint - within publication

\_\_ Division 2 - Newsprint - Pull out, stand alone,  
multiple pages

\_\_ Division 3 - Glossy Medium/Magazine

Company \_\_\_\_\_

Business in Insert \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 10...Community Service

\_\_ Division 1 - Promotion run in sequential pages  
of publication.

\_\_ Division 2 - Promotion run in separate section

Company \_\_\_\_\_

Writer \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 11...Original Writing  
\_\_ Division 1 - Personal Column  
\_\_ Division 2 - Editorial  
\_\_ Division 3 - News Story  
\_\_ Division 4 - Feature Story

Company \_\_\_\_\_  
Writer \_\_\_\_\_  
Data Entry Published \_\_\_\_\_

Internet Entries  
\_\_ Category 12 - Site Design

Company \_\_\_\_\_  
Website \_\_\_\_\_  
Webmaster \_\_\_\_\_

Category 11...Original Writing  
\_\_ Division 1 - Personal Column  
\_\_ Division 2 - Editorial  
\_\_ Division 3 - News Story  
\_\_ Division 4 - Feature Story

Company \_\_\_\_\_  
Writer \_\_\_\_\_  
Data Entry Published \_\_\_\_\_

Internet Entries  
\_\_ Category 13 - Social Media

Company \_\_\_\_\_  
Website \_\_\_\_\_  
Webmaster \_\_\_\_\_

Category 11...Original Writing  
\_\_ Division 1 - Personal Column  
\_\_ Division 2 - Editorial  
\_\_ Division 3 - News Story  
\_\_ Division 4 - Feature Story

Company \_\_\_\_\_  
Writer \_\_\_\_\_  
Data Entry Published \_\_\_\_\_

Internet Entries  
Category 14 - Email Marketing  
\_\_ Division 1 - Self Promotion  
\_\_ Division 2 - Promotion for Advertisers

Company \_\_\_\_\_  
Website \_\_\_\_\_  
Webmaster \_\_\_\_\_

Category 11...Original Writing  
\_\_ Division 1 - Personal Column  
\_\_ Division 2 - Editorial  
\_\_ Division 3 - News Story  
\_\_ Division 4 - Feature Story

Company \_\_\_\_\_  
Writer \_\_\_\_\_  
Data Entry Published \_\_\_\_\_

Internet Entries  
Category 14 - Email Marketing  
\_\_ Division 1 - Self Promotion  
\_\_ Division 2 - Promotion for Advertisers

Company \_\_\_\_\_  
Website \_\_\_\_\_  
Webmaster \_\_\_\_\_

Category \_\_\_\_\_  
Division \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Category \_\_\_\_\_  
Division \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_