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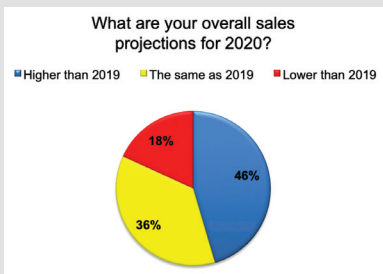
INK features:



13 | KEYNOTE SPEAKER ANNOUNCED



15 | IMPORTANT NEWS FROM HQ



16 | THE SURVEY SAYS...

INK departments:

- 4 | AFCP DIRECTORS
- 6 | DIRECTOR'S POINT OF VIEW
- 8 | MEMBER PROFILE: COLORADO COMMUNITY MEDIA
- 9 | ASSOCIATE MEMBER PROFILE: TOWNNEWS
- 10 | CONFERENCE COMMITTEE UPDATE
- 11 | CONFERENCE UPDATE: CREATIVE LEADERSHIP
- 12 | CONFERENCE UPDATE: SURVIVOR CHALLENGE
- 14 | ASSOCIATION CONTACT INFORMATION
- 19 | THE LEADERSHIP INSTITUTE
- 21 | PEOPLE IN THE SPOTLIGHT: BOB WOODWARD
- 23 | RISING STARS
- 24 | SALES TALK BY BOB BERTING
- 25 | ASSOCIATION UPDATES
- 26 | ON THE HORIZON
- 27 | GRAPEVINE
- 28 | BUSINESS AND SERVICE DIRECTORY
- 30 | CLASSIFIEDS

COMING
next
month

The February INK will provide details of our 2020 Annual Conference – what you can expect to find in Orlando and what you can bring back that will be critical in planning your survival in this challenging media environment. As always, INK will keep you up to date on the events, people and opportunities in the community publication industry.

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

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.

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Cover Photo:
Holly Hoffman



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LOREN COLBURN
EXECUTIVE DIRECTOR

Reflections and Visions

IT'S AMAZING JUST HOW FAST ANOTHER year heads for completion and we begin to prepare for the next. It actually seems like only yesterday we were making plans for what to include as our objectives for 2019. Only now can we take the liberty to look back and assess if we actually made any progress.

One of our initiatives each year is to provide some formal recognition for the individuals who are truly the difference makers in this industry. As I reflect on 2019, I have to say this was an amazing year for that initiative. To see someone who has contributed so much, for so long to this industry and its associations, like Steve Harrison, receives the AFCP Publisher of the Year Award – **OUTSTANDING!** To see a person who has dedicated their career to servicing the needs for our many publishing members at the most unselfish level, like Lou Ann Sornson, receive the Craig S. McMullin Distinguished Service Award – **AMAZING.** And to see the unselfish volunteerism that allows an individual to drive so many of the industry accomplishments, like Barb Powers, receive the Gladys Van Drie Volunteer Award – **AWESOME.** By any standard, that puts 2019 right up there with the best of years.

Or how about our Las Vegas Conference where we work and plan so hard to provide an opportunity for our members to network, learn and share ideas with one another? Several hundred industry professionals gathered at the exciting Golden Nugget in April for three days of intense exchanges, money making ideas, educational opportunities and yes, loads of fun for those willing to participate. The follow-up surveys all indicated it was an outstanding success, culinary win and networking extravaganza!

As if that wasn't enough to make this

a super successful year, the discussions initiated this summer to have the Association of Free Community Publications (AFCP) and the Independent Free Papers of America (IFPA) begin to look for areas to join forces to the betterment of the industry as a whole – **PRICELESS.** This historic consensus to seek opportunities to capitalize on the strengths and efficiencies of combined efforts as a means to the benefit all community publications could not have come at a better time.

As the media world continues to evolve in 2020, it can only improve our member's market position to be represented by a unified voice, shared vision and consolidated efforts to strengthen the profitability of the industry participants. Competition continues to come at us from a growing number of media participants, coming from all directions. By promoting our unparalleled ability to produce results for advertisers as well as provide valued information for our readers, we will certainly be better served with a louder voice on the national stage.

All of this really sets the industry up to make 2020 a year to be remembered for a very long time! Packed with the potential provided by maximizing our new "strength in numbers" opportunity – I believe the sky is the limit as to what we can accomplish. The realist in me says this won't be an easy process, but isn't that always the case with things of great value.

So full steam ahead into 2020! If we keep an open mind, a focused objective and a willing spirit, 2020 may be the year that publishers talk about for years to come and that media buyers exclaim – "If it's **FREE**, buy it!" **INK**

2020 BEST OF THE BEST AWARDS



**REWARD YOUR CUSTOMERS
REWARD YOUR STAFF
REWARD YOURSELF!**

Enter AFCP's 2020 Best of the Best Publication Awards contest and show the rest of the world your best work. Use your winning entries to promote your staff, your advertisers and your national award winning publication! **MARK YOUR CALENDARS!** Entries must be postmarked by January 24, 2020. Forms are available for download from the AFCP website www.afcp.org or email the AFCP staff at afcpoffice@afcp.org for more information.

Getting to know Colorado Community Media

BETWEEN ITS PRINT PUBLICATIONS and its digital channels, Colorado Community Media (CCM), the largest family-owned community newspaper group in the Rocky Mountain area, reaches more than 300,000 readers in and around Metropolitan Denver, which was recently named the “Best Place to Live in America” by U.S. News & World Report.

Publisher Jerry Healey formed CCM in 2012 when he purchased existing papers from three different ownership groups. The 153-year-old Golden Transcript is the oldest newspaper in the group, but CCM also boasts five other papers that have been in continuous publication for more than 100 years.

Each of CCM’s 18 hyper-local community newspapers is uniquely designed for its particular community, with issues important to residents, local events and community programs covered by reporters who intimately understand the communities they cover. “Our primary purpose is to connect people with businesses, government and other people,” Healey said. “To do that well, we inform and also serve as watchdogs. But it can’t stop there. We need to help build our communities by helping other institutions do their jobs well.”

CCM has a weekly circulation of 132,000 community newspapers that reach a market with an average household income that is 85% higher than the U.S. average, with 94% of those readers owning their own home and 75% having at least a four-year degree, according to a readership study. Over 72,000 of those households are located in Douglas County, the eighth wealthiest county in the country and home to the corporate headquarters of seven of the nine Colorado Fortune 500 companies.

The readership study further showed that 83% of CCM’s readers buy products or services from the advertisers, and they spend 66% more time reading their newspapers than the average U.S. citizen. Possibly because of their desire for local news, rarely covered in the large dailies, only about 1/3 of CCM’s avid readers also read the major metro daily newspaper.

Two additional monthly community newspapers with a total circulation of 38,000 are home-delivered to trendy downtown Denver neighborhoods, while the website traffic brings the total readership to more than 300,000.



