

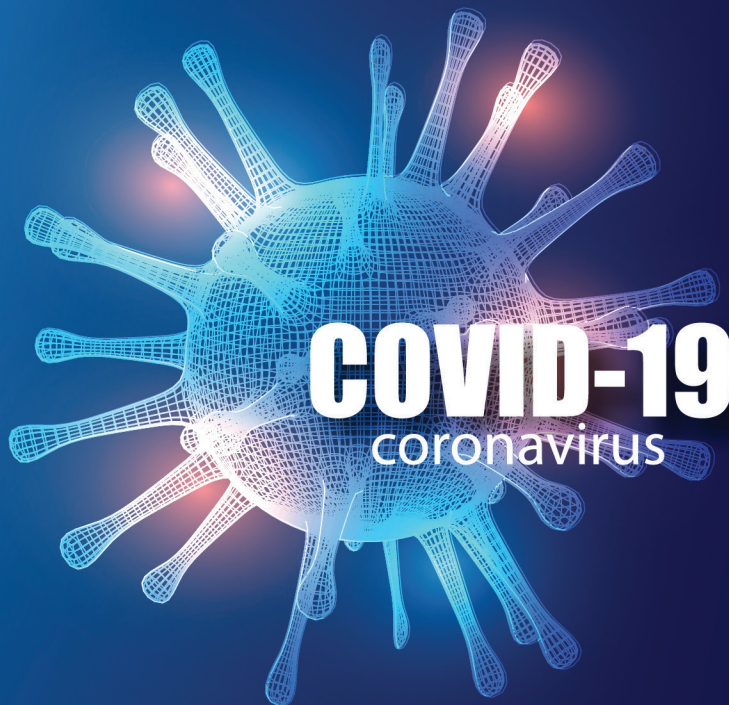
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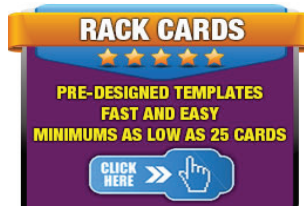


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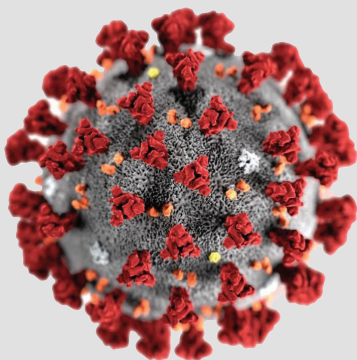
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COMING
next
month

Next month INK will be looking at the 70-year history of AFCP – A walk down memory lane that will highlight the people, companies and events that have shaped the industry since 1950.

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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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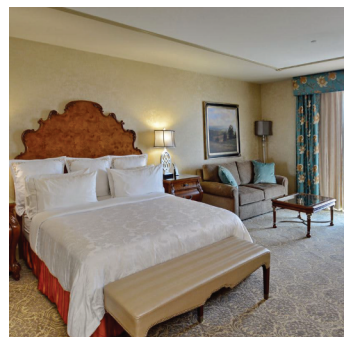
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An Unexpected Benefit

PARTICIPATING IN THE SERIES OF weekly open discussion calls for publishers during this pandemic-driven period has been an incredible experience for me personally. Witnessing firsthand the remarkable passion that participating publishers had for their products, their staff and their communities was not only inspirational, it was invigorating. The discussion never seemed to center on their personal difficulties in this turbulent time, but the importance of doing the right thing for everyone else involved.

Sharing ideas and processes that could be utilized to help strengthen everyone's publications always drove the weekly discussions relating to their products. Keeping as much substance on the pages to support readership and advertisers was paramount in much of the interaction. As difficult as things got in the darkest days of the pandemic, there was something uplifting about hearing an idea that was working in one market being enthusiastically embraced for use in additional markets. Then to hear a success story a week or two later of how well that idea played out on the pages of another publication added even more significance to this process.

Another critical component was the intense discussions of how best to proceed for the benefit of the employees of so many of these companies. To furlough or not furlough or to cut back hours rather than to furlough dominated some of those early discussions. To the benefit of the many employees represented on those calls, the focus almost always was on what would be best for the employees rather than on the bottom line. Not to say that affordability wasn't a consideration, but ideas always seemed to run through the employee impact filter first. The amount of focus placed on weighing the staff ramifications was a true testimonial to how high the perceived value of each publication's staff impacted most of the decisions.



LOREN COLBURN
EXECUTIVE DIRECTOR

Last but certainly not least were the many discussions on how best publications could help their communities during this unprecedented time. What content can we include to inform readers on how best to deal with this pandemic? How can we facilitate more connections between our readers and the merchants who desperately need to inform their customers of availability issues related to products, curbside pickups, business hours, in-home activities, and so much more? The focus on the mission of connecting readers and their communities for

"Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it."

— *Michael Jordan*

the benefit of both remained paramount at all times!

After observing this industry as it searched its way through an unpredicted and inconceivable event like a nationwide shutdown leads me to sharing one recommendation which is a direct reflection of those incredible people I have been observing. That recommendation is to let those people you worked so hard to lead through this event know how important they are to you, to your business and to the communities you serve. Offer some additional recognition to all those people who stuck with you through this difficult time.

To the advertisers who kept running ads, look for a way to say "thank you" that will let them know it was recognized and appreciated. To the employees who managed the adversity with an upbeat attitude and a pitch-in spirit, offer some recognition that you noticed it and it meant a great deal to you. To the community you serve, take great pride in the importance of the role you play in keeping them informed, safe and communicating with each other.

