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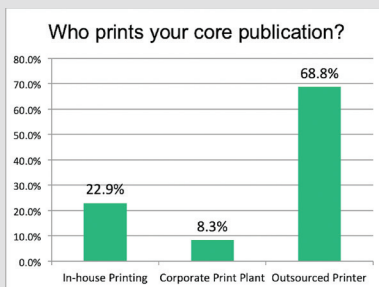
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COMING
next
month

The March INK will look at the importance of "Buy Local" to your communities. We will look at the impact local spending has as compared to chain store or online purchasing. In addition, we will also keep you informed on the events, people and opportunities in the community publication industry.

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

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

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

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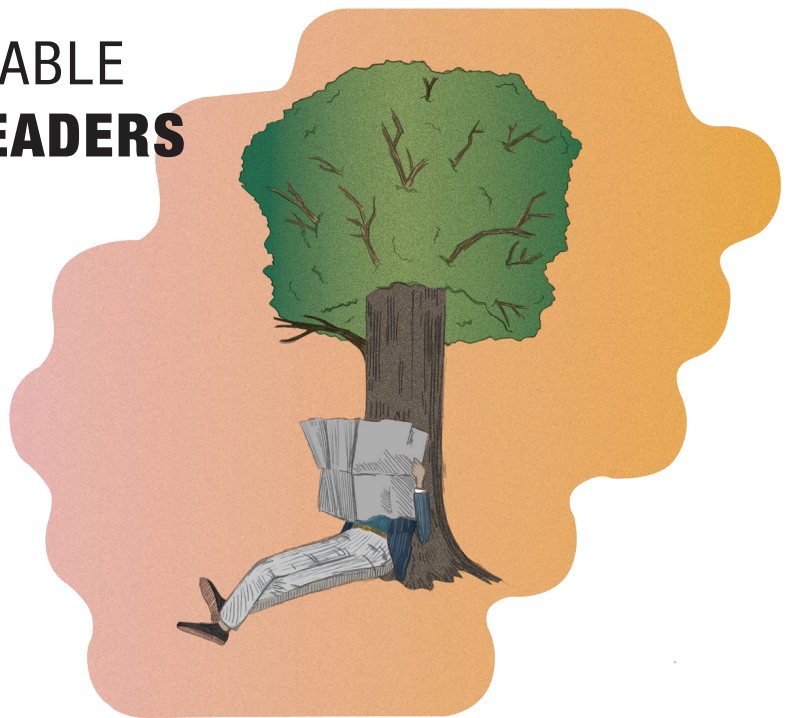
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LOREN COLBURN
EXECUTIVE DIRECTOR

What are we waiting for?

AT THIS POINT, 2020 IS WELL underway and the pressure is on for each of us to make the most of our commitment to work towards improvements in the new year. Whether those are personal performance resolutions, business performance resolutions or company performance resolutions – the clock is running and the world is watching! So what are we waiting for?

We have all heard a variety of quotes, sayings and phrases that expound the importance of our “perspective” as we go through each day. “Perspective is Everything” has themed speeches, seminars, books and self improvement programs for years. So why am I contemplating such a topic that so many have weighed in on before? I firmly believe it is the most fundamental ingredient to just about everything we want to accomplish!

My dad was a physical education teacher and coach with a very simple philosophy he imparted to his two sons. “If at any point in your life you think your dues are paid up – you are preparing to have your membership cancelled.” I guess I never realized what a profound impact this had on me until I realized how often I hear his voice in my head.

Whenever I wander into a thought of “I’ve done my share” or “I’ve tried that before and it didn’t work out”, or even an occasional “They don’t pay me enough to do that”, I get gently brought back to the reality that the outcome is my responsibility. Regardless of what everyone else is doing, I will be judged by my performance on this day, or in this game, or at this particular task. That’s what I can control and that is what will determine my level of success.

The reason I bring this up now is to spark the question, “What are you doing to make 2020 a year of improvement, of growth?” There is an opportunity

coming in April to reach out and connect with the people of this industry in order to find out what is working, what will make things work better and what you need to be focusing your efforts on in the coming months. That opportunity is the AFCP/FMA Joint Conference and Trade Show.

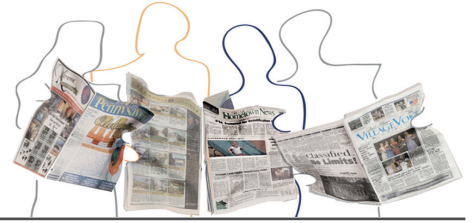
If your thought just wandered to “I tried that before and it didn’t work” or “I don’t have time or money to spend on that,” then you need to check yourself! It’s up to you to find the information you need to improve your business. Hundreds of people participate in conference and go home with far more than enough value and information necessary to pay for their trip and a whole lot more! If that didn’t happen for you – you need to adjust your perspective and try again.

The late motivational speaker and author Wayne Dyer said it best. “If you believe it will work out, you’ll see opportunities. If you believe it won’t, you will see obstacles.” The conference program has educational opportunities, networking opportunities, and business growth and improvement ideas of all kinds. It’s up to you to find them, evaluate them and embrace and implement those that are the best fit for you.

On our web page under the events tab, there is a sheet that has actual quotes from conference attendees about why industry professionals should attend the AFCP conference. If you still have any doubts, you really need to review those comments. If they can find those values at conference, you can too.

I’ll close with another excellent Wayne Dyer quote that speaks to the heart of the matter, “If you change the way you look at things, the things you look at change.”

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



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Getting to Know EC Hispanic Media

IF YOU'VE BEEN A MEMBER OF THE ASSOCIATION of Free Community Publications (AFCP) for very long, you're familiar with longtime member El Clasificado, which has been helping the Latino community in Southern California find services, sell products and more for over 30 years. But did you know that El Clasificado is only one of EC Hispanic Media's brands?

El Clasificado founder and CEO Martha de la Torre is quick to recognize opportunities and position her company to take advantage of them. When the PennySaverUSA closed its doors in 2015, she saw a need for an English magazine to serve the advertisers and customers left behind by its closure, and EC Classifieds was born.

With a target audience of affluent consumers and tech savvy bilingual millennials, EC Classifieds direct mails 70,000 copies weekly, reaching 210,000 homes every three weeks by using three sets of rotating carrier routes. Its sister website, ECClassifieds.com, targets multiple locations in Southern California, Arizona, Texas, Florida, Georgia, and New York.

The Quinceanera.com brand is devoted to a culturally-relevant time in the Hispanic household:

Quinceanera celebrations. With 370,000 magazines distributed each year, it is the largest print product targeting California Latina families. The website hosts 182,000 unique visitors monthly with over 355,000 page views. Additional Quinceanera marketing opportunities include a planning app for the celebration, live events, and email marketing.

Quinceanera.com hosts nine expos a year in Southern and Central California and Las Vegas, bringing together young Latinas and their families with businesses offering different products and services related to the Quinceanera celebration. The expos have an average attendance of 1,500 each.

The needs of Hispanic small business owners are met through the resources and education found in

Su Socio De Negocios. Two live events for Latino business owners each year include workshops and keynote speakers to educate and inspire attendees.

Advertisers can also reach Latino Millennials via Al Borde, a Latin Alternative platform that focuses on Latino rock bands, movies and culture. Al Borde offers email and social media marketing to 3.7k English-speaking followers and 1.2k Spanish-speaking followers.