CCM Publisher Jerry Healey

This affluent readership demographic is highly sought after by advertisers and CCM stands ready to connect buyers and sellers with its trademarked Maximize Your Impact™ advertising program, a unique combination of local community knowledge and the latest technologies for precision-targeted marketing based on the advertiser’s budget and goals. With over 30 advertising and marketing tools available to draw from, including print, digital and custom solutions, CCM’s national digital marketing team can assist an advertiser in choosing the right marketing mix to achieve the best overall results.

Healey attributes CCM’s success to its dedicated and talented employees who are committed to the journalistic mission. “We are super lean but still put out high quality newspapers,” he said. “I try to keep everyone informed with annual offsite meetings. A small group of employees volunteer to be on Team CCM. They put out a company newsletter and plan fun activities like a board with employee baby pictures with a prize for the winner who guesses the most correctly, a bus tour to our printing plant to see one of our papers being printed, lunch barbecues and quarterly birthday celebrations with prizes for ‘people doing the right thing.’ All the art on the walls are canvas prints of actual photos from one of our newspapers. Employees and guests love seeing these.”

Healey also invests in constant training. “The sales selling process is much more complex with the advent of digital advertising solutions,” he said. “Several years ago we embarked on an integrated marketing approach – one rep, one bill, one integrated solution. This approach requires constant training to keep the reps up to speed. To accomplish this better in 2020, we are interviewing different trainers and are evaluating both recorded and live training options.”

Healey is proud of the personal connection CCM has developed with its readers, which gives its advertisers immediate credibility and value. He feels that building stronger communities and improving readers’ lives is important, so CCM is actively engaged in supporting local community organizations, organizing forums around important issues such as mental health, and participating in and promoting election debates and other events that bring people together. **INK**



Build your PRINT, MOBILE & DIGITAL footprint with TownNews

YES, IT IS POSSIBLE FOR LOCAL PRINT MEDIA organizations to thrive in the digital age. All they need are the right services. That's where AFCP Associate Member TownNews can help.

The powerful, easy-to-use tools in the TownNews' innovative platform fully integrate editorial, marketplace, and community content, helping you grow your bottom line by reaching your audience across the entire print and digital spectrum.

It doesn't matter whether your workflow is print-first or digital-first, the BLOX Total CMS can be set up to accommodate it. BLOX Total CMS is fully integrated with Adobe InDesign, so you can simultaneously build your print, web and mobile editions with the superior InDesign page layout software that your staff is already familiar with. The centralized layout and pagination can accommodate geographically dispersed publications.

The BLOX Total CMS platform can be either appliance-based or Cloud-based, depending on your preference. Either way, TownNews offers 24/7 support after installation. Typical installations of BLOX Total CMS include a week of onsite training by a team with a background in newspaper and media, so you can be assured that your workflow priorities are met.

BLOX CMS offers customizable website design options that are easily tweaked after launch with built-in, drag-and-drop visual design tools. The management of large volumes of articles, images, videos, PDF files, polls, audio files and more is all done in one location within BLOX CMS, and is easily searchable by date range, author, section and more. You even have the option to save search criteria for queries that you run often.

New content can quickly be posted to social media directly from BLOX CMS, and the BLOX Go interface allows posting and editing directly from your tablet or smartphone.

A wide variety of website add-ons are available to meet virtually any need. BLOX Classifieds offers a high-performance classified ad marketplace, while BLOX Wheels and BLOX Real Estate add vertical marketplaces to match auto and home buyers and sellers. Accept classified ads 24/7 with the user-friendly, self-serve BLOX Ad-Owl.

Create a high-traffic guide to area businesses with BLOX Business Directory. Connect your site's banner ads, calendar events and classified ads, and generate revenue with advertorial upsells. Simultaneously keep in touch with your readers while serving your advertisers and driving traffic to your site with BLOX Email Reach, and generate additional revenue by offering the advertisers in your Business Directory the opportunity to promote their own products and services.

Generate more revenue by making it easy for readers to purchase high-quality photo prints directly from your site with BLOX Photo Sales. These reprints are not limited to just ink-on-paper prints, but can be placed on a multitude of products such as canvas wraps, mugs, magnets and more, with new products being added often.

TownNews equips local media organizations with the digital services and guidance to transform their business models and flourish in the digital age. Their tools and expertise in digital, video, print, OTT, and advertising

enable forward-thinking media companies to efficiently engage their audiences, increase security, and grow revenue.

Over 2,000 newspaper, broadcast, magazine and web-native news organizations have already benefited from tools built specifically for the media industry. To see how TownNews BLOX CMS can help your publication, contact Roger Lee at rlee@townnews.com or 952-368-1959. **INK**



2020 Conference Preview

by Greg Bruns, 2020 Conference Committee Chair



Greg Bruns

This year we are trimming everything down to two days. It will allow you to shorten your time out of the office and maybe tack on a weekend in the theme park capital of the world. Make the commitment now to come to conference!

ON BEHALF OF THE AFCP AND FMA Boards of Directors and staffs, it is my privilege to invite you to the 2020 Joint Conference and Trade Show in sunny Orlando, Florida. This annual event brings together the best and the brightest in the free publications industry and it has the potential to be one of the most valuable and rewarding benefits of membership.

AFCP is celebrating 70 years and the success of our organization is only possible with the success of our members. Whether you come home with one new revenue-generating idea that puts more money in the bank, or a best-practices idea that saves the ultimate currency of time, the end result is the same: coming to conference is worth it.

This year we are trimming everything down to two days, wrapping it up on Friday evening. This enables us to focus on the elements that make this event the best in our industry. This only takes out half of a day (the Saturday morning many people skip), and it will allow you to shorten your time out of the office and maybe tack on a weekend in the theme park capital of the world.

For a conference or a vacation (or both), the Westgate Lakes Resort & Spa in Orlando is right where you want to be. There is no other place in the U.S. where you can be within a 10-minute (free) shuttle ride to so many theme parks and attractions. The rates are affordable at only \$89 a night for a room that is almost 500 square feet and includes a kitchenette.

The 2020 Conference Trade Show is the largest of its kind for our industry. A variety of vendors will offer products and services that span a myriad of issues that are integral to our

business. They are there to educate and help solve problems and create opportunities that are specific to the free publication industry.

There are educational and networking opportunities galore at conference and those who take advantage can reap the rewards. From the roundtables to the TLI classes to a night on the beach on our own private island on the hotel property, this entire conference is designed from the ground-up with our members in mind.

Here are some of the highlights:

- Holly Hoffman – Keynote Speaker and “Survivor” Finalist
- “Idea Exchange” – a Survivor-Style Contest
- Hands-on Management Certificate Program
- The Leadership Institute (TLI) Courses
- Networking with some of the most successful people in community publishing.
- The largest tradeshow in our industry.
- Best of the Best Awards 2020
- Island Beach Party - Dinner and entertainment on Thursday night.
- Located in “The City Beautiful” Orlando, a visitor’s paradise.

