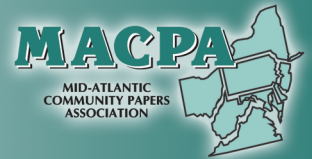


JANUARY MESSENGER VOLUME 12 - ISSUE 1



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

See more details in this Messenger!

Register online at macpa.net.

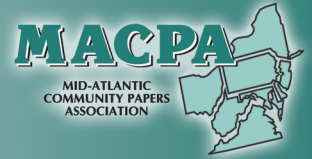
FINAL CALL FOR ENTRIES!

Submit your entries for the
2019 Ad, Editorial & Website Awards
today! All entries must be
postmarked by January 15th.

Entry forms and rules can be found within this Messenger and on macpa.net



PRESIDENT MESSAGE



MACPA Messenger



Dear Fellow Members:

Well, a great big whopping Happy New Year 2020 to one and all!

The MACPA Board is starting out the year with a bonus to all publications that are current on their MACPA dues. You should be receiving a check from our earnings for 2019 within the week. It won't be a big check, but still it is a check reflective of cautious optimism on our investments and tightening our "operational" belts, in addition to searching for new revenue streams for our classified ad network.

With the hopes of a strong economy (the Federal Reserve did not predict a recession for 2020 when it spoke publicly a few days ago,) we should have a stronger year than originally expected with strong sales. Hopefully, that is true for newspaper print and digital sales as well!

We are looking forward to the upcoming March 2020 conference on March 27th and 28th spear-headed by John Hemperly and the conference committee along with Alyse Mitten and Kasey Gray. Final details for the March 2020 Conference are being worked out. Please sign up soon and join us for a very informative and enjoyable conference.

One thing we would like to ask from all member publications: Please consider contributing items for the silent auction at the conference as all the money made from the auction is used to benefit the Mitten Fund and the Mulligan Fund which have been established to grant money for training and educating young people, as well as people coming into our industry. This is really a wonderful member benefit. We are also able to use the money for regional training programs or webinar training that we are looking to offer this summer.

Again, wishing you all a very happy, healthy and prosperous New Year!

Best,

Claudia

Claudia Christian

President of the MACPA Board of Directors

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(cchristian@pressreview.net)

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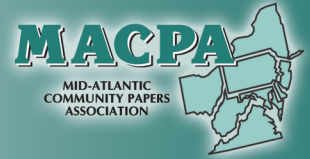
www.macpa.net

www.macnetonline.com

IN THIS MESSENGER

- Conference Info
- Final Call for 2019 Ad, Editorial & Website Awards
- Millennials & Newspapers

SPECIAL REPORT: MILLENNIALS AND NEWSPAPERS



MACPA Messenger

By Kevin Slimp

Steve Andrist, executive director of North Dakota Newspaper Association, asked me an interesting question yesterday. It was related to my visit to Bismarck in October to work with a focus group of millennials from throughout the state who met together to spend a good part of a day looking at, and discussing, newspapers.

Prior to my trip to Bismarck, I did what I often do: I surveyed newspaper readers and non-readers throughout the U.S. and Canada to determine what differences there were, if any, between the general population and millennials related to interest in newspapers. After meeting with the focus group in Bismarck, I met with North Dakota publishers to discuss what we had learned during the day. A week or so later, I wrote a report for NDNA with the findings of the focus group.

Steve's question yesterday was simple, "Do you have any quick advice on what you'd suggest newspapers do with this information?"

We learned a lot about millennials prior to, and during, the day in Bismarck. We learned they're not quick to spend money on any type of news. If they do spend money, they'd prefer to spend it on their local newspaper than anywhere else. We also learned that most of the millennials who live away from home check their hometown newspaper website for local news now and then.

In answer to Steve's question, here are the main takeaways I would suggest community newspapers keep in mind:

Millennials, like most other in the general population, aren't looking for national or international news in their community papers. Even when looking at papers from larger cities in the state, the group reported having no interest in reading news from outside the community.