The newest addition to the EC Hispanic Media brands is Mas Clientes, which delivers advertisers to target Latino audiences via lead-driven websites, social media marketing and branding. Mas Clientes offers website hosting and custom domains, landing page and multi-page site designs, web banners, high-end video products, and Google Ads.

EC Hispanic Media's well-known flagship publication, El Clasificado, is still going strong with 405,000 weekly copies throughout Southern and Central California. With 14 million pages views per month,

the ElClasificado.com website is a popular place for both buyers and sellers to search for products and services in more than 462 subcategories. ElClasificado.com is ranked in the top 10 classified shopping sites

in the U.S. by Similarweb.com. The website focuses on 164 Hispanic communities in the U.S. and Puerto Rico, along with 356 locations globally.

The demand and volume of activity in the employment and property categories in ElClasificado.com spurred a need for Latinos who want to find jobs and homes in a vertical marketplace. EmpleoLatino.com and MiDomicil.io were born from this demand and are already generating returns on investment.

"The U.S. Hispanic potential purchasing power is estimated at \$1.7 trillion," said de la Torre. "It is not a homogeneous market as many think it is. We are very engaged in the communities that we serve and focus on connecting buyers and sellers in commu-



nities where Latino cultures thrive whether that is with social media, text, print, video or expos. The key to our survival and success despite the disruptive industry we live in is our ability to be fluid, pivot and adapt to the needs of our marketplaces.”

Additional EC Hispanic Media offerings include special print editions, e-Book advertising, digital billboard advertising along Southern California’s major freeways, billboards in high-foot-traffic supermarkets, and nationwide or geo-targeted banner ads in niche U.S. Hispanic markets.

With close to 25 million printed magazines per year and aggregate traffic of 800,000 unique visitors and 14 million page views per month, EC Hispanic Media is uniquely qualified to reach the Hispanic audience. It’s no wonder that CEO Martha de la Torre has often been recognized for her success. Recent recognitions include feature articles in MediaPost and Forbes, and being named one of L.A. Biz’s “Women of Influence” in 2017. **INK**

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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.



What's new at Circulation Verification Council?

CIRCULATION VERIFICATION COUNCIL (CVC) has long been an industry standard, but the road to success was not an easy one.

From its inception in 1992 – when Tim Bingaman formed it – CVC showed some success but it wasn't enough to pay the bills for a growing family. So the Bingamans did what they had to do: they each worked two jobs in addition to running CVC during the day.

After six long years, their hard work finally paid off when Bingaman was approached by Midwest Free Community Papers (MFCP) Executive Director Brian Gay and asked to provide audits for MFCP members, with MFCP footing the bill. Soon other free paper associations joined the trend and CVC rapidly grew into the industry standard we know today.

From its humble beginnings auditing 13 publications in 1992, CVC has expanded to include audits of 3,278 titles with a total circulation of over 65.5 million. "The largest categories are newspapers, shoppers, city and regional magazines, business publications, parenting publications, and ethnic publications," said Bingaman.

Over the years since CVC's inception, media has changed and grown to include Facebook, Twitter, QR Codes and more, and CVC has quickly adapted to be able to audit those new formats. When asked how CVC keeps ahead of the curve, Bingaman said, "We are still in the 'wild, wild west' time of digital reporting. Our goal is always to level the playing field and report consistent data across print and digital channels. Currently, CVC reports on print, websites, digital editions, social media, email newsletters and blasts, video, podcasts, and blogs. We are constantly looking for new metrics and meaningful standard data reporting to let publishers and media buyers know how digital media is performing."

Not only does CVC look for new data to report, it also makes it a top priority to help publishers and

ad sales representatives learn how to use that data to increase revenue.

"The most exciting developments over the last few years have come through our audit and readership study training programs," said Bingaman. "Enhanced webinars, sales spreadsheets, and promotion samples from our FTP site allow both new sales reps and existing staff to understand their numbers, their competitors, and the industry. Training takes less than 45 minutes, and we ask that publishers schedule training after each audit report is issued,

and make it a part of every new-hire training program."

CVC's step-by-step handbook, "How To Use Your CVC Audit To Increase Revenue" is available for download from its website. Topics include marketing your audit, putting together a sales kit, calculating purchase intention numbers and then using those numbers to sell ads, and how to sell to big chain retailers and corporate media buyers.

Bingaman continues to see a bright future for the free paper industry. "In most markets free papers that are mailed or home delivered continue to deliver a much larger audience than other media – including social me-

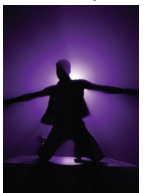
dia," he said. "Controlled bulk / demand distribution publications are delivering very targeted and loyal readership week after week. Revenue growth will continue in most digital areas, but publishers need to make sure they embrace all forms of digital media to make sure they are positioned to grow that new incremental revenue.

"The continued print struggles of a lot of daily newspapers have really expanded the national revenue of free papers in the last decade. Publishers need to continue to be diligent in circulation reporting, updating databases like SRDS, and contacting national advertisers, just like they do local advertisers, to see that increase in revenue," said Bingaman. **INK**

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OUR DATA SPEAKS VOLUMES

"We are still in the
'wild, wild west' time
of digital reporting.
Our goal is always to
level the playing field."



Changes are taking place at Headquarters!



Cassey Recore


THE ASSOCIATION OF FREE COMMUNITY PUBLICATIONS (AFCP) announced the promotion of Cassey Recore to Associate Executive Director. This promotion reflects the expanded role she will be taking in directing the day-to-day operations of the association.

Ms. Recore came to AFCP after two years as an Assistant Manager at Bath and Body Works and eight years of progressive inside sales experience with Hardware Specialty Company Inc. in East Syracuse, N.Y.

“Cassey has been a key component in the streamlining and consolidation of duties here at AFCP,” said Loren Colburn, Executive Director. “Her capacity to handle a broad variety of customer service, technical and administrative functions is not only incredible but essential to the success of many of the association’s initiatives.”

Ms. Recore came to AFCP almost ten years ago in the capacity of NANI Sales Coordinator and quickly progressed to Administrative Assistant with the departure of Bonnie Rice back in 2011. By 2018, she was promoted to Assistant Executive Director and was assuming additional administrative duties within both AFCP and NANI.

Ms. Recore said she is excited for this expanded role as Associate Executive Director for several reasons. “We have such a dedicated group of volunteers throughout the association and the Board of Directors, which establishes the atmosphere necessary to drive the association’s initiatives forward. I think the part I am most excited about is the common vision shared by everyone on the board to expand our role in providing member benefits in what is certainly a challenging time in the industry.”

To contact Cassey Recore, you can call the AFCP office at 877-203-2327 or email her at Cassey@afcp.org. 

Congratulations Cassey!



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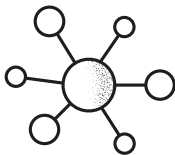
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- Transform negative thinking into positive action;
- Set priorities, delegate when necessary and ask for help when you need it;
- Explore ideas for reducing stress and burnout on the job — for yourself and your staff. **INK**



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



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

The Value of ATTENDING CONFERENCE

by Greg Bruns, 2020 Conference Committee Chair

THERE'S SO MUCH THAT COMES to life as we inch closer to our Orlando conference date. The numerous Conference Committee planning calls get a little shorter as some things are put to bed. Partnerships with outstanding vendors who are most compatible with our industry are confirmed and secured. Pertinent details about every square foot of the conference facilities and ballrooms are scrutinized. We want to ensure that each TLI session, round table, meeting space and presentation is delivered in the most efficient and comfortable space possible for our attendees, vendors, instructors and guests.