There is a Michael Jordan quote that comes to mind. "Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it." I have had the privilege of a front row seat to watch the community paper industry live out this very quote. As a team, they helped each other navigate their way through uncharted waters and with each other's help, they will come through this stronger and more prepared to handle whatever tomorrow will bring.

So to follow my own advice, to all those who participated on the open discussion calls over these many weeks, a very sincere "Thank You" to each and every one of you. You have once again found a way to amaze me. Until next month, tell everyone "If it's FREE, buy it!" **INK**

Thank You for your Service...

...from the AFCP Office

people in the SPOTLIGHT

THE TRUE STRENGTH OF ANY ORGANIZATION like the Association of Free Community Publications (AFCP) lies with the dedicated volunteers who support it. We have been very fortunate over the years to be blessed with an incredible number of these talented individuals and AFCP and its members have benefited greatly from their participation.

We have three board members who will be stepping down from the AFCP Board at the conclusion of their terms on June 30th who certainly fit this description. Their efforts on behalf of the entire industry have made a profound and lasting impact that we appreciate much more than we can ever express.



Dan Alexander

Dan Alexander, Sr. joined the AFCP Board in July of 2008 as one of the representatives for the Free Community Papers of New York (FCPNY). Dan's administrative experience with FCPNY – having served in a variety of rolls, including President – combined with his broad publishing background made him a welcome addition to the team. Over the years, Dan has been quick to accept assignments wherever needed with AFCP, including chairing the Membership and Alternative Revenue Committees for a number of years. Dan has also served as the Chair of Paper-Chain for a number of years working tirelessly to promote the benefits of our industry and the publications that comprise it. Being awarded the 2017 Craig McMullin Distinguished Service Award summarizes the positive impact Dan has made and how much his service has meant to us all.



Shane Goodman

Shane Goodman first joined the AFCP Board in July of 2006 as one of the representatives of the Midwest Free Community Papers (MFCP). Shane brought an energy and honest, straightforward perspective that has

had a positive impact on the initiatives of AFCP for the past 14 years. Shane has served a number of roles in AFCP including President, 2011 Tucson Conference Chair and many of our standing committees over the years. He also serves as the President of the Bill Welsh Foundation in support of educational opportunities for young publishing professionals. Shane was recognized as the 2016 Publisher of the Year in recognition for his outstanding publications and contributions to the community and the industry. Shane's ability to fine-tune a discussion to the most critical questions will be greatly missed and has had an incredible impact on the positive outcomes of so many initiatives.

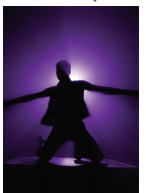


Rich Paulsen

Rich Paulsen joined the AFCP Board in July of 2010 as one of MFCP's representatives. His dedication to the community publication industry and broad experience have provided a steady guidance in many of AFCP's initiatives over the last 10 years. In

addition to actively serving on a variety of standing committees for AFCP over the years, Rich currently serves as the Vice President of the Bill Welsh Foundation. It was Rich Paulsen's drive and personal efforts that helped create the Bill Welsh Foundation to establish a funding source to promote the industry's educational efforts. His support of AFCP initiatives by presenting motions to establish needed approvals to move issues forward has been second to none and a much appreciated support for many of AFCP's accomplishments over the last 10 years.

On behalf of our members, our association and a grateful industry, we would like to take this opportunity to thank these individuals for contributing their time, talents and efforts to improve the community publishing industry. They have all had a significant impact on each and every one of us and we will always be grateful for those efforts. **INK**



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Remembering Doug Fabian

ON APRIL 22ND, WE BID A SORROWFUL FAREWELL to Doug Fabian when he was unexpectedly called to his heavenly home. We pay tribute to his life by sharing precious memories from some of his colleagues.

Honoring His Professional Life

"Doug was a true innovator in our business. For example, back in the '90s he literally invented "TEAMS" when he came up with the idea to have artists and sales reps work together as a team instead of working against each other. It was such a revolutionary idea at the time. I know that he had invested lots of time figuring out all the details for new comp plans and bonuses, and he just freely handed it all over and shared it with me and anyone else who asked. Doug loved our industry and gave everything he had to make it better. If you had a challenge you were trying to figure out at your paper, all you had to do was pick up the phone and ASK DOUG how he had solved that issue and he would share everything he had. I will truly miss being able to pick up the phone and ASK DOUG. He was CREATIVE, INNOVATIVE and PASSIONATE."

– Dan Buendo, Publisher, Reminder Publications
East Longmeadow, Massachusetts

"Above all, Doug was a teacher – and a really good one. It was in one of his small seminars in 2015 at the Reminder offices in Massachusetts that I first met Doug in a deeper way. I was very impressed with his knowledge and drive, and when the day was over I invited Doug to assist – outside of his regular job – in consulting with our sales staff. He did a great job from a distance for many months, and eventually found his way to working with us. Doug's presence, experience, and optimism gave a real lift to the sales staff, and he helped The Valley Breeze create many popular new print sections that are still crafted today."

– Tom Ward, Retired Publisher & Founder of The Valley Breeze
Lincoln, Rhode Island

Honoring His Passion

"My favorite [memory], what may be remembered as 'his finest hour,' occurred at the conclusion of the IFPA fall conference four years ago. The conference was essentially over, door prizes awarded, organizers and sponsors thanked, everyone packing up their samples and notes, ready to call it a day. Doug took the mic and spoke extemporaneously for about ten minutes about our value and the importance of our papers to the communities we serve. He referenced no notes but spoke powerfully, right from the heart, a man totally committed to his topic. His points were logical and well organized. It was a brilliant demon-

stration of clear thought and effective delivery. Doug was absolutely inspirational. In all the years I have been attending these sorts of meetings, I have never been so moved, so proud to be a part of the industry, so eager to get home and make a difference in my community. Doug was not some high-priced motivational speaker who parachuted in to speak, pick up his check and then move on. Doug was one of us, one who has spent time in the trenches and who really knew and understood what we were about."