On behalf of the Conference Committee, I would like to personally invite you to join us in Orlando. This invitation includes my assurance that we will do everything within our power to make this conference an enjoyable and profitable experience so you get a worthwhile return on your investment. There’s always fun to be had, and more importantly, so much to learn from one another. Make the commitment now to come to conference and help yourself and your team survive and thrive in 2020. **INK**

Creative Leadership Workshop

AS A PART OF OUR CAE

Certification process, this year AFCP will be offering the Management Certificate Program as a six-hour session on Wednesday, April 22, 2020. This is the day preceding the annual conference kickoff at Westgate Lakes Resort & Spa in Orlando so that attendees will be free to participate in their choice of all the activities and programs that will be packed into this year's two-day conference program on Thursday (4/23) and Friday (4/24).

The topic being offered this year is Creative Leadership and the session will be presented by Fred Pryor Seminars / CareerTrack. In addition to receiving a TLI certificate for completing this session, participants will also get credit toward one of three sessions required to advance their AAE Certification to a CAE Certification.

The ultimate question is... "Is this course for you?" If you are looking for a training experience that's enriching, fun, fast-paced, innovative and jam-packed with ideas, tips and strategies you haven't heard before, don't miss this program! It's designed specifi-

cally for people who are ready to commit to developing others and raising organization productivity to a higher level, ready to restore energy and enthusiasm to their workplace and ready to champion an environment of creativity and collaboration.

**Special Session
Wednesday,
April 22, 2020.
Only 35 slots
available!**


This session is perfect for anyone who is looking to refine their ability to:

- Motivate and re-energize their team by developing an environment of creativity and collaboration.
- Create a team environment that's supportive, productive and fun.
- Strengthen morale and keep employees satisfied.

- Inspire their people to reach – and exceed – their potential.
- Gain more credibility and respect from their coworkers, colleagues and employees.
- Discover the secrets to a foolproof reward system.
- Eliminate negativity, lackluster work and poor attitudes from their team.

Leadership isn't something you check at the door when you leave the office. It's a state of mind, a way of living your life and a part of who you are as a person. This workshop will help you set the stage for lifelong leadership effectiveness and give you the strategies and techniques to transform yourself into an effective, compassionate and influential leader.

This session will be limited to the first 35 people who register, so don't delay and miss this exciting opportunity to achieve leadership excellence! The registration fee is only \$90, which will cover all training materials, refreshments and related course costs.

To register, just include this session when you complete your conference registration at www.afcp.org. 

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IDEA EXCHANGE

takes another new turn!

IF YOU HAVE EVER WATCHED THE EXCITEMENT of the Survivor television series, you are going to love watching our contestants battle it out presenting their money-making ideas! The stakes are high for the presenters who will compete to become the "sole survivor" in this annual attendee favorite and newest version of the three-minute idea exchange.

Contestants will present their publishing idea to the audience on hand in an effort to sway them for their votes as the best idea presented. Once the ideas have all been presented, the audience will do a live phone vote to determine who will be voted off the island, leaving three finalists to remain in the survivor challenge. The audience will then vote again to determine which finalist idea will get the \$500 first place "sole survivor" designation, as well as the \$250 second place and \$100 third place prizes.

The fun and entertainment of this event are sure to

be a conference highlight! But the true opportunity will

be the value of the ideas presented as a resource for attendees. This will give them the perfect opportunity to take home a revenue generating idea or an operational improvement that will have the potential to cover far more than the cost of attending. This event is one you absolutely must experience!

Entry forms for potential presentation ideas must be completed and submitted by February 14, 2020 in order to be considered as there are a limited number of presentation spots available. Don't delay – forms are available on the AFCP web page at www.afcp.org. **INK**

ENTER NOW TO CASH IN ON YOUR IDEA!

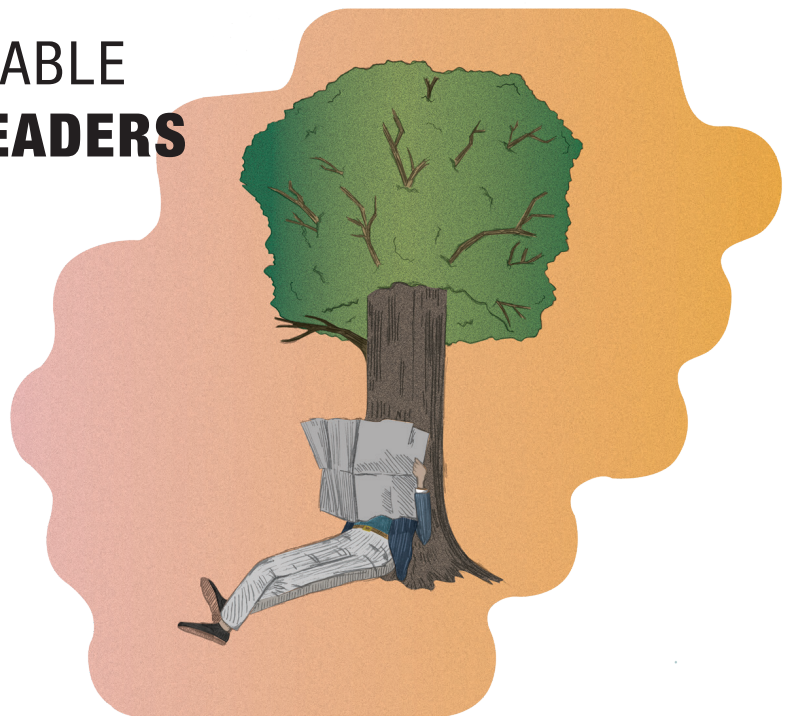


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Introducing the 2020 **KEYNOTE** Speaker: **Holly Hoffman**

HOLLY HOFFMAN WAS THE LAST REMAINING member of the Espada Tribe and the last woman standing on Season 21 of CBS's hit reality show "Survivor Nicaragua". Through that experience and others throughout her life, Holly was inspired to share her message of survival.

A professional motivational speaker and the author of *Your Winner Within* and *Write Yourself a Note*, Holly acknowledges that life is made up of challenges and we are often faced with situations that seem insurmountable. But within each of us is an ability to focus our thoughts, emotions, and energy to succeed—if only we have the knowledge, tools, and discipline to do so.

"As we survive life's challenges, we come face to face with fear and uncertainty," she said. "Challenges may allow us to step out of our comfort zone and push ourselves above and beyond our own self-limitations. It is how we choose to overcome challenges that make us who we are. It is our strength in times of difficulty that prove our character and self worth."

Holly's writing and speaking offer not only encouragement and optimism but also a roadmap for self-discovery and spiritual enlightenment. Readers and audience members alike walk away inspired to light the fire of successful living within themselves by focusing on faith, attitude, determination, confidence, desire and perseverance.

"As I share my experience of being on a reality show, I encourage you to think about how you decide to survive on a daily basis," she said. "I will encourage you to think about six words to develop your survival skills. With my six simple words, you can take on any challenge you are faced with. Adversity is not so much contending with problems as it is learning more about who you really are and what is inside of you. Join me and explore what your true survival skills are."