It's all about the experience and making sure you get a solid return on your investment of dollars, time and energy. As we've learned from member surveys, the bottom line is a primary concern for many of us: can the expense of conference be justified and/or recovered? I absolutely think so. But it's up to you.

While the annual conference is arguably the best member benefit we have, the real value in the equation is YOU. Your participation and your contributions during conference help stimulate new ideas, new methods, new solutions and ultimately, new vision. Sometimes all it takes to get where you want to be is a different perspective. Sometimes a new outlook is all we need to get reinvigorated, refreshed and re-focused. All of these things are possible when you come to conference.

There are typically two reasons why people don't attend, and while they are definitely valid, let's take a closer look:

NO TIME! We're all busy – we wouldn't be survivors if we weren't busy. This year's conference is



Greg Bruns

trimmed by half a day, ending on Friday night and leaving everyone with the entire weekend. Maybe some of that day-to-day work can be put aside or take a back seat while you travel, especially if there's the possibility of discovering something that helps you run your business more effectively? Maybe you learn about a new CMS

that helps streamline your routine, shaving two hours a week off of your work schedule. Or you discover a way to pick up another \$1,800 in monthly revenue, which helps you add a bookkeeping service to your operation, saving you at least one of those 2 a.m. nights per month. Those are two real-world examples of what I have personally gotten out of my AFCP conferences.

TOO EXPENSIVE! Cost savings is one of the key factors that goes into AFCP conference planning. This year's location has a great room rate for a 500 square-foot room with a kitchenette. Airfare is always a big line item, but we are far enough out to research fares and trends and hopefully get a good deal. Most travel expenses are tax-deductible, which could be considered a bottom-line tax savings (ask your CPA). Plus, with the conference ending Friday night, you've got the whole weekend left in Orlando. This is a little clichéd, but all it takes is one money-saving or sales-generating idea to pay for the whole conference many times over.

In my opinion, coming to conference is the absolute best way to get the most out of AFCP/FMA membership. There's no other place where we can foster connections with like-minded industry cohorts: publishing professionals who are walking the same difficult road. From a one-person quarterly shopper near the Arctic Circle, to a 50-employee community weekly in a major Metro market, every single member has something to offer that can help others. We encourage our members to strengthen our organizations and one another by joining us in Orlando and sharing your talents and experience.

See you in Orlando! 

It is an honor to be selected as the Conference Chair for the 2020 AFCP/FMA Joint Conference in Orlando. I've been a member of AFCP for just over a decade, joining after I attended my first AFCP conference in Tucson in 2010, which was a convenient 90-minute drive from my hometown of Phoenix. Coming home from that conference I was ecstatic, having finally found some people who understood what I was going through!

Part of my job as this year's conference committee chair is to entice you to conference. If one person comes up to me in Orlando and tells me my columns in INK gave you that extra nudge that was needed to commit to the conference, I will have done my job and I will gladly buy you a drink.



Sun's Out – Guns Out!

by Charlie Delatorre



How many of you are working on those New Year's resolutions? You remember those right? Some of you wanted to lose weight

and others wanted to get organized. Some of you wanted to learn a new language, travel more and have a more successful career. One month in...how's it going?

I'm sure you're crushing it! But if you're not, don't worry, I'm here to help.

This year's annual AFCP conference is in sunny Orlando, Florida and once again the conference committee has been diligently working on crafting an incredible collection of classes, programs and speakers dedicated to helping you and your business make more money.


Most of you reading this know exactly what a few days surrounded by 300 owners, publishers, managers, salespeople and the best vendors of our industry can do for your business. For those who've never been or don't know what I'm talking about, let me share a personal example from last year's conference.

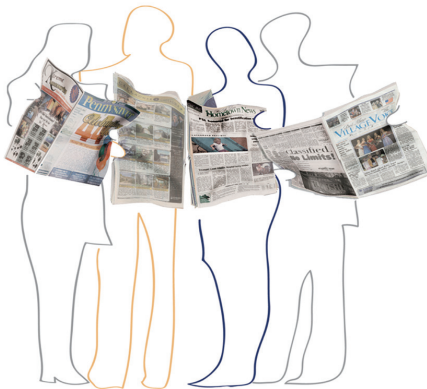
I took one of the ideas that was presented during our "Idea Exchange" (called "The Choice" – who could forget the theme song by yours truly) and implemented that into one of our issues. The idea generated over \$50,000 in additional revenue for one of our magazines and put us over budget for the year. That idea made

the difference between making money and losing money on that issue, something we had been doing in the few issues prior.

Ideas are amazing things. They give us hope, energy and purpose. They spark confidence in our products and provide us with a renewed excitement with which to visit clients. They're good for our employees, our advertisers and our businesses. Ideas are powerful and every year I leave our conference with one that makes a difference. I feel like Billy Crystal and Jack Palance in "City Slickers" where they hold up one finger and say, "One thing. Just one thing." Isn't that worth the time away, the travel and the hassle that can sometimes come with being gone?

Our annual conference is always fun and informative, and this year can help you keep those resolutions! We can help you get organized and be more successful in your career – Check and Check. We can help you travel more – Check. We can help you learn a new language (everyone knows Spanish is the preferred language of Florida) – Check! The only thing you'll need to do is hit the gym between now and then so when the Sun's out...you can show off those guns!

Hope to see you soon! 