– Blain Fowler, Publisher, The Camrose Booster
Camrose, Alberta, Canada

"In 2002, I participated on a team at the AFCP Daytona conference that Doug Fabian captained for the team competition event. We chose the Mash TV show as our presentation theme. Doug's passion to settle for nothing short of the best made the experience both memorable and fun. From getting Dan Alexander, Jr. to play Klinger all the way to closing the presentation with having a full High School drill team march into the auditorium and perform their program – it was Doug's 'Never Say Never' attitude that pushed the team to a first place finish."

– Loren Colburn, AFCP Executive Director

"If I had to use one word to describe Doug, it would be passionate. He was passionate about his family, his friends, his church, his work and IFPA. You will not find anyone who loved the newspaper business and sales more than Doug. He was giving and generous to everyone."

– Deborah Phillips, Publisher, The World Barre, Vermont

"Doug had a great attitude every day and was a true pleasure to work with. As many of you know, he was a big – really big – Red Sox Fan! He always went to Opening Day. I knew what that was. At some point he told me about Pitchers and Catchers Day. I had no idea what that was. He told me that Pitchers and Catchers start a month earlier in Spring Training than the rest of the team. I never knew that; and now, I will never forget it. My best goes out to Connie and all of his family."

– Ken Hovland, Retired Publisher, The Reminder Media
Vernon, Connecticut

Honoring His Thoughtfulness

"Doug had a big heart and led with it. While making business decisions and charting plans, he was very concerned with the impacts of those decisions on all of his co-workers and employees in addition to the company and product. Doug was an extremely good listener and a motivational force. He always lent an ear to someone with a problem or burden and





lifted them up. He had that gift. Many credit him with helping them to be a better person or a more accomplished employee because of what he saw in them that they hadn't previously seen in themselves."

– Valerie Stokes, CEO/General Manager, Kapp Advertising Service
Lebanon, Pennsylvania

"For every idea I shared with him, he gave me 100. He often told me he thought of me as a sister... a much older sister, he would say, always with the emphasis on "older". I did not mind. He always made me laugh. Like many people who knew and loved Doug, I feel a deep loss. The other day I heard one of his favorite songs on the radio, What A Wonderful World by Louis Armstrong, and burst into tears. No one can replace such an amazing person. I know he is in heaven. And not to be disrespectful, but I have a feeling he is helping God improve his marketing."

– Deborah Phillips, Publisher
The World, Barre, Vermont

Honoring His Sense of Humor

"At an FCPNE conference, the motivational speaker was [speaking] on the book the FISH! Philosophy, based on the success of the Pike Place Fish Market. Doug and his co-conspirator, Dan Buendo, were to introduce the speaker. After a quick opening, both of them disappeared into the men's restroom with their lapel microphones on. Over the next couple of minutes many toilets were flushed and the conversation was purposely garbled and broken, but with enough clear words that you could assume it was 'Mens' Room Talk.' When they returned to the podium the audience was hysterical, but it didn't end there. They both came out carrying buckets of live fish, which they proceeded to TOSS into the attendees. I don't remember one word of the FISH! Philosophy, but I'll never forget the opening!"

– Gary Rudy, Retired Executive Director of IFPA

"I couldn't tell you when Doug and I met. However, our friendship was forged on the asphalt of the traditional IFPA basketball games each Saturday at conference. Doug and I generally wound up guarding each other. I was, by far, the oldest guy in the game, and Doug was Doug. I believe the strategy was called, 'Put the fat guy on the old guy, and watch the paint dry.' It worked out particularly well for us, because our beer breaks matched the same schedule."

– Bob Munn, Retired General Manager, Green Tab Publishing
Wheeling, West Virginia

"One of the funny memories I have of Doug was when we were getting on a plane to go to one of the conferences. These two guys had just scored the exit row and were all proud of themselves. As Doug and I were coming down the aisle we heard them say, "All we need now is a HOT blonde to sit between us." Now Doug was obviously not a small guy. And without skipping a beat he said to them, "I believe that is my

seat"... to which you saw their jaws drop in 'Airplane Travel Horror' as they thought he was about to sit right between them. Of course it was not actually Doug's seat, and we all got a good laugh out of it."

– Dan Buendo, Publisher, Reminder Publications
East Longmeadow, Massachusetts

"You didn't have to know Doug very well to grasp his love of baseball. One of my bucket list items had been to see Doug umpire a game. As a former coach and umpire myself, I knew he would run it right and I would probably learn something. He took great pride in a story that placed him behind the plate on the home field of a team whose fan base was, let us say, rabid. The town had a reputation – and after that game, so did Doug. Apparently, the home crowd was on him from the first pitch. He would note that some of their comments were pretty clever, but still annoying. Before the bottom of the first, the catcher threw down to second. The ball went around the infield, but Doug was not behind the plate. He had moved behind the backstop and gone back to sit among the home fans who had been busting his chops. When the coaches and his umpiring partner suggested he return to the field, he shouted back, "No, they're right. You can see much better from back here!" Needless to say, the home fans fell in love with him and the game went smoothly after that."