A member of the National Speaker's Association and a recipient of the Certified Speaking Professional™ designation, Holly travels throughout the United States and internationally, speaking to a wide variety of corporations, associations, universities, schools and women's organizations.



Holly Hoffman was the last woman standing on Season 21 of the CBS hit reality show "Survivor Nicaragua".

A South Dakota native and lifelong resident of America's heartland, Holly is the mother of three adult children and grandmother to five. **INK**

@HollyHoffmanS21

HollyHoffman.com

"Nobody can go back and start a new beginning, but anyone can start today and make a new ending."

— Marie Robison



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Kelly Coy

PNAWAN

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509-455-7940 – FAX
ads@pnawan.org
www.RegionalAds.org
www.PNAWAN.org
Kylah Strohte

SAPA

Southeastern Advertising Publishers Association
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104 Westland Drive
Columbia, TN 38401
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888-450-8329 – FAX
info@sapatoday.com
www.sapatoday.com
Douglas Fry

| state

CPM

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East Lansing, MI 48823
800-783-0267
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517-242-0203 – Cell
517-333-3322 – FAX
jackguza@cpapersmi.com
mifreads.com
Jack Guza

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P.O. Box 773840
Ocala, FL 34477-3840
352-237-3409
352-347-3384 – FAX
FMAclassifieds@aol.com
FloridaMediaAssociation.org
Barbara Holmes

WCP

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920-922-0861 – FAX
janderson@wisad.com
wisad.com
Janelle Anderson (ext. 108)

Important News from the AFCP Office

by Loren Colburn and Cassey Recore

THERE ARE ALWAYS A TON OF THINGS GOING on at this time of year for our members to pay close attention to. One of the most important is beginning the preparations for our annual meeting to be held in Orlando at the annual conference. Member involvement is the cornerstone to making sure the association has the involvement, focus and direction to ensure a strong future for the members and the community publication industry.

Here are several things that require your attention:

BOARD MEMBER NOMINATIONS:

If any of the AFCP members in good standing are interested in running for one of the At-Large seats on the board of directors, please contact Loren Colburn at the AFCP office for a copy of the current job description and details on what we would need in order for you to be included on the upcoming 2020 ballot.

PUBLISHER OF THE YEAR NOMINATIONS:

The Publisher of the Year Award seeks to recognize an individual who has, throughout 2019, invested their time and talents toward both the growth and community involvement of their publications. In a media environment that has been challenging to say the least, it is important to recognize and celebrate those individuals who have continued to excel in their efforts by investing their time, talents and resources to improving their companies and the communities they service. By doing so, they demonstrate the best that our industry has to offer.

To see the list of prior winners and to nominate an individual, download the nomination form on the

right side of the AFCP home page at www.afcp.org and submit it to the AFCP office no later than March 2, 2020.

CRAIG McMULLIN DISTINGUISHED SERVICE AWARD NOMINATIONS:

The Craig S. McMullin Distinguished Service Award recognizes the contributions of an individual who has dedicated significant efforts and commitment over a number of years to advance the free publication industry. These are individuals who

tirelessly work toward building and promoting the free community publication industry and whose efforts we all have been able to benefit from, often without reward or recognition for their dedicated service.

To see the list of prior winners and to nominate an individual, download the nomination form on the right side of the AFCP home page at www.afcp.org and submit

it to the AFCP office no later than March 2, 2020.

BEST OF THE BEST PUBLICATION AWARDS:

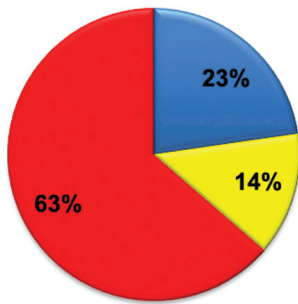
It's time to begin preparations to get your staff and publications the recognition they deserve. These annual awards provide an opportunity to showcase your graphic, writing, photography and design skills and creativity. The broad spectrum of categories provides for newspaper, magazine, shopper, special section, individual ads and websites to be judged for recognition as some of the Best of the Best the industry has to offer. With over 300 awards to be presented, your invaluable national recognition may be only an award entry away! **INK**



The Survey Says...

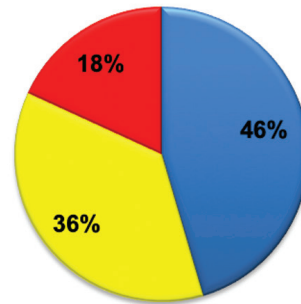
Are your overall sales for 2019 as compared to 2018...

Higher than 2018 The same as 2018 Lower than 2018



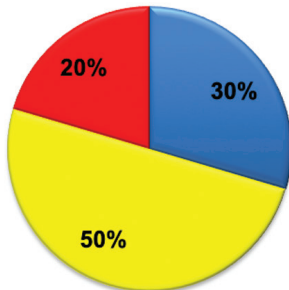
What are your overall sales projections for 2020?

Higher than 2019 The same as 2019 Lower than 2019



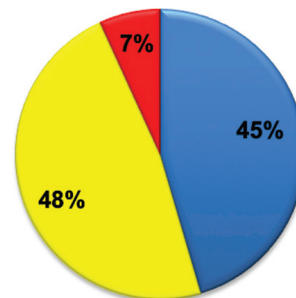
Are your digital product sales for 2019 as compared to 2018...

Higher than 2018 The same as 2018 Lower than 2018



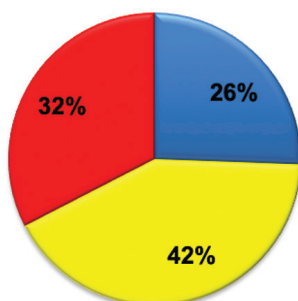
What are your digital sales projections for 2020?

Higher than 2019 The same as 2019 Lower than 2019



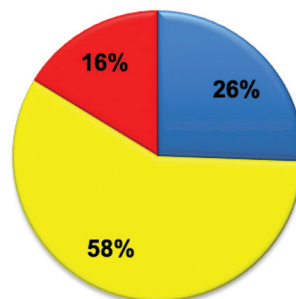
Are your insert sales in 2019 compared to 2018...

Higher than 2018 The same as 2018 Lower than 2018



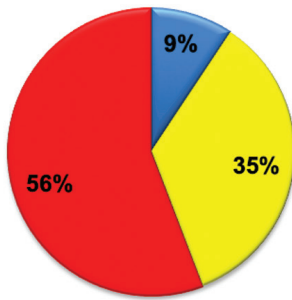
What are your insert sales projections for 2020?

Higher than 2019 The same as 2019 Lower than 2019



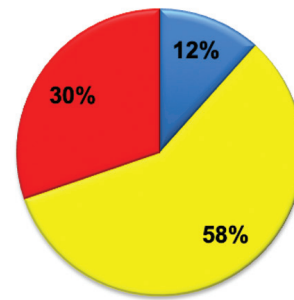
Are your classified ad sales for 2019 as compared to 2018...?