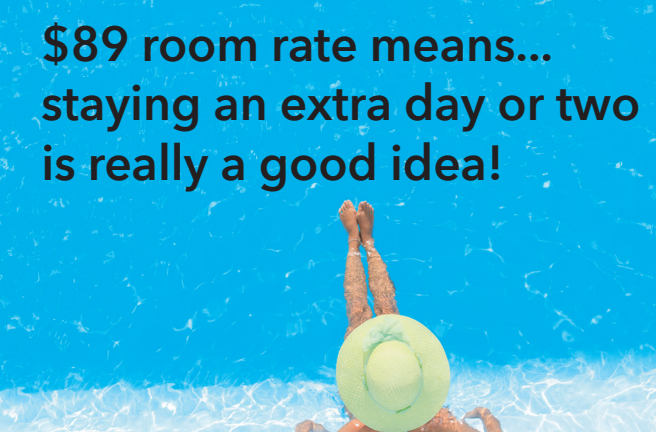


CHARLIE DELATORRE
AFCP PRESIDENT
TOWER PUBLICATIONS

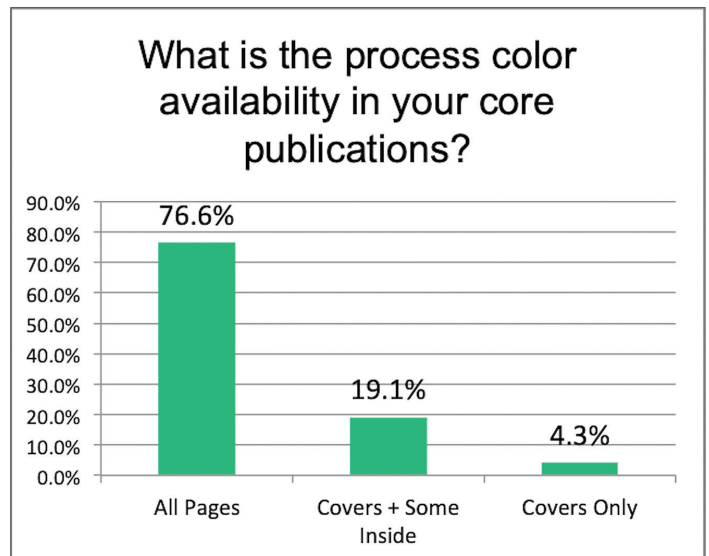
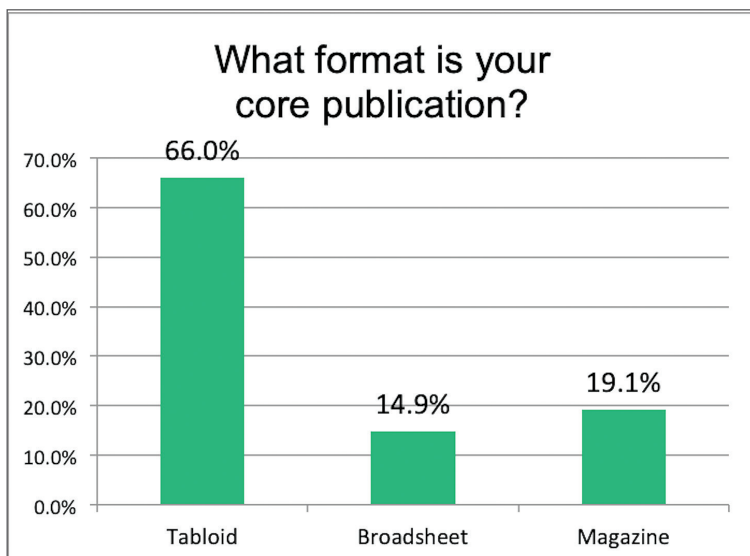
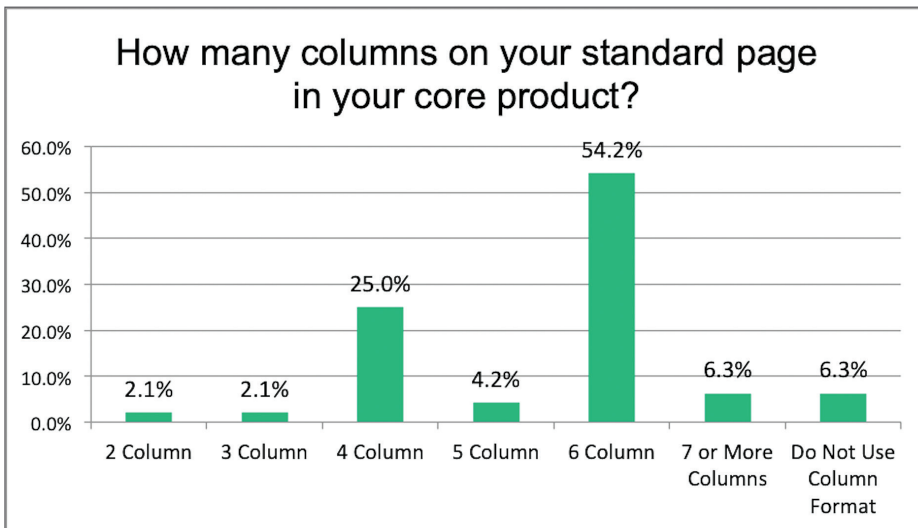
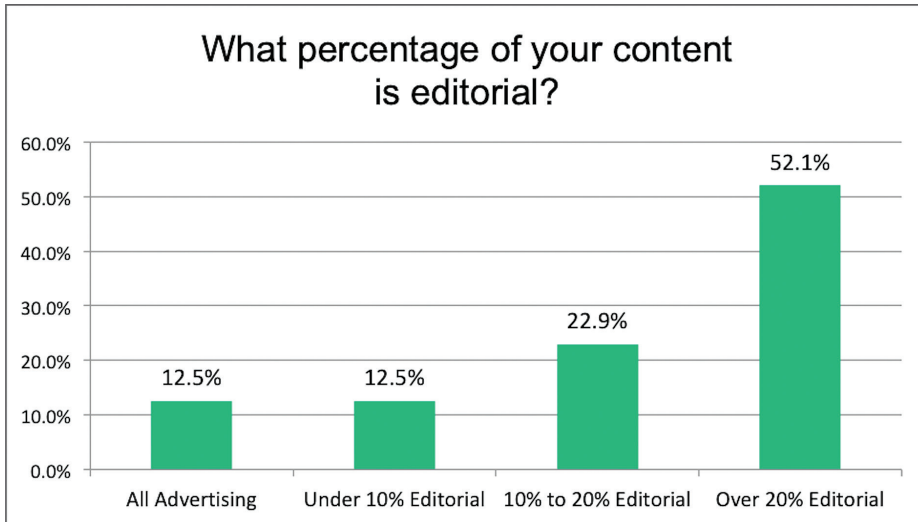


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**\$89 room rate means...
staying an extra day or two
is really a good idea!**



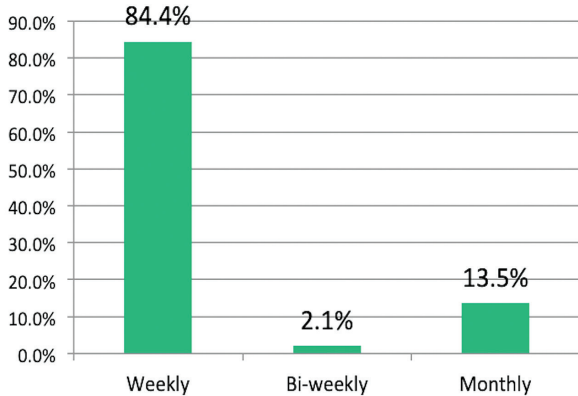
The Survey Says...



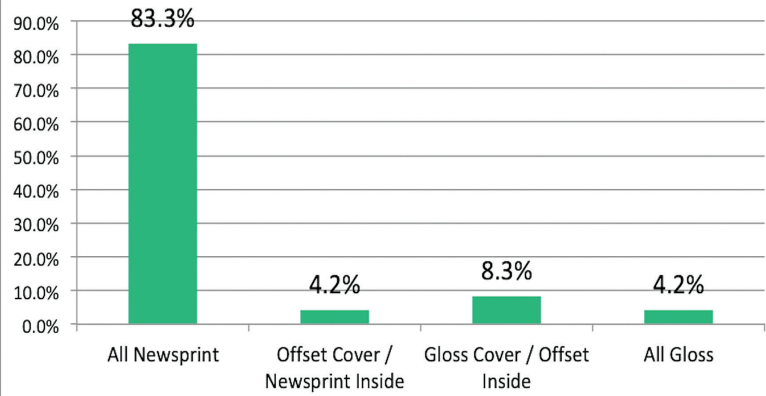
INTERESTING FACTS

- 54.3%** of papers have at least some distribution in the mail!
- 52.2%** of papers have at least some carrier delivered circulation!
- 56.5%** of papers have at least 10% or more demand distribution!
- 17.4%** of papers have all mailed circulation!
- 13.0%** of papers have all carrier circulation!
- 17.4%** of papers have all demand distribution!
- 52.2%** of papers utilize two or more methods of distribution!