Millennials prefer print, as do most other newspaper readers. While they will check out their hometown paper online while away in college or after college, they indicate they would be more likely to spend money on a printed newspaper in the place they live than a digital version.

Millennials have less interest in sports in their community papers than the general population. When ranking areas of interest, local sports came far down the list.

Millennials are most interested in local news, especially news related to - and stories about individuals. They are more likely to buy a newspaper if it includes stories about individuals in the millennial age group now and then. They are also interested in local government news.

Millennials have a lot of interest in reading about local entertainment, even in a small town. This might mean the entertainment is taking place in a larger town up the road, but entertainment and music are of great interest to readers in this age group.

Millennials, much like the general population, indicate they would read a free paper if it arrived in their mailbox

once a week. More than 50 percent (in the national survey and in the focus group) indicated they would read the paper every week, with another 35 percent indicating they likely read the free paper most weeks.

In answer to Steve's question, what would I take away from this information if I were a local newspaper publisher?

First, I'd remember that millennials of this generation aren't so different from most of us when we were in our 20s. They're busy and don't read newspapers as often as older groups, but most of them will likely be newspaper readers as they marry and have families.

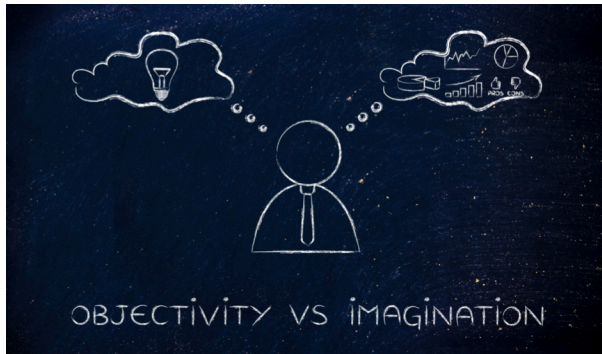
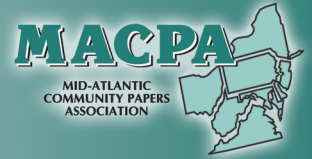
To promote readership among millennials, keep in mind their interest in stories about individuals. Interview high school, college-age and young adults for stories on a regular basis.

Include more news about local entertainment and music.

Finally, I'd keep the statistic related to free weekly papers in mind. I wouldn't change my current structure, but I'd begin the thinking about how to use the knowledge that most people report they would read a free newspaper if it ended up in their mailbox. Whether that meant creating an alternate news pub or finding other ways to take advantage of this statistic, it's important information.

The good folks at Delta are hollering at me. Apparently, they need me on the plane. Steve, I hope this answers your question.

SALES CORNER: RIGHT AND LEFT BRAIN SELLING



By John Foust

Diane was telling me about her early days in selling. "One day stands out in my mind," she said. "I had back-to-back appointments with two different prospects to talk about a special section. The first person was interested in what his ad would look like and the importance of selecting illustrations to project the right image. The second person jumped right into the numbers and wanted to know the details of rates and tracking systems.

"Both people bought ads, but it fascinated me that they arrived at their decisions in such different ways. Both cared about the appearance of their ads, but the first person cared more. Both people cared about numbers, but the second person cared more.

"That's when I realized that there is a lot of truth in the right brain-left brain concept I had heard so much about. The left side is the logical, mathematical side and the right side is the emotional, creative side. Of course, no one is 100 percent on either side, but most people have a natural tendency toward one side. Tendencies usually show up in childhood. Left brain children are better at math and right brain children are better at creative writing."

Diane explained that these traits are clearly evident in adults. "We've all been in conversations where the other person seems to be on a completely different wave length. That could

be due to different thinking styles. One of the key principles of selling is to 'know your audience,' which goes beyond knowing their company history and marketing motives. We have to get in step with the other person's thinking style, too.