■ Higher than 2018 ■ The same as 2018 ■ Lower than 2018



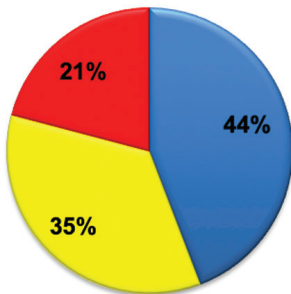
What are your classified ad sales projections for 2020?

■ Higher than 2019 ■ The same as 2019 ■ Lower than 2019



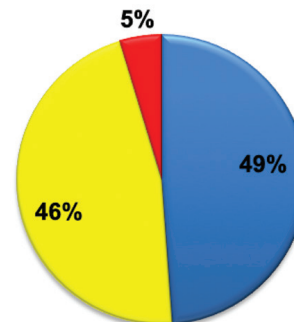
Are your special promotion sales for 2019 as compared to 2018...?

■ Higher than 2018 ■ The same as 2018 ■ Lower than 2018



What are your special promotion sales projections for 2020?

■ Higher than 2019 ■ The same as 2019 ■ Lower than 2019



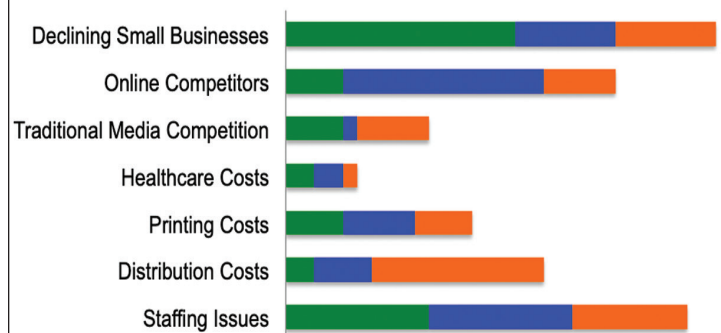
What do you see as your 3 largest opportunities in 2020?

■ Largest ■ 2nd Largest ■ 3rd Largest



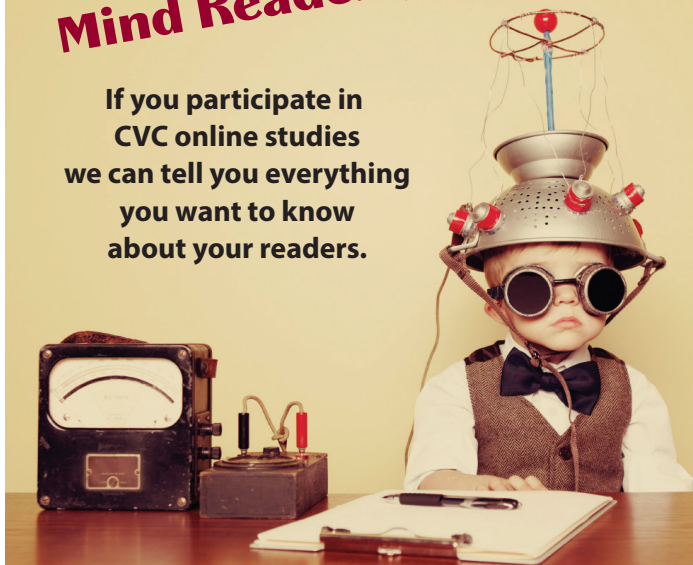
What do you see as your 3 largest challenges in 2020?

■ Largest ■ 2nd Largest ■ 3rd Largest



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- JEWELRY & WATCHES



Contact Cassey Recore in the AFCP office:
cassey@afcp.org or call 1-877-203-2327

All proceeds from the silent auction go to the Bill Welsh
Foundation to help provide scholarships for Rising Stars
to attend the AFCP annual conference.

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, 2,265 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 13,841 class credits in 87 different course curriculums. A total of 124 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

"Make yourself worth knowing."

– Fiorello LaGuardia

SOMEONE ONCE TOLD ME THAT THERE ARE TWO KINDS of people—faucets and drains. Faucets are the people who flow with positive energy and valuable information. Every time we encounter them we come away with our emotions recharged and knowing something we didn't know before.


Drains are just the opposite. As the name implies, when we meet this type of person, we feel "drained." When we spend time with "drains," we come away from the encounter emotionally exhausted and none the better for the time we've spent with them.

Faucets are "glass half full" people, they have an infectious positive outlook on life. They enjoy life and want to share its many pleasures with others. Faucets enjoy helping others and sharing what they know. They radiate an energy that is immediately apparent and makes people want to spend time with them. This energy manifests itself in everything they do. It shows in how they move, in their posture, in their words and especially in their smile.

Drains tend to be pessimistic. They expect the worst and dread what is waiting around the corner for them. They are wrapped up in themselves and in their misery. Their body language, words and actions broadcasts this glum outlook on life. When they smile it seems forced and false.

The best salespeople and leaders are invariably faucets. Their open attitude toward life allows them to see opportunities that others miss. Their love affair with life means that they enjoy learning new things and sharing what they have learned. This makes them a resource for their coworkers, their customers and their prospects. Others quickly realize that faucets have something to offer them, that they will bet-ter for investing a little time with them.