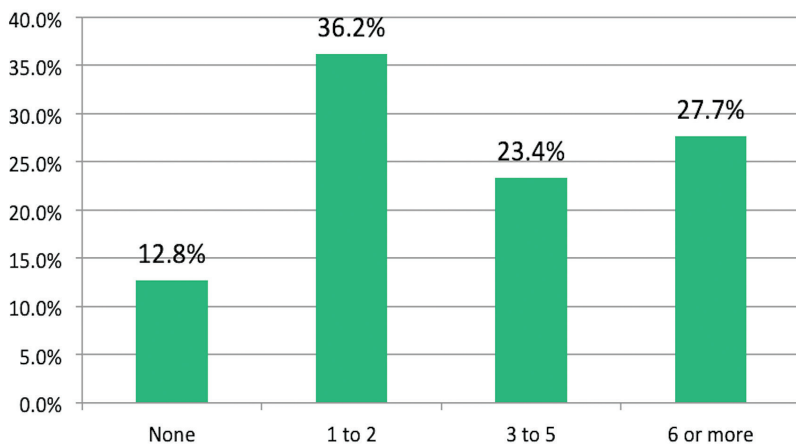
What frequency do you publish your core product?



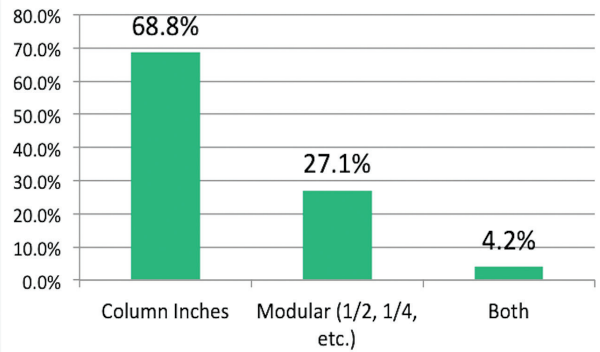
What paper stock do you use for your core publication?



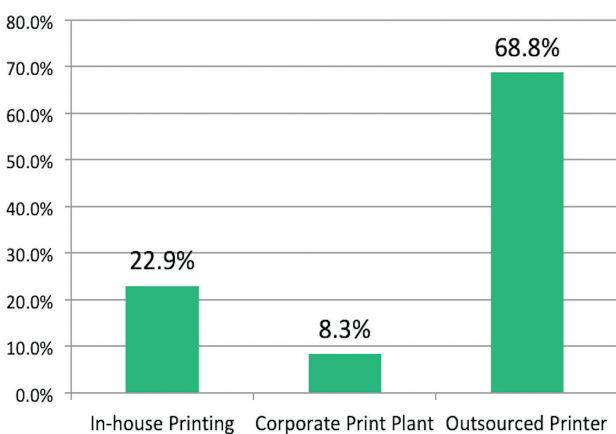
What is your typical insert quantity?



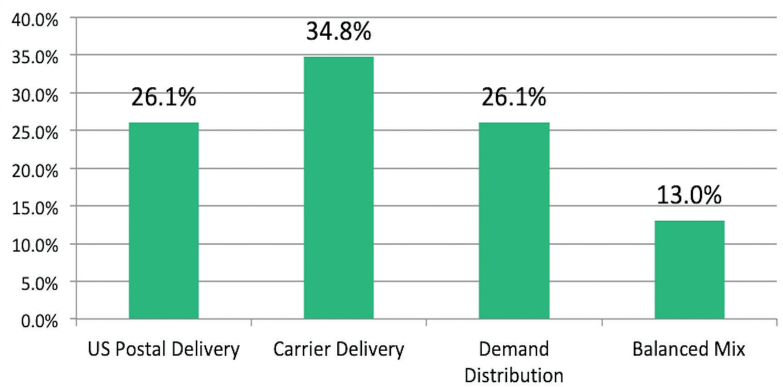
How do you sell your display advertising in your core product?



Who prints your core publication?



What is the predominant delivery method for your core product?



Topical **Roundtable** Discussion Sessions

"POT LUCK" ROUNDTABLE:

- **Bring a question to share!** – Thought provoking open mic session to get the energy and engagement fired up. Your chance to make sure your "need to know" item gets discussed.

BEST PRACTICE ROUNDTABLES:

- **Content** – What to include in your print product to build revenue, readership or both! How can you develop that content cost effectively?
- **Selling PRINT** – in a digitally focused environment. Understanding the powerful benefits print products can deliver for today's advertisers.
- **Sales Management** – From compensation, incentives, training and hiring – what's working to drive sales and fill openings with qualified professionals.
- **Sales Professionals** – Tips, tactics and tendencies that will improve your effectiveness. This is for the "feet on the street" salesperson to take advantage of their peer network!

- **Self Promotion and Readership** – Tips to build your image and your audience. From community engagement to outside promotion techniques – ideas that work.
- **Circulation** – Driving readership up while driving costs down! Let's include discussions of voluntary subscriptions, demographic zoning and requester subscriptions.

REVENUE ROUNDTABLES:

- **Print and Digital Packages** – Blended programs to build revenues. Who's making it work and how can other publications take advantage of these best practices?
- **Unique Revenue Opportunities** – Events and other options that utilize existing resources and assets. Building additional revenue streams that complement your current products.
- **Niche and Special Section Alternatives** – What's working for members and what does it take to jump in! Find a new revenue source or breathe fresh life into an old one. **INK**

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



The Leadership Institute Courses

ONCE AGAIN THE LEADERSHIP INSTITUTE WILL introduce new topics and continue with our entire course catalog. Check out the listing of offerings and you will understand why you need to get your top performers into these classes. It can only improve their effectiveness and increase your sales!

NEW CLASSES

TLI 149 – Life Lessons: A Guide to Personal and Professional Success

We've all heard about the brilliant friend who, when it comes to simple practical applications in life, they're lost. Learn the 10 simple life lessons that will build stronger relationships leading to happiness and success. *(Rob Zarrilli)*

TLI 150 – Eliminating Fear in the Sales Process

It's a familiar scenario that plays out in sales every day. Our emotions get the best of us and fear is at the top of the list. Find out how to identify and manage this key emotion and use it to your advantage in sales and in life. *(Rob Zarrilli)*

TLI 151 – Power Questions

Questions are designed to gather information; however, what if they could do more? Learn how to use questions to direct a sales call, change a client's mind and get them to see your product and service in a whole new light. *(Jim Busch)*

TLI 215 – Time and Territory Management II

Our most precious resource in business and in life is TIME. Learn how to manage it effectively and be efficient. This new look at Time Management will give you a practical, applicable method to organize and prioritize your territory, putting you back in control. *(Jim Busch)*

TLI 216 – Re-invent Your Product and Your Sales Skills

Our image in the print sales industry has taken an enormous hit. Learn the many ways you can make immediate changes to your product and sales presentation that will change the perception, making a dramatic difference in your overall performance. *(Elaine Buckley)*

TLI 218 – Prospecting in Today's Busy World

The Start will stop you....if you're not prepared. Learn how to prospect in today's challenging, com-

petitive world. This class will teach you traditional and non-traditional methods to get past the gate keeper, set appointments and receive a green light to proceed with the most difficult prospects. *(Elaine Buckley)*