"During a sales presentation, I try to adapt to the other person's style. When I'm talking to left brainers, I focus on facts and figures – and I use testimonial examples with lots of statistical evidence. When I talk to right brainers, I concentrate on creative strategy, with similar testimonials. When I meet with two or more people, I make sure to include information for both types."

What about the ads themselves? "It's interesting to study ads that deliberately take thinking styles into consideration," Diane said. "Look through a technical publication and you'll see ads that are filled with product specs and statistics. The same advertisers would have to take a different approach in a publication which appeals primarily to right brain readers. But in a general interest setting – like a newspaper – it's smart to include ad elements that appeal to both types.

"All of this has convinced me that flexibility is one of the most important traits of an advertising professional," she explained. "Too many people in this business think they can make the same presentation to everybody. That just doesn't work. We have to make adjustments and do everything possible to connect. We shouldn't expect them to adapt to us. We have to adapt to them."

Diane makes a good point. It's not always about right and wrong. Sometimes it's a matter of right and left.

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CREDIT LINE

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: john@johnfoust.com



Do you have an advertiser that would be a perfect match for one of our Classified Networks?

Have them try out the network with this amazing MACPA Member Discount!

Contact the office today for more details!



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CONFERENCE ANNOUNCEMENT: CONFERENCE SPEAKERS & SCHEDULE



Our Speakers for the 2020 MACPA Conference



**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.



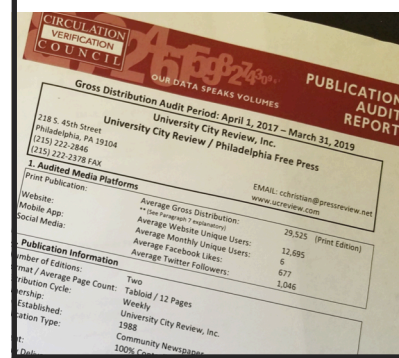
**Rob Zarrilli
with Zarrilli
Training and
Consulting
Experts**

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.

How To Take Advantage of Your Audit

Personalized Handbook Included

**Join us Friday, March 27th
at 2:00 p.m. for a very
interactive class showing
how a publisher has used
the audit to sell more ads!**



MACPA Messenger

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.)
- 9:00 a.m. Registration Opens
- 9:00 a.m. Opening Remarks & General Membership Meeting
- 9:45 a.m. Associate Member Discussion
- 11:50 a.m. Publisher Round Table
- 12:00 p.m. Lunch
- 1:00 p.m. TLI – 10 Ways to Retain Great Employees with Rob Zarrilli
- 1:50 p.m. Break with Associate Members
- 2:00 p.m. How To Take Advantage of Your Audit
- 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.)
- 9:00 a.m. Registration Opens
- 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
- 1:00 p.m. Ad Awards Presentation
- 1:00 p.m. Silent Auction Bidding Closes
Ryan Dohrn
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*

Sunday, March 29th

- 9:00 a.m. - *Post Conference: Exploring Philadelphia Walking Tour*
- 2:30 p.m.

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

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 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.*

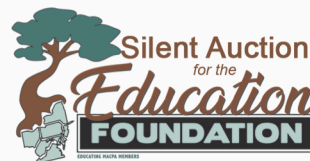


Silent Auction items wanted!

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

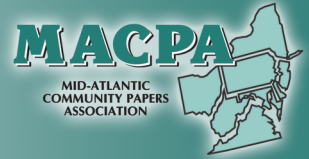
We want to raise more in 2020!

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.

MANAGER CORNER: THE 16 DO'S OF HIGHLY EFFECTIVE SALES MANAGERS



MACPA Messenger

By Walter Rogers, CEO, CCI Global Holdings

Ronald Reagan once said, "The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things."

As sales managers, we may not be leaders of the free world, but we are uniquely positioned to influence and empower our sales teams to attain greater levels of success. It's been demonstrated again and again that the real key to building a great sales team is great sales management.

Simply put, successful sales teams start with highly effective sales managers.