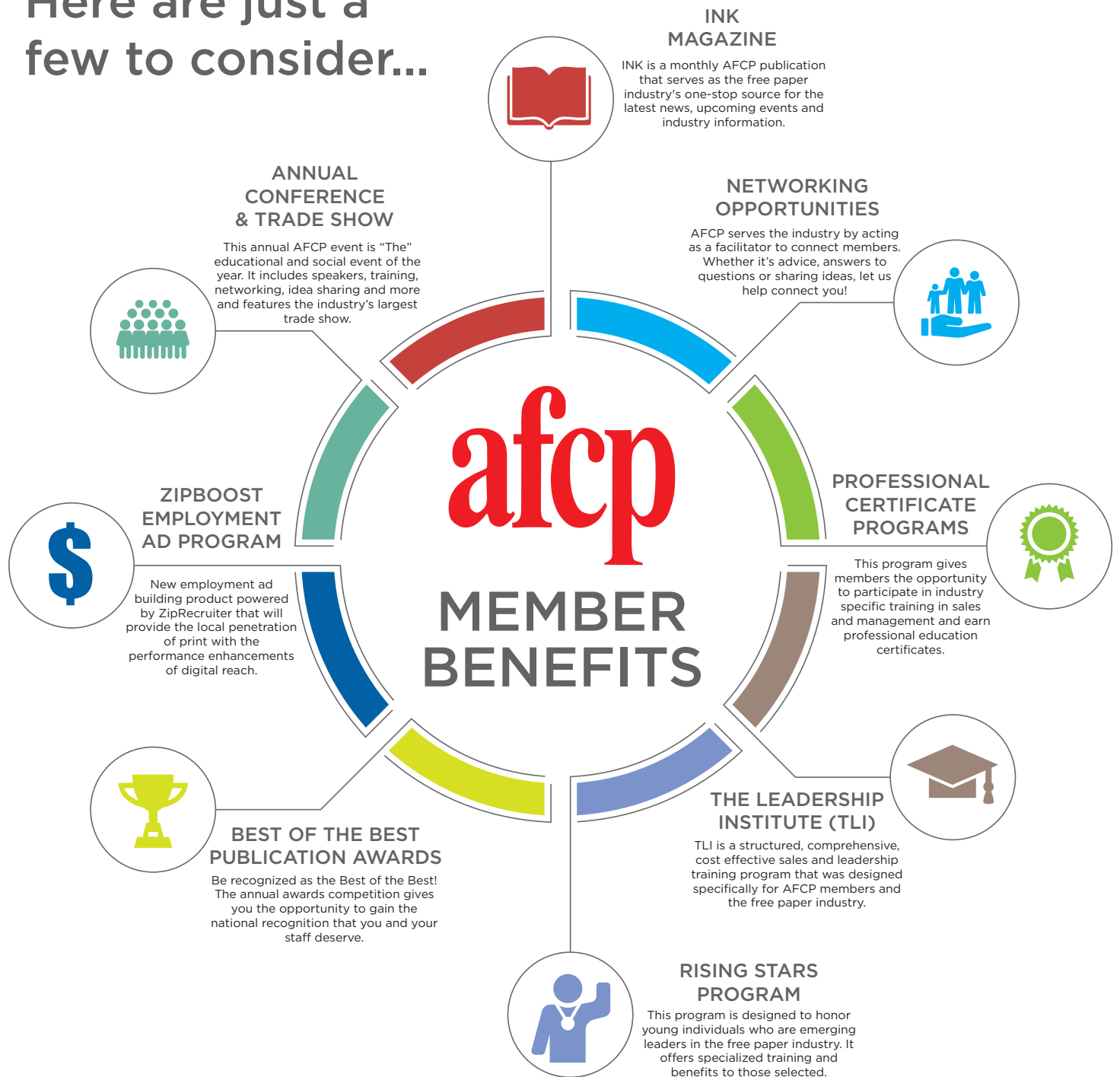
I worked with a salesperson who was a perfect "faucet." She literally "bounced" into a prospect's business expecting a good reception. When met with a "not interested" response she smiled and said, "No problem, not everybody needs my product, but you've been so nice, I'd like to share some information on the market that I think you'll find interesting." The prospect could sense her enthusiasm and her genuine interest in his/her business. They usually agreed to listen to the information, which frequently led to a discussion of their needs and often to a sale.

This sales person had taken Mayor LaGuardia's advice to heart. She had made herself into someone "worth knowing." 



Are you taking full advantage of all your member benefits?

Here are just a few to consider...



To get your publications on the growth track, call the AFCP office about becoming a member today.

Association of Free Community Publications

877-203-2327

Spotlight on Bob Woodward

DUBUQUE, IOWA-BASED

Woodward Communications, Inc. recently announced a change in executive leadership within its Woodward Community Media division.


Bob Woodward was chosen to lead the division. Bob served as the interim publisher and general manager of the division while the company conducted a search for a new leader.

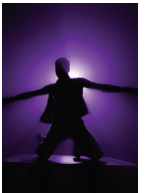
The Woodward Community Media division consists of the Telegraph Herald (and its related print, digital, and event products and services, collectively called TH Media), 12 weekly community newspapers and seven weekly shopper products in northeast Iowa and southwest Wisconsin; and Woodward Printing Services, located in Platteville, Wisconsin.

"For the past several years, Bob has been working closely with our Woodward Community Media division team to help evolve our product and service mix in order to continue to provide value to our customers and communities," said WCI CEO/President Tom Woodward. "Additionally, Bob's leadership role in acquiring the Manchester Press, the Anamosa Journal-Eureka and the Eastern Iowa Media Group cluster; his passion and excitement for the industry and his community involvement were all reasons why Bob was selected to lead the division."

Prior to this interim role, Bob served as WCI's Vice president of Strategic Planning and Business Development since 2013.

"I'm excited for the opportunity to work with and help lead a great team of employee owners at Woodward Community Media," Bob Woodward said. "We will continue to build upon our core competencies of community and customer knowledge and relationships to generate and provide quality content, experiences and results for our customers and the communities we serve."

Woodward Communications, Inc., which is employee-owned, has approximately 500 employee owners. It also operates a business-to-business advertising agency based in Des Moines, Iowa, a six-station radio cluster based in Appleton, Wisconsin, and niche trade publications based in Dubuque, Iowa. 



Joint conference with AFCP & FMA (Florida Media Association)
Westgate Lakes Resort & Spa in Orlando, FL

Design Contest

FOR THE BACK OF THIS YEAR'S Conference Shirt!

Deadline: February, 21 2020

Send questions or design entries to Cassey
CASSEY@AFCP.ORG

Your design must reference the AFCP 2020 Annual Conference and Trade Show in Orlando. The conference logo does not have to be used in the design. The shirt color will be teal. No more than 4 spot colors can be used.

SAVE THE DATES FOR ORLANDO!