ADDITIONAL CLASSES

TLI 122 – Building Strong Relationships to Retain Even Your Most Demanding Customers

It costs five times as much effort to find a new customer as it does to keep one. Learn the keys to mastering business relationships even with your most difficult customers. *(Elaine Buckley)*

TLI 147 – The Compound Effect

Want to impact your life in a positive way? This class will teach you how the simple, almost insignificant choices you make every day can lead to a radical self-fulfilling change. *(Rob Zarrilli)*

TLI 190 – Advertising Sales Professionals Open Forum

Do you have questions about selling advertising? Here is your chance to join in this Q & A session with members of the TLI faculty. This roundtable discussion is your chance to "pick the brains" of experienced sales trainers and get the answers you need to become a more effective sales person. *(Charlie Delatorre)*


TLI 241 – High impact Sales Presentations

This session details simple techniques to "frame" your sales presentation so that your customers will understand your publication's value proposition and be motivated to take action. *(Jim Busch)*

TLI 243 – 19 Ways to Increase Sales Revenue

In this class you will learn 19 easy to understand concepts and ideas to build trust and develop long-lasting meaningful relationships. These out-of-the-box sales tips you can apply immediately will have an immediate impact on your success the minute you return to the field. *(Charlie Delatorre)*

TLI 246 – 7 Habits of Highly Effective People

Ever wonder why some people are successful while others are not? It's simple: great habits. There is truly a right way and a wrong way to approach everything in life. This great reminder of Stephen Covey's 7 habits will be a powerful guide to take with you on life's journey. *(Charlie Delatorre)* 



The Conference Schedule

WEDNESDAY – 4/22/20

11:00 – 7:00 PM	Registration Open
12:00 – 6:30 PM	Management Certificate Program <i>(6-hour session & break)</i>
1:00 – 5:00 PM	Trade Show / General Assembly Set-up
3:00 – 5:00 PM	FMA Board Meeting
6:30 – 7:15 PM	Rising Star Orientation Meeting
7:30 – 10:00 PM	Rising Star Activity & Pizza Party

THURSDAY – 4/23/20

7:30 AM	Registration Open
7:45 – 8:45 AM	Breakfast in Trade Show Area
8:45 – 9:30 AM	Opening Ceremonies <i>(to include Rising Stars)</i>
9:30 – 11:00 AM	Opening Keynote
11:00 – 12:15 PM	Coffee and Vendor Interaction Session in Trade Show Area
11:00 – 12:30 PM	Rising Stars Session
12:15 – 1:15 PM	Recognition Lunch in Trade Show Area
1:15 – 2:30 PM	Idea Exchange – Survivor Style
2:35 – 3:50 PM	Breakout Sessions: TLI Classes <i>(2 to choose from)</i> Publisher Roundtable Trade Show Open
3:50 – 4:20 PM	Break and Vendor Interaction in Trade Show Area
4:20 – 5:35 PM	Breakout Sessions: TLI Classes <i>(2 to choose from)</i> Publisher Roundtables <i>(2 to choose from)</i> Trade Show Open

6:15 – 7:00 PM	Red Carpet Reception and Hors d'oeuvres
7:00 – 7:30 PM	"Best of the Best" Presentation
Evening Activity	Experience Orlando!

FRIDAY – 4/24/20

7:30 AM	Registration Open
7:45 – 8:45 AM	Breakfast in Trade Show Area
7:45 – 8:45 AM	SMC Breakfast Meeting
8:45 – 9:15 AM	AFCP Annual Meeting
9:15 – 10:30 AM	Breakout Sessions: TLI Classes <i>(2 to choose from)</i> Revenue Roundtable Trade Show Open
10:30 – 11:00 AM	Break in Trade Show Area
11:00 – 12:15 PM	Breakout Sessions: TLI Classes <i>(2 to choose from)</i> Publisher Roundtables <i>(2 to choose from)</i> Trade Show Open
12:15 – 1:15 PM	Lunch
1:15 – 2:30 PM	Breakout Sessions: TLI Review Session Publisher Roundtables <i>(3 to choose from)</i> Trade Show Open
2:30 – 3:30 PM	Trade Show Closing Reception
3:00 – 5:00 PM	AAE Exam
3:30 PM	Silent Auction Officially Closes
3:30 – 4:45 PM	Breakout Sessions: Publisher Roundtables <i>(3 to choose from)</i> Trade Show Open
4:50 – 5:30 PM	Closing Presentations
6:00 – 10:00 PM	Dinner / Reception and Island Party

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!

"What we spend our time on is probably the most important decision we make."

– Ray Kurzweil

WHEN MY SON WAS IN MIDDLE SCHOOL, HE LOVED reading "Choose Your Own Adventure" books. At the end of each chapter, the reader was given a choice of actions the book's hero could take. If you chose option "A" it would direct you to a specific page, option "B" to a different page and so on. The reader's choices changed what happened to the characters.

These books were immensely popular because they gave the reader some control over the story's ending. These books are a good metaphor for how life works—each decision we make has an impact on where we end up.

This applies not only to the big decisions in life—which career we pursue, who we marry, which job offers we accept—but also to the little decisions we make every day. I strongly agree with the quote at the top of this page—how we decide to use our time is vital to our success.

I have met many successful people from many different fields. While these people were different in many ways, they all shared one characteristic. They were all master time managers. They all devoted their time to activities that moved them toward their personal and professional goals.

The first step toward a successful life is deciding what we want to achieve so that we can map out a path toward that objective. Once we know where we want to go, determining if something is a waste of time or a prudent use of our time is just a matter of asking ourselves a simple question. "Will doing this move me closer to where I want to be?" Asking this question forces us to be mindful, to stop and think about what we are doing.