– Bob Munn, Retired General Manager, Green Tab Publishing
Wheeling, West Virginia

"Doug and Dan Buendo were both unbelievable Red Socks fans, and Joe Nicastro was as big a Yankee fan as there ever was. Every year they would have a contest to see which team had the best record. The winner got to embarrass the loser in any way they could at the Fall Conference. Joe and Dan came up with some pretty unusual things, everything from wedding dresses to pink shirts on a hairy chest with size 48 bosoms, but Doug always came out the winner. He would just sit in the background and come up with the most outrageous of the ideas since he didn't have to perform them. I'll bet Saint Peter isn't letting him get away with that!"

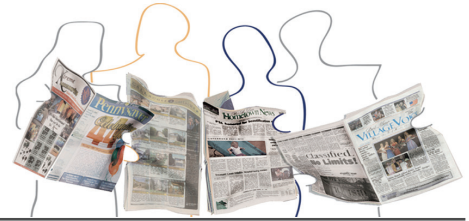
– Gary Rudy, Retired Executive Director of IFPA

Honoring His Greatest Love

"We all have stories about Doug's creativity, his leadership and his burning commitment to the industry. But the thing that might surprise you is that we were a far distant second place in his heart. Maybe even third. At virtually every conference and every meeting I can remember—surrounded by colleagues who were just thrilled to be out of town—he would quietly mention that he would rather be back home with Connie and the boys. That was where his heart was."

– Bob Munn, Retired General Manager, Green Tab Publishing
Wheeling, West Virginia.

R.I.P., Doug. 



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Janelle Anderson (ext. 108)



A Privilege

by Charlie Delatorre

SINCE BECOMING President of AFCP in July of 2018 I've used this space in INK as my own personal "Random Thoughts" column, often writing one version only to

find myself deleting it and starting over. For those of you who know me, I've never been one to shy away from what's on my mind. For those of you who don't... yes, those people think I'm obnoxious!

I love our association. It's given me the chance to meet people I would have never met, travel to places I would have never seen and helped me to become a much better owner, manager and publisher. Nothing I can say in this, my final column as President, could come close to describing the emotion I feel for my AFCP brothers and sisters. Buckle in, 'cause I'm feelin' sappy!

In 2010, I was asked to serve as an association rep on the AFCP Board of Directors by the Community Papers of Florida. In the previous 10 years, I had learned a lot about our industry from people like Jim Kendall, Carlos Guzman and Dick Mandt. But it was Dan Autrey who first asked me to serve in early 2000 when I was a 28-year-old rookie publisher who obviously needed some help. Joining that association was an important part of our early success. Thank you, Dave Neuarth and all of my fellow publishers in Florida, for all that you've taught me and for always having my back!

I was already an active member of AFCP when I joined the board, having been to most of our annual conferences and being lucky enough to be a part of The Leadership Institute. By "lucky enough" I mean I pushed, prodded, coerced, threatened and maybe even blackmailed Rob Zarrilli into being a part of this incredible new initiative.

I'll never forget walking up to him after the initial announcement in San Francisco and literally begging to be a part of TLI. Truth be told, Rob never hesitated. He immediately included me and became a dear friend these last 13 years. Being a part of that faculty

and having the opportunity to work alongside the likes of Jim Busch, Elaine Buckley, Tom Cuskey and so many other talented trainers, is one of my most treasured experiences. Thank you to all of you who sat through our classes and to the TLI Crew – thank you for your friendship, your intellect and your commitment to our association.

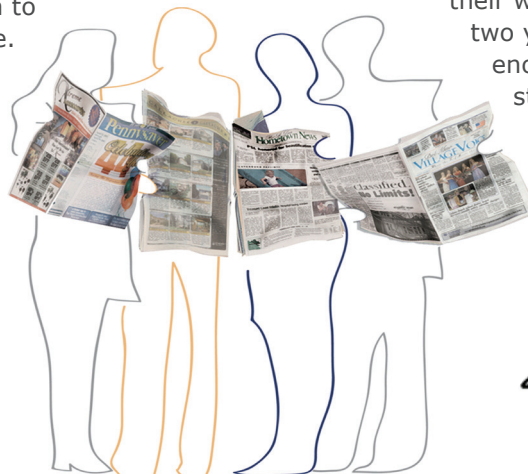
When I joined the board, I never imagined the relationships that would be forged in the years to come. Serving through the Conference Chairs, the Executive Committee and eventually as President, these past 10 years have been incredible. I'm a glass-half-full kind of guy, so even as our businesses struggle to survive during this unprecedented time, I find myself remembering the good times.

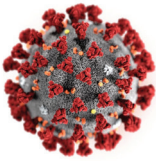
I remember Scott Patterson in that seersucker suit, making salsa with the crew from El Clasificado in Tucson and wearing Carol's feather jacket in Vegas (there's pictures). I remember the party at Vizcaya, the Second Line Parade in New Orleans and the Fireworks show in Louisville. I remember giving Vinnie Grassia the Publisher of the Year award in Savannah, getting stuck on the roller coaster at Sea World and all of those open bars... so many open bars! I remember having a little too much fun with Greg Ledford (okay that happened more than once) and trying to figure out how the bidet worked in Greg Birkett's room. AFCP is my family. We fight, forgive each other's mistakes, make each other better and show up when one of our own needs help. Thank you Loren Colburn and Cassey Recore for taking care of the family!

Lastly I'd like to thank the current board for all of their work and dedication these past two years and I'd like to give an enormous shout out to the best staff anywhere – Team Tower! Thank you, for all that you do! You are the best!