APRIL 23 - 24, 2020

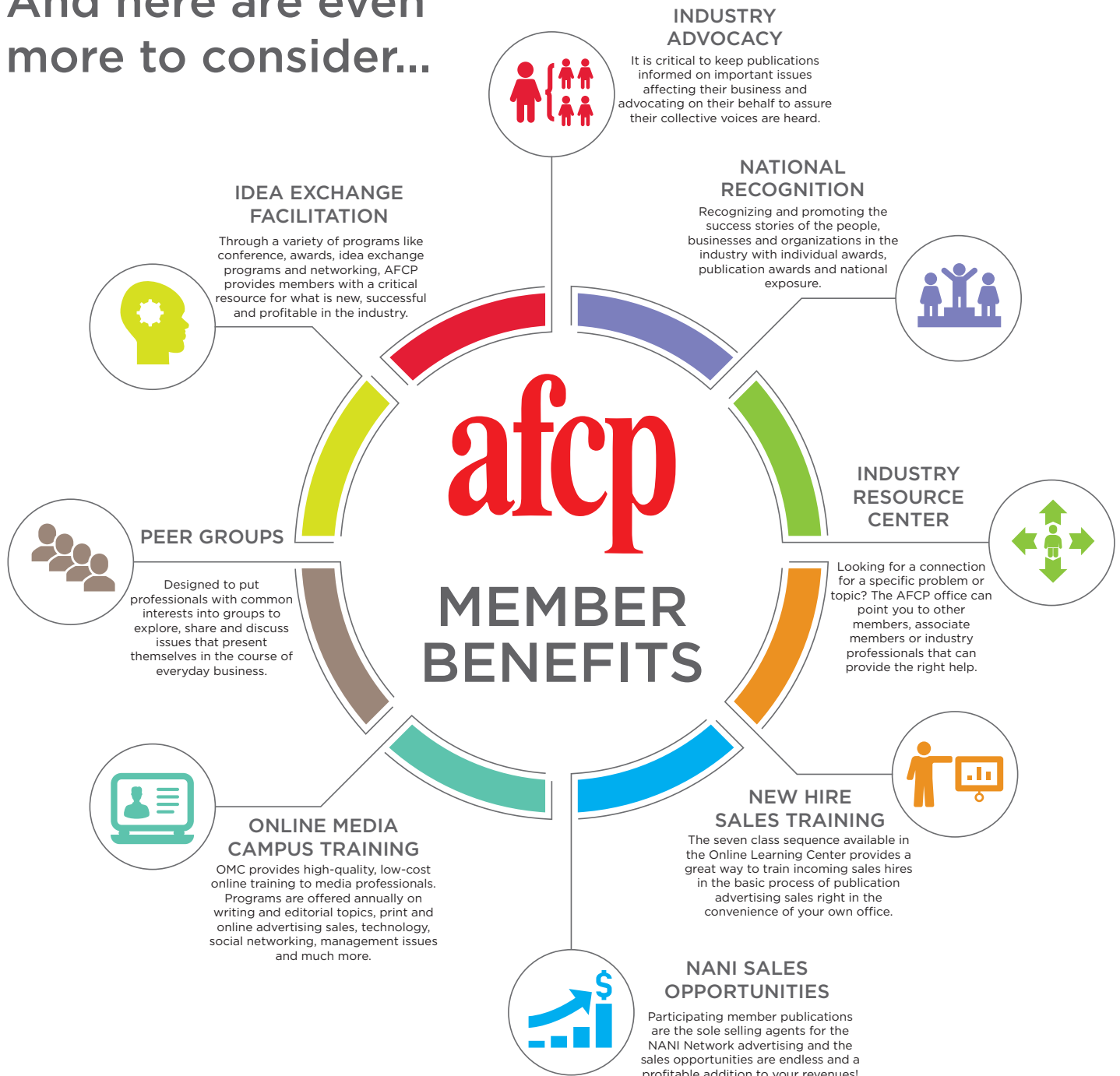


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Again we ask you... Are you taking full advantage of all your member benefits?

And here are even
more to consider...



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Ideas and Resolutions

by Shelby Bobbett, Rising Star

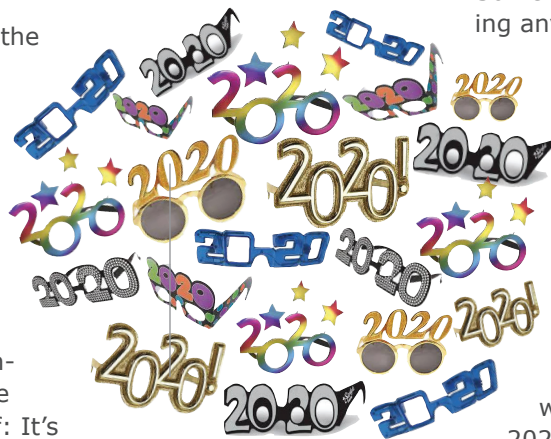
ONE OF MY FAVORITE THINGS ABOUT RINGING in the new year is finding out where the committee in charge of novelty holiday decorations puts the eye holes in the 2020 party glasses. 2011-2019 must have been a tough decade creatively, but someone takes on the annual challenge so that we can wear the impending year on our faces. I'm sure you're as grateful as I am.

I won't lie to you. Other than the cool New Year's Eve shades, I'm not a huge fan of the holiday. Most feel New Year's is an occasion full of promise and hope for things to come. For others, it's a celebratory hit of the reset button, commitment to a fresh set of ambitions, or an introspective timeout to assess motivations and set intentions. Don't get me wrong, those things are great. Here's my beef: It's just so much pressure!

I find that I'm much less stressed at the idea of becoming a better manager, salesperson, employee, colleague, significant other, friend, daughter and overall person if I'm spacing out those resolutions over 300 days, give or take.

The New Year's holiday is not unlike your first day back at the office after the annual AFCP conference. You're full of ideas on how to better your company, excited by the prospect of managing your team in

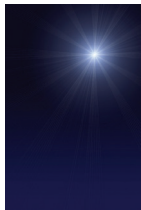
more effective ways, ready to commit to new projects and motivated to implement everything you scribbled down on seven pages of Golden Nugget stationary. That's admirable, and we're lucky to be a part of an organization that can fuel us with that amount of knowledge and ambition. It's just so much pressure!



So here's my solution. I won't be making any New Year's resolutions this year. But when I get to the office tomorrow morning, I'll pull out the Golden Nugget stationary and review my notes from the 2019 AFCP conference. I will pick one idea I haven't yet implemented and make a commitment to better myself and my team right now. I've used and applied a lot of ideas from the notes already, which can only mean that the 2020 conference is just around the corner. If you're like me, you'll find the

best resolutions are made there. I hope to see you in Orlando, hitting the refresh button and committing to change for the better in ways you can implement all year long.

Before you press send on that email to me, just know – someone already beat you to that great dad joke about having 20/20 vision with this year's novelty glasses. I'm happy to let you take a shot at it though. **INK**



Joint Conference & Trade Show
 Association of Free
 Community Publications
 &
 Florida Media Association
April 23-24, 2020
 Westgate Lakes Resort & Spa
 Orlando, Florida

*Florida sunshine in April...
 NOT WITHOUT ME!*



Work FAMILY

by Bob Berting



AT A PUBLICATION SEMINAR I

conducted, attendees talked about internal company friction and how staff members didn't seem to have respect for each other. Enmeshed in this problem is a list of demands on staff: deadlines, dealing with other departments, dealing with other co-workers, and pleasing management.

Although most of them thought of themselves as likeable, good personality, warm smile, etc., they were still having problems in their relationships with others. What is the answer to this situation? What has to be done to create a proper atmosphere of trust, understanding, respect and just plain courtesy?

The answer is to realign your vocabulary. It's not just a smile or a simple "How are you?" that gets an office aligned. Rather it's about understanding how simple expressions can help human relations.

Hers are 7 points that will change things in inter-office relations:

1. "I admit I made a mistake."

How many times have you honestly made a mistake and were afraid to admit it—to a customer or co-worker? People are usually amazed to hear a comment like this and have a great deal of respect for someone who has the proper attitude and courage to say those important words. Taking responsibility for your actions encourages others to do the same.

2. "You did a good job."

Salespeople need encouragement and praise. These simple words can have a big impact on the emotions of people you deal with. Isn't it nice to be recognized for what you do?

3. "What is your opinion?"

Asking someone's opinion is the mark of a great team player who truly respects others and can be very helpful in brainstorming sessions. This action increases ownership to new ideas.

4. "Would you please..."

This simple phrase is very appropriate in stressful situations and can be effective also in dealing with customers. The word "please" costs nothing to use, yet it buys so much.