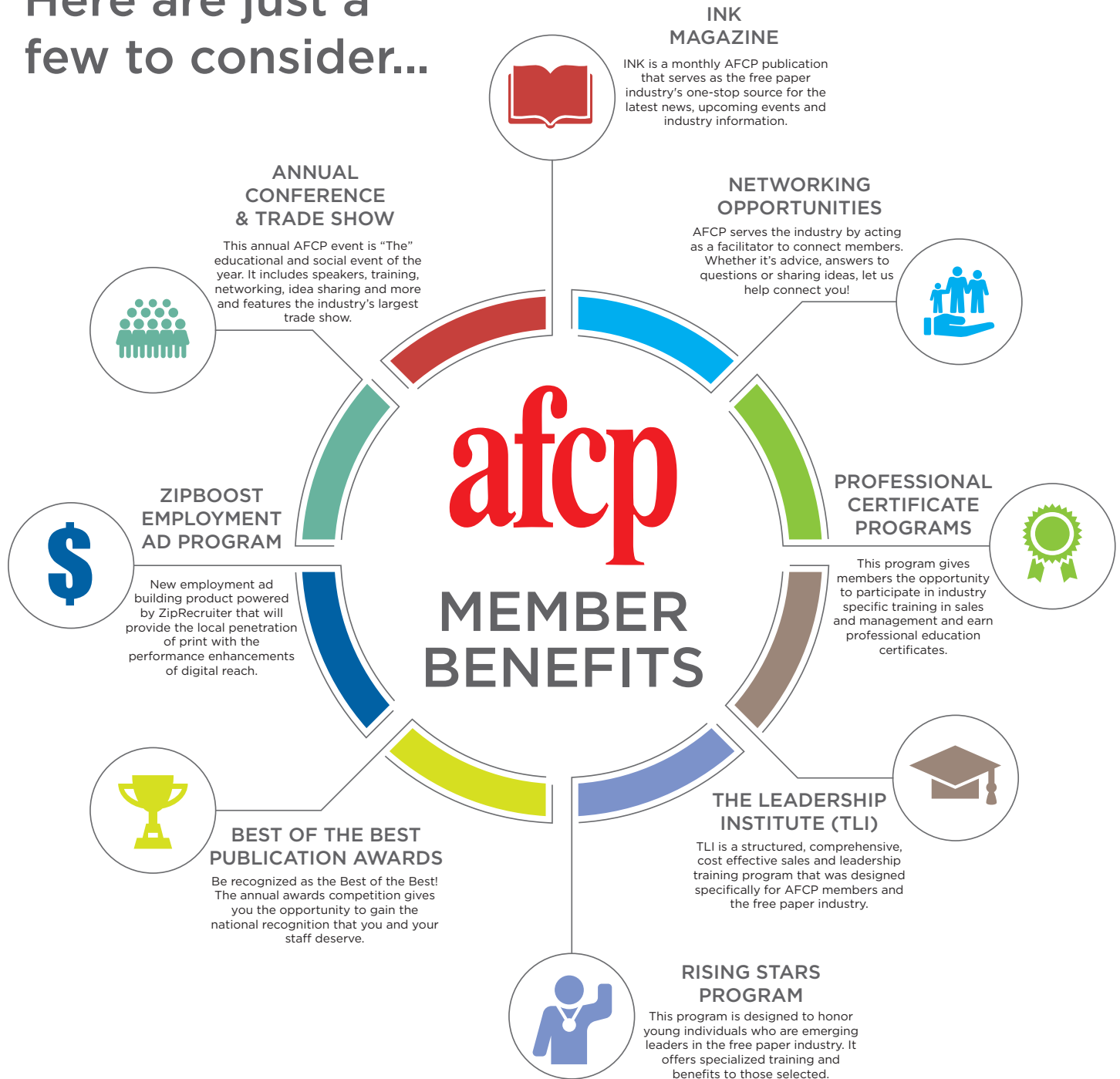
We live in a world full of tempting distractions. It is easy to get sucked into watching an hour of cute cat videos. While entertaining, do kitty videos move us a millimeter closer to where we want to be?

As mortal beings, we have just so much time to realize our objectives; time is far too precious to waste. On second thought, I have to disagree with Kurzweil on one point. Deciding how we use our time is not "probably" the most important decision we make—it IS the most important decision we make! **INK**



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

We Belong!

by Sam Seay, 2019 Rising Star

“DO YOU HAVE ANY SPECIALS?”

“Do I get a discount for running it for a month?”
 “Is that the best you can do?”

This is just a small sample of the questions I get asked on the daily. Everyone is always looking for a deal. They want special pricing, special placement and special treatment. And as their salesperson I am expected to bow down and offer “my best.” But why do they think that their placement in our publication isn’t already special?

It amazes me that everyday someone tries to negotiate fair advertising rates. Our publishing office isn’t a thrift store, a used car lot or a flea market. It’s a business just like REI, Trader Joe’s or any other reputable business where you pay full price for the items and services you need.

My theory is they don’t know how special free publications are. Which is a problem. The free paper industry must do a better job of educating our advertisers of our worth and our value. We need to shout it 24 hours a day, 365 days a year. Be bold and proud of our readership, distribution, staff and advertisers because they won’t know how great we are unless we tell them. And until they realize what makes us special, advertisers will continue to ask for

more of our services for less money.

One of the easiest ways I’ve found to humble brag is by creating advertising campaigns around testimonials from your customers. A quote from a well known realtor or builder gushing about how your publication helped their business grow is inspiring to new companies. Their kind words will go further than any billboard, radio ad or house ad screaming your publication’s name.

A boosted Facebook post can go a long way. Leveraging your print product online can attract new advertisers who are excited about doing a print and digital package. Digital should complement your print product and shouldn’t necessarily be exactly the same. Look at it like its own second product.


Let’s not short change ourselves. In a digital world there is a place for free community

papers. We prove that every single time we produce a new issue. Each time we exceed sales expectations on a special issue. Each and every deadline day when we are fielding calls and taking every last classified ad up until the cutoff.

We have an important role in our communities. Free papers are still alive and are not just surviving but are thriving. We belong. So let’s talk about it. **INK**


“Free papers are still alive and are not just surviving but are thriving. We belong.”






Selling a NANI ad just got easier!

Uncomplicated Pricing...
 Lower Price Point...
 Improved Marketing Materials...
 Proven Advertiser Results...



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



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

We’re one month into 2020. You made resolutions. Some of them you kept.

Here are some resolutions we would have suggested:

1. Find a publishing management software that’s easy to use.
2. Save money on an accounting system.
3. Teach your sales people how to keep track of their accounts.
4. Find an integrated credit card payment system that’s PCI compliant
5. Run off bills with the push of a button.
6. Compare sales numbers with many choice reports.