Through our work with successful sales organizations across the nation and globally, we have discovered a set of skills and characteristics that the most effective sales managers all have in common.

Need to know how to hire a sales manager? The following 16 skills are what set highly effective managers above the rest, enabling their teams to achieve above-average results and their organizations to succeed.

1. FIND the best people for the job.

Sales managers take responsibility for their team's success, starting with hiring the best talent they can find. Recruiting and hiring the best costs more, but saves loads of time and money on training — and also protects you from failure in the future. Great sales managers look for people who fit well with the organization, and they aren't afraid to hire people who are actually better than they are.

2. KNOW how to sell.

They use a customer-focused sales process, and provide consistent coaching to their team that will help them execute the process.

3. INSPIRE their team to succeed.

There is a time to manage, and there is a time to lead. Metrics and deadlines are a great way to measure performance, but not to drive it. Leaders look forward, not back. They work to develop themselves and their teams, and find ways to motivate and inspire their people to strive for excellence.

4. SET the pace.

The sales manager sets and manages the cadence of the team. Every organization has a heartbeat and a sales team thrives when all the components of the sales and management process follow regular standards and schedules. Great sales managers use the tools at their disposal to track performance and provide feedback quickly and regularly — in real time, if possible — so sales reps don't feel a need to stop and check in while deals are in motion.

5. CULTIVATE a high-performance sales culture.

Having a process, setting goals, and monitoring the pipeline are good and necessary, but culture eats strategy for breakfast. Great sales managers don't rely on theoretical or arbitrary programs to drive sales team performance. Align and leverage the team's social network with organizational goals, giving them targets that are practical, comfortable, and natural for them and for the team's cultural expectations.

6. DEFINE a process.

The sales team needs to know and practice a standardized process for approaching, qualifying, working with, and closing the customer. Great sales managers know it is possible to over-engineer the sales process, though a rigid, complex process can just confuse the reps and tie their hands. Real-time feedback from the manager can help reps maintain flexibility and make adjustments as necessary in dynamic sales environments.

7. GET INVOLVED in sales enablement.

Sales teams need tools to help them understand and track their progress. Great sales managers leverage CRM tools like Salesforce, and are regularly involved in coaching reps to ensure they are using the available tools effectively and have all the support they need to succeed.

8. MEASURE the team's performance.

The quality of any strategy is only as good as its execution, and metrics are the guideposts along the way. Great sales managers focus on a set of critical metrics, or key performance indicators, and pay attention to how their team is performing. They can then act on that information to increase the effectiveness of decisions going forward.

9. MANAGE the forward pipeline.

This isn't the same thing as forecasting; effective sales managers understand the difference. Forecasting is focused on late-stage deals, and does little to help with future quarters. Forward pipeline is actually focused on the future development of sales, which ultimately impacts later forecasts.

10. COMMUNICATE with their team.

Nothing is more important to sales makers than knowing what is expected of them and when it is expected. Great sales managers keep their communication clear and their expectations well defined, so that team members know what to aim for, and understand what will happen if they hit it (or not).

11. LISTEN to their team.

Communication is a two-way street. Effective sales managers keep their doors open for questions, and solicit feedback and ideas from their team. This ensures the sales makers know they are valued, respected, and supported, and can also lead to positive innovations.

Continue reading at <https://sforce.co/2QzROZ3>

OUR ASSOCIATE MEMBERS



MACPA Messenger

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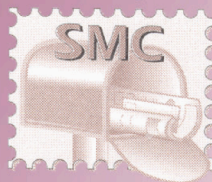
- Connect with Locals
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- Gain New Advertisers
- Generate Additional Revenue



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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.



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800.568.8006

AD AND EDITORIAL AWARDS RULES AND CATEGORIES

ENTRIES MUST BE PUBLISHED BETWEEN
JANUARY 1, 2019 AND DECEMBER 31, 2019



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 five 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, 2020.** 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, 2020.
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 _____