5. "Thank you."

How many times do we forget to say those two words? We would have a better work environment as well as building better relationships with our co-workers if we remembered to use them more often.

6. "We"

The most important word. This key word is the foundation of team effort. It is effective in giving presentations to major account prospects, including media buyers.

7. "I"

The least important word. This is a word that unfortunately dominates our conversation and can cause bad vibrations if used too often. This word is good for taking responsibility but not when discussing a positive team effort. How many sports professionals would be successful if they said, "I won the ball game"?

In closing...

Think about these words and the impact they have on employee relations—and customer relations. Think about these appropriate words and use them during your workday for the situations that cause any friction between you and your co-workers. ■■

Bob is the author of three best-selling e-books for the newspaper industry as well as a professional speaker, advertising sales trainer, publisher marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the president of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.

Associations IN the NEWS

NORTH AMERICAN MATURE Publishers Association, Inc. (NAMPA) will hold its 2020 National Convention at the Sheraton San Diego Hotel and Marina in San Diego, California, October 11-14, 2020.

The 2020 NAMPA national convention will include many educational sessions as well as networking opportunities for publishers, editors, sales staff, and others to share their wealth of knowledge and ex-

perience. Numerous exhibitors and sponsors will be attending to offer information about their products and services.

On Sunday evening, a "Welcome to San Diego Reception" will take place. Then on Monday evening, the top awards for publishing excellence from its member publications will be announced at the "Gala Awards Banquet".

Founded in 1994, NAMPA is the only non-profit association of senior/boomer publications

in the United States and Canada. NAMPA members publish 90 publications in 36 market areas with combined estimated monthly readership of 4.1 million in the U.S.

NAMPA's corporate headquarters are located in Shreveport, Louisiana.

For more information contact Executive Director Gary Calligas at 877-466-2672, by email to gary@maturepublishers.com, or visit www.maturepublishers.com

NAMPA (NORTH AMERICAN MATURE PUBLISHERS Association) announced its top awards for publishing excellence at its 2019 National Convention at the Guest House at Graceland in Memphis, Tennessee.

This year, there were 176 award winners in a wide variety of categories, including general excellence, writing/editing, design, content, concept, photography, and website excellence.

The highlight of the gala awards banquet was the announcement of the 2019 "Best of Show" award winners. They are:

Division A (circulation under 25,000):
The Best of Times (Louisiana)
www.thebestoftimesnews.com

Division B (circulation of 25,001 to 50,000):
Senior Life of Florida
www.myseniorlife.com

Division C (circulation of 50,001 to 100,000):
The Best Times (Kansas)
www.jocogov.org/thebesttimes

Division D (circulation above 100,001):
The Washington Beacon, (Washington, DC)
www.thebeaconnewspapers.com

NAMPA publications were independently judged by the prestigious University of Missouri's School of Journalism, widely considered one of the top journalism schools in the country.

To submit your "associations in the news" story, please contact Barbara Holmes at: FreePaperINK@aol.com



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Along with money making ideas...you'll take home a tan!



2020

FEBRUARY 7-8, 2020 :
CLEARWATER BEACH, FL
Independent Free Papers of America (IFPA). Publishers Summit. For information contact Douglas Fry at 931-922-4171 or email: douglas@ifpa.com.

MARCH 6-7, 2020 :
DES MOINES, IA
Midwest Free Community Papers (MFCP). 65th Anniversary Spring Convention, Renaissance Des Moines Savery Hotel, Des Moines, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfcf.org.

MARCH 6-7, 2020 :
ATLANTA, GA
Southeastern Advertising Publishers Association (SAPA). Hilton Garden Inn, Atlanta, Georgia. For information contact Douglas Fry at 931-223-9708 or info@sapatoday.com

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) and Florida Media Association (FMA). Joint 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; or Barbara Holmes at 352-237-3409 or FMAclassifieds@aol.com.

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@mfcf.org.

*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***

Merry Christmas
— & —
HAPPY NEW YEAR

All of us at AFCP would like to wish each of you a very happy and safe holiday season. May you have a new year filled with hope, success and professional growth.

We would like to take this opportunity to thank you for your involvement in the community publication industry and for your continued support of our association and its initiatives.

Let this be the year where we all become more involved with our families, our industry and this great nation.

The AFCP Staff and Board of Directors

afcp

GRAPEVINE

A NEWLY-FORMED COMPANY, Holler Media, LLC, has purchased three publications in central Tennessee from Rust Communications according to Randy Cope of Cribb, Greene & Cope, who represented the seller.

Publications in the transaction were the Shelbyville Times-Gazette in Shelbyville, the Marshall County Tribune in Lewisburg, and the Bedford/Marshall County Shopper in Shelbyville.

Rust Communications, based in Cape Girardeau, Missouri, continues to own more than 40 publications in eight states.

Cribb, Greene & Cope is a leading merger and acquisition firm with offices in Arkansas, Montana, and California.



CAPITAL REGION INDEPENDENT Media has acquired Manchester Newspapers and all associated digital and print products according to John Thomas Cribb,

of Cribb, Greene & Cope, who represented the Manchester family in the sale.

Manchester Newspapers is a weekly newspaper and specialty publishing company that prints five newspapers each week as well as 40-plus specialty publications annually. Its parent newspaper, the Granville Sentinel, has been in the family since its founding in 1875 by James Lillie McArthur, great-grandfather of the current owner.

Other newspapers included in the sale are the Whitehall Times, the North Country FreePress, the Hudson Falls FreePress and the Lakes Region FreePress. All totaled, the newspapers are delivered into some 33,000 homes each week.

Publishers John and Lisa Manchester said Capital Region Independent Media was the perfect fit for the purchase.

"The new owner, Mark Vinciguerra, is dedicated to continu-

WHAT'S GOING ON...

ing publishing quality, locally-owned newspapers and he realizes the importance these newspapers have to the communities they serve. He also will be able to greatly enhance the digital and internet aspects of the business, which is so critical these days," said John Manchester.

"Our family has been blessed to have been able to serve our readers over the past 144 years," he added. "That success we attribute to our loyal readers and businesses that were so generous in supporting our journalistic efforts.

"Lastly, we cannot thank enough our dedicated staff that have worked so hard in helping us make our small country weekly newspapers a success over the years."

John Thomas Cribb of Cribb, Greene & Cope represented the Manchester family in the sale. **INK**




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staying an extra day or two
is really a good idea!**



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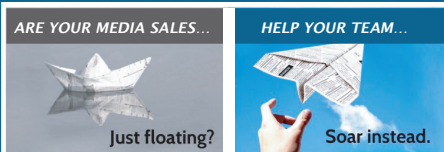
APPRAISALS & BROKERING

Newspapers
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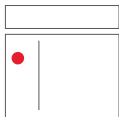


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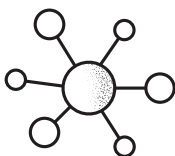
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