Here’s a hint:
 You could knock off all of these resolutions when you switch to



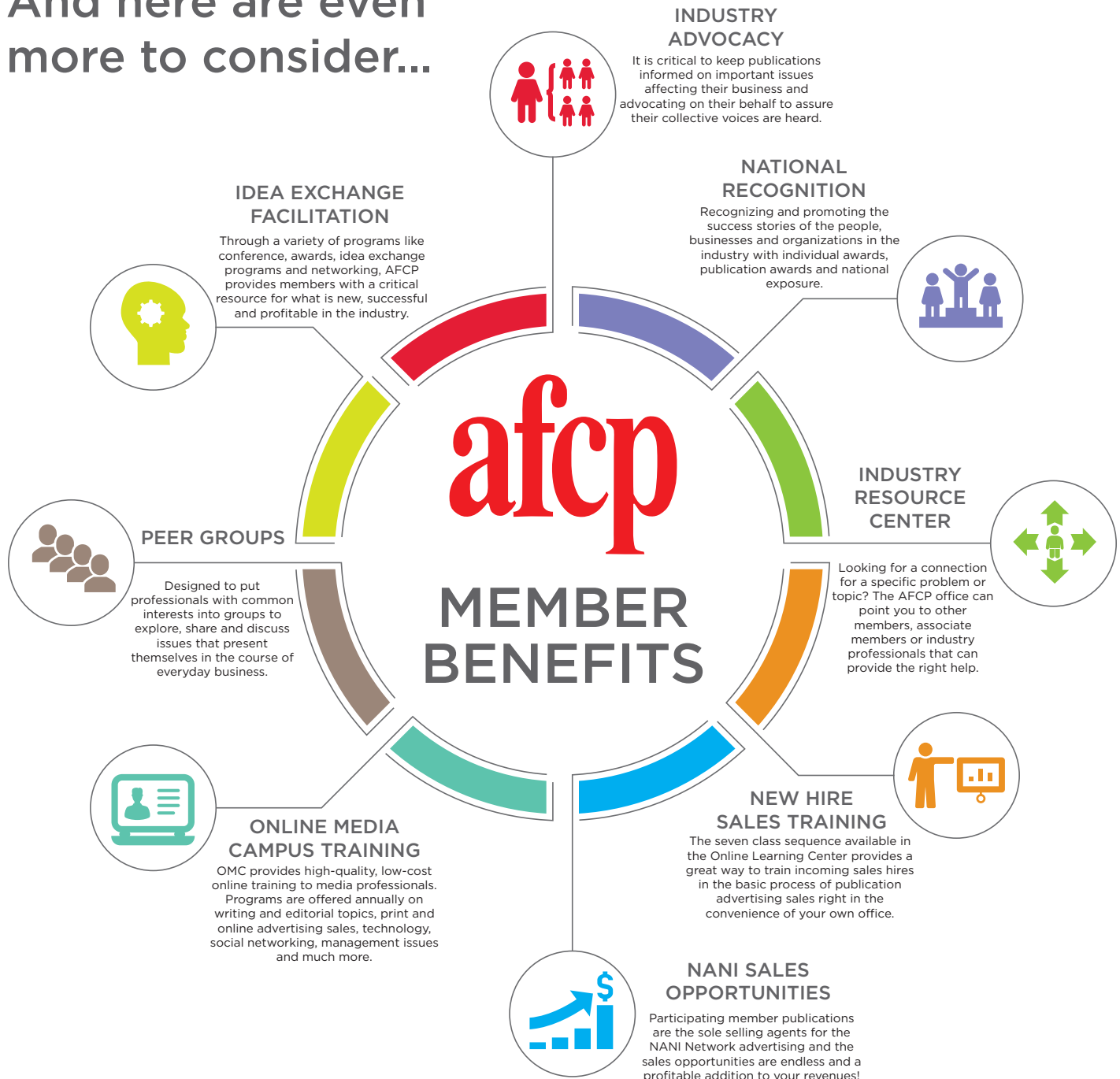
Publishing software

207.452.2476 • sfobes@merrsoft.com

Again we ask you...

Are you taking full advantage of all your member benefits?

And here are even more 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

Associations IN the NEWS

THE MID-ATLANTIC COMMUNITY

Papers Association (MACPA) is seeking Silent Auction items to raise money for its Education Foundation. Donations can be brought to the conference or mailed to the office by March 13th.

An "Explore Philadelphia" Walking Tour is planned for Sunday, March 29th, following the 2020 Annual Conference March 27-28, 2020. Some of the stops include the Liberty Bell, the Betsy Ross House, and Independence Hall, the birthplace of our nation where the Declaration of Independence was first adopted and the U.S. Constitution was written. The cost is \$59 per person and includes lunch. Call the office at 800-450-6631 for additional information or to register.

AT THE INDEPENDENT Free Publishers of America (IFPA) Publishers Summit February 7-8, 2020 in Clearwater Beach, Florida, Douglas Fry will demonstrate an affordable, viable design suite to replace the Adobe Creative Cloud Suite: Affinity Publisher, which was recognized by Apple as the Mac App of the Year for 2019.

Additional presenters include Preston Gibson (Three Success Factors for Local Publications),

Deborah Phillips and Jane Quairoli (Dress Codes at Work), Joe Nicastro (Using On-line Services), Tom Ward (How to Sell Your Publication), Eric McRoy (Personality Profiles), Rick Wamre (Inexpensive Editorial Copy), Joyce Frericks (Requester Status Postage), Doug Fabian (Setting Up a Sweepstakes), Manual Karam (Customer Relationship Management), and Shane Goodman (Open Forum).

THE MIDWEST FREE

Community Papers (MFCP) has announced the speakers for its upcoming Spring Conference at the Renaissance Des Moines Savery Hotel March 6-7, 2020.

David Okerlund is a well-known speaker, presenter and author who founded The Creative Communications Institute, an organization dedicated to assisting individuals and corporations with their communication needs.

Ursula Mentjes, a three-time bestselling author, award-winning entrepreneur and sales expert, specializes in Neuro-Linguistic Programming to help her clients double and triple their sales. She will transform the way you think about selling so you can reach your goals with less anxiety and less effort.

Kevin Slimp, who has made his mark in just about every

area of the publishing world, will lead two sessions. In "The Technical and Theory Behind Good Ads" session he will share some of the psychology of what makes good ads together with the hands-on skills to do so. In the "More Tools to Increase Productivity at Your Paper" session he will share advanced skills in Photoshop, InDesign, Acrobat and more.

THE MIDWEST FREE COMMUNITY

Papers (MFCP) has planned a Publishers Summit July 8-9, 2020, at the Arrowwood Okobojo in Okobojo, Iowa. The summit will begin with dinner Wednesday evening, with roundtables Thursday morning from 8:30 a.m. to noon.

To submit your "Associations in the News" story, please send it to Barbara Holmes at FreePaperINK@aol.com.



What is the core **value** of your **PUBLICATION?**

by Bob Berting, Berting Communications



YOUR SALESPEOPLE ARE TELLING your prospects and customers that you are the best newspaper in town or if you're the only newspaper, you're the best media choice in town. They go on to say you have the best customer service in town.

But what is your core value? What is the value you bring to the marketplace that no one else can bring? What impact does that value have on the prospect, not intellectually, but emotionally? What value do you bring that will compel your prospect to ask you to fix their problems?

Principles of Contemporary Selling

Cut down on selling emphasis and begin using psychology and philosophy to translate your value. When you stop selling, your prospect will feel prone to open up and give you the reasons why he or she needs you to fix his or her problems. Isn't that what we want anyway?

Salespeople who sell hard and relentlessly sometimes don't understand human nature—and it costs them. You still do your dog and pony show to sleepy eyes. Stop the show and ask questions about their problems and existing conditions. A key question is: "Are there conditions or problems in your company that you think our publication can help you with?" Let them talk.

Never Underestimate the Propensity to Purchase

You have seen this happen. A prospective advertiser will balk at spending \$1,500.00, then turn around and spend \$2,500.00 with a competitor. Why? Because the belief was there. The energy was there.

The money is always there. Money is conceptual. Many times, the danger is that salespeople will make decisions for the prospect before they do. Don't make the decision for the prospect before they

do. Don't make the decision for the prospect about anything, especially money.

Also, sometimes the more one pays for something, the more value they attach to it—providing the value is actually there. The world is full of buyers who have bought half a solution only because of the salesperson's fear to talk in larger terms that would have solved the entire problem of the prospect or customer.

Never Let Your Fears Affect Your Selling

Often, we won't ask the question because we're afraid of the answer. The prospect is telling you about a severe problem he has. You need to ask, "What have you previously done to solve this problem?" By asking, you will be finding out an important part of his values—his own fear. From that, you can determine the best corrective action to take.

Don't Overwhelm Your Prospect

You have tremendous knowledge about your publication—type styles, printing press capability, demographic statistics, website benefits, etc. You feel good about what you know and you want to start spouting all this information to the prospect. Many times, the reaction to all this rhetoric is actually wearing the customer out. Never wear out the one with the check.

So you know everything there is to know about newspaper advertising. But many times you don't know the customer's compelling problems that need to be solved—and you need to know them. **INK**

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.



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@mfcpc.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@mfcpc.org.

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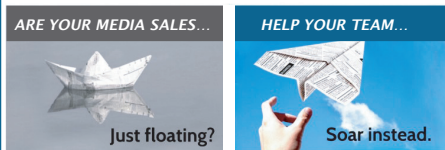
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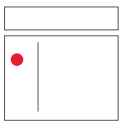
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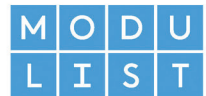
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