Thank you AFCP, it's been a privilege. **INK**

CHARLIE DELATORRE
AFCP PRESIDENT
TOWER PUBLICATIONS





Why Should People Read Your Publication?

by Loren Colburn

THIS IS THE CRITICAL QUESTION EVERY publication should be asking on a regular basis. I'm not talking about reaffirming the assumptions that publishers have used for generations – I'm talking about a thorough analysis of the features and benefits of your product for your readers. If you do this objectively, it will tell you what aspects of your publication are important, what aspects you need to improve or expand, and what aspects you thought were working but are not.

This evaluation of your product is not to be taken lightly as it can be the determining factor for why you are 25% larger, simply scraping along or a distant memory five years from now. There are loads of ways to approach this evaluation but the most critical step is the first one – to commit to the process.

There are a number of things to consider when determining how to best conduct this evaluation. Here are just some of the important options:

- Who do we include in the evaluation process?
 - ❖ Readers
 - ❖ Staff
 - ❖ Advertisers
- Who directs the process?
 - ❖ Publisher
 - ❖ Outside Consultant
 - ❖ Neutral Party
- What format(s) should be utilized for the evaluation?
 - ❖ Written Questionnaire
 - ❖ In-person Interviews
 - ❖ Focus Groups
 - * Readers
 - * Advertisers
 - ❖ Roundtable Discussions
 - ❖ Combinations of a number of these
- What is the timing needed to complete this evaluation?

Answering these questions will provide the details needed to outline the structure for how you will go about putting this evaluation together. The guiding compass for every aspect of this evaluation must at all times be about what provides the most honest, unaltered view of your publication in the eyes of your community. Through that, you will be able to

determine how to improve your publication's ability to...

- make stronger connections with your readers;
- attract more readers from existing non-readers;
- expand audiences for current advertisers;
- build audiences for new advertisers; and
- provide more reasons for everyone to read every issue.

Now, after having spent over 40 years hanging out with you publisher types, I have one very important caution I feel compelled to share. We often look at the world through our own eyes and assume everyone else in the world is seeing exactly the same thing as we are. Because we like something – everyone likes it! Because we don't like something – no one likes it! Because we react to something a certain way – everyone reacts to it exactly like we do! When you take this perception issue and roll in a heavy dose of that publisher, entrepreneurial, "high D" directive personality, you most often get an "I don't need to ask that question because I know the answer" response that may or may not be even close to the reality.

Let me relate a real life story that explains this concept. It was the very first year I was in the free community paper industry and I was the account manager responsible for all agency accounts. Our largest advertiser was Syracuse Savings Bank, a multi-branch bank handled by Grove Hubbell. Grove was a one man advertising agency in his late 60's who took me under his wing as what I'm sure he saw as the ultimate educational project.

In November of 1977, Grove invited me to accompany him as he made his presentation to the bank's board of trustees for the 1978 advertising campaign, of which our publications were the second largest portion of the budget. I have to admit, I was a bit nervous as these were 12 of the most influential, well-to-do movers and shakers in the Central New York business community.


During the review of the budget allocations, as they got to the portion projected for our publications, the chair stopped the presentation and said to his fellow trustees, "I can't understand why we include these papers. I don't read them. How many of the rest of you read them? Show of hands!" As I

looked around the table, there were only three hands raised in the air. Yes, for that brief moment my mind raced to what might be my next job in this fledgling career as an advertising sales executive. The chair reacted with a clear "I told you so" look on his face waiting for Grove's response.

Grove stood up at that moment, without any hesitation or change of expression, and asked a single question. "How many of you consider yourselves to be an average depositor of the bank?" After a brief, quiet moment, he asked, "How many of you believe you represent our typical customer? Show of hands!" Not one hand went up. Grove then said, "You tasked me with delivering the bank's marketing information to your most important audience – the average depositor. If you're not average depositors, what you read or don't read really doesn't apply here." And with that he sat down!

Grove proceeded with his presentation and the budget with our full allocation of advertising was secure for another year. The lesson that Grove delivered to the entire room that day was to make sure you focus on the behaviors of your target audience and not your own behaviors. If your objective is to really connect with your audience, this distinction is critical. It is a lesson that 43 years later continues to be just as significant to the success of any marketing program as it has ever been.

So get to work looking at the behaviors of your readers and advertisers. Then figure out how you can position your product to align more closely with those behaviors. The more behaviors you align with, the larger the audience and more consistent your audience will be in connecting with your publications. **INK**




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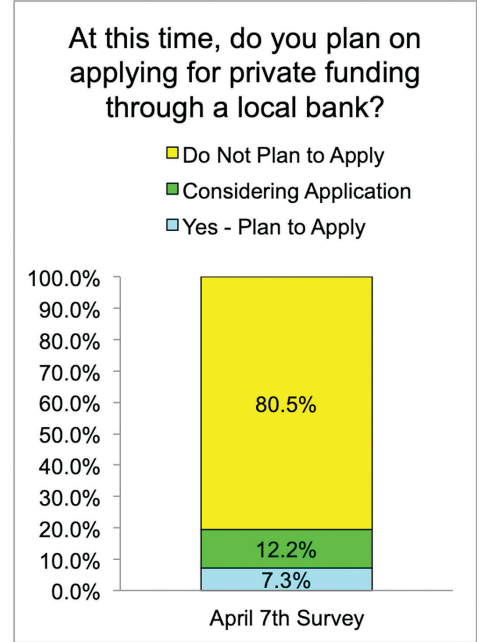
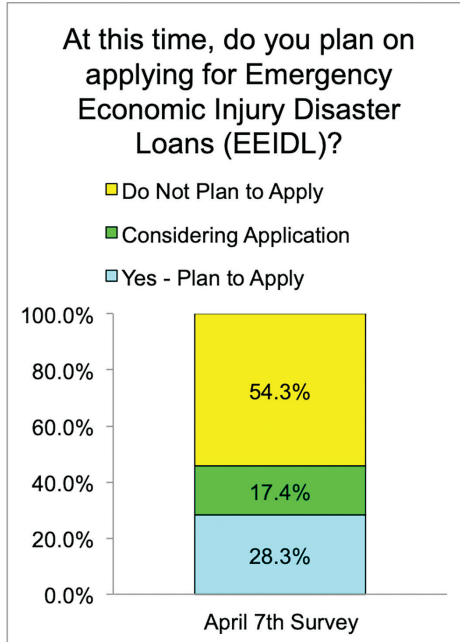
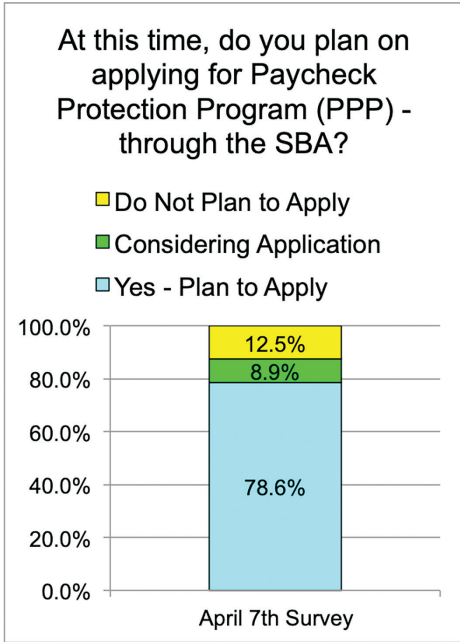
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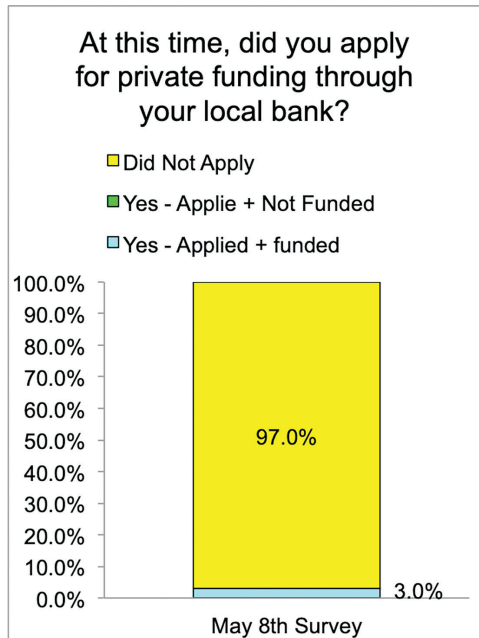
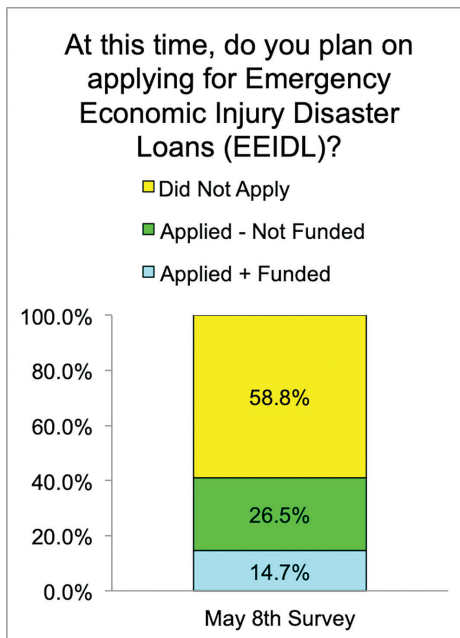
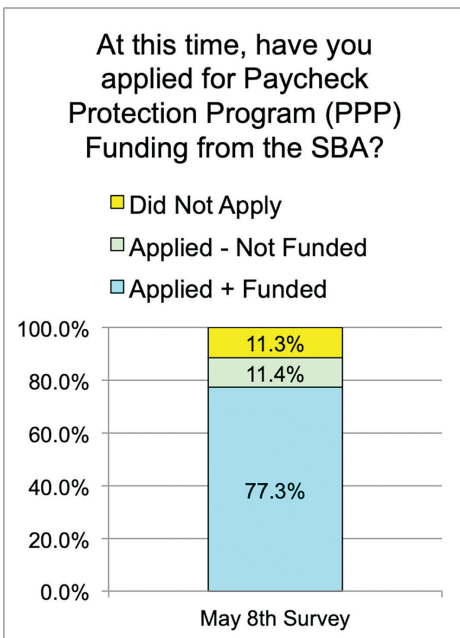
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The Survey Says...

Compare the April 7th survey results ...



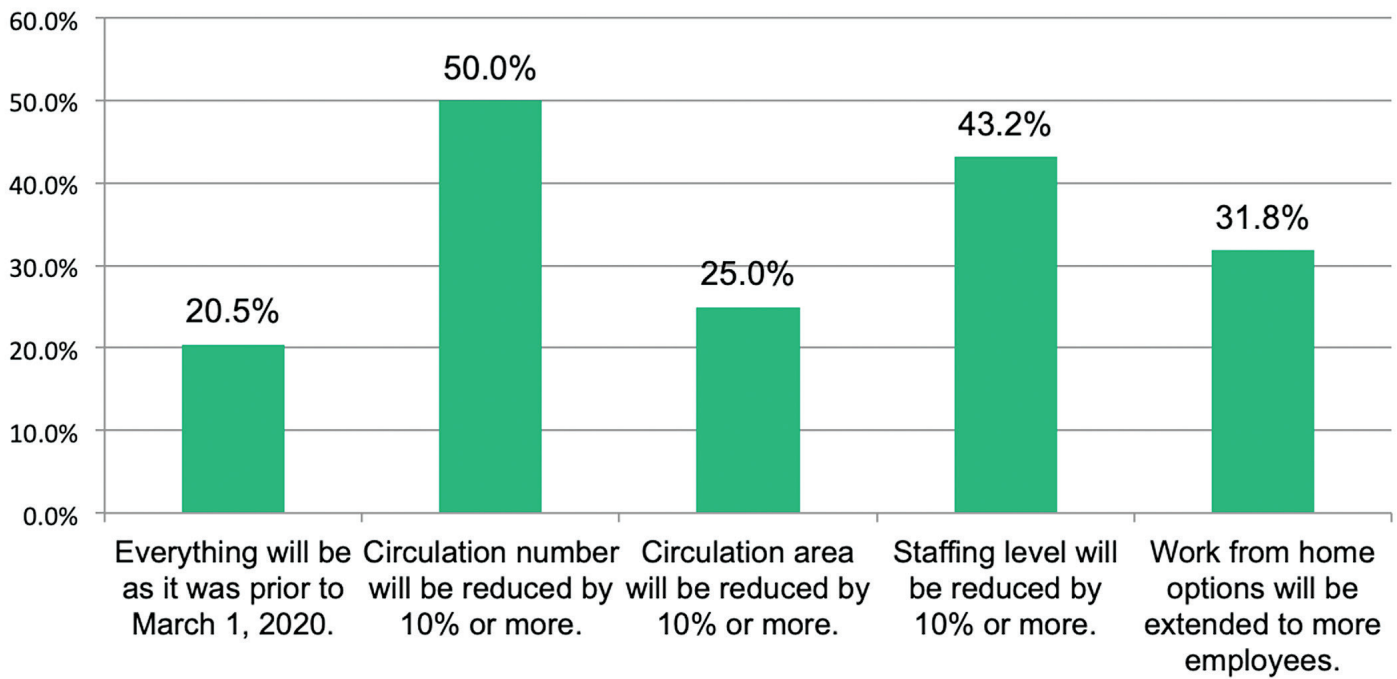
... to the May 8th survey results.



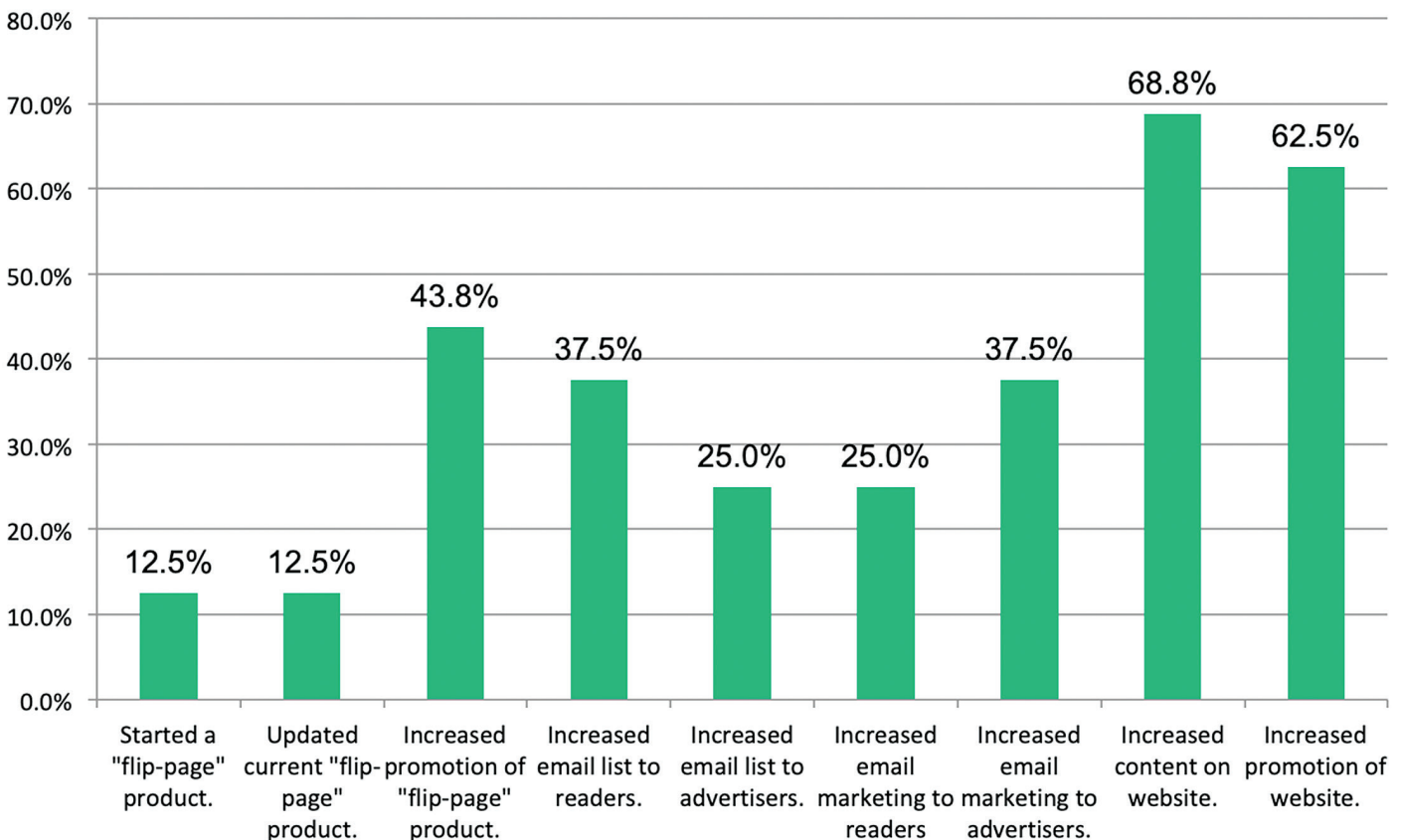
Has the COVID-19 pandemic experience prompted you to change any of your digital offerings?

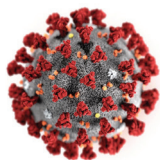
29.5% said "YES"

After the COVID-19 pandemic is over, which of these will apply to your print product going forward?



Did you make any of the following digital changes?





What's Coming for Free Community Publications of the Future?

THERE ARE EVENTS IN OUR LIVES THAT SHAKE us to our very core and leave us feeling as though life will never be the same again.

In many instances, there have been lingering effects that have permanently altered our perception of what is normal. Take 9/11 for example. That singular day in history brought into existence the Department of Homeland Security, TSA checkpoints with long screening lines at airports, and increased government surveillance to combat the War on Terror, among other changes.

The COVID-19 pandemic is another one of those life-altering events. It has already caused massive

adjustments and adaptations to everyday life, and life as we knew it will never be the same again.

But take heart.

In retrospect, 9/11 didn't just cause unpleasant changes; it also revived a strong patriotic spirit among Americans from all walks of life. Similarly, although there have certainly been distressing downsides caused by the Coronavirus, eventually we will identify some lasting upsides.

With that thought in mind, we reached out to some AFCP publishers to see what changes they visualized for the free paper industry as a result of the pandemic. Here's what they had to say.

What do you envision for the free community publications of tomorrow?

"Quality free community publications aren't going anywhere, but I think the emphasis needs to be on 'publications' vs. 'print'. Publishers who are focused on reaching their market every way possible — print, digital and social — will find their footing and be successful. Successful publishers who remain 100% focused on print, ignoring digital and social, will be few and far between."

— Rick Wamre, President
Advocate Media, Dallas, Texas

"A rough road for those who aren't willing to change their course. This crisis is going to thin the free community paper herd and it's going to be difficult for those remaining to prove our value. There may be some good opportunities for expansion and acquisition for those publishers who have a successful formula and enough capital."

— Greg Bruns, Publisher
Arcadia News, Phoenix, Arizona

"I believe we are in the process of creating a new normal. Each day we put different policies into place in order to better our publications. These policies may change tomorrow, but somehow throughout all of this we will have made changes that will improve our publications."

— Lisa Miller, General Manager
New Century Press, Rock Rapids, Iowa

"Locally, many were hoping for a second mini-season; but there are too many outside variables

to predict the future. Overall, we have to be leaner and smarter about our companies including our content and distribution, but we can't cut what our readership values at the same time. I've seen large corporate entities do that time and time again."

— Val Simon, Publisher
Coastal Breeze News, Marco Island, Florida

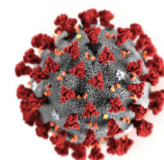
"I envision a turning of the tide, a surge for free publications to stay relevant in, and valued by, their communities."

— Michael VanStry, Publisher
Coastal View News, Carpinteria, California

"As a monthly niche publication focused on the interests of baby boomers and seniors, our readership remains strong and loyal to our print publications. We do expect to strengthen our portfolio of digital publications as our audience continues to evolve."

— Donna Anderson, President & Publisher
On-Line Publishers, Columbia, Pennsylvania

"There is a lot of uncertainty about future business models. We are all curious to see how local economies recover. From the microeconomic perspective, I think some publishers will see faster rebounds than ones in harder hit areas of the country. Advertising dollars will be harder to get because during this time, advertisers have tried digital and some will want to test more digital when they start back advertising. However, digital marketing is difficult for



mom and pop stores. Our publication still serves a vital avenue for mom and pop local retailers to reach local shoppers. We have to stay hyper-focused on growing our ad counts from local business owners. We believe being in the mail gives us an advantage because we reach every home every week. I think

your distribution method is very important moving forward. Many rack distribution products have suffered more during this downturn because of the closure of most their distribution points."

– Will Thomas, Publisher
Exchange Media Group, Fayetteville, Tennessee

What changes do you see on the horizon in order for publications to stay successful in coming years?

"As I mentioned in the previous question, a hyper focus on locally-owned businesses. Those buying decisions are being made locally. National retailers are under financial pressure and are more likely to take a mostly digital marketing approach."

– Will Thomas, Publisher
Exchange Media Group, Fayetteville, Tennessee

"Our industry changes each and every day. Now is the time to embrace the change and stay positive on all levels in order to be successful. Create a new normal."

– Lisa Miller, General Manager
New Century Press, Rock Rapids, Iowa

"Diversification is going to be key, I think. We have many members who have figured out ways to make money and stay profitable, despite the hits that this industry has taken in the last 20 years. Most the time it's because they've branched out and looked at ancillary segments. It might be an in-house ad agency or a simple white-label website design service, but it's all the same idea with finding something else that brings in revenue."

– Greg Bruns, Publisher
Arcadia News, Phoenix, Arizona

"The target audience is key. Do advertisers want to reach that audience in print, digital, or both?"

– Donna Anderson, President & Publisher
On-Line Publishers, Columbia, Pennsylvania

"I see niche publications digging deeper into their respective niches. We also need to look at what we do well that is uniquely us. For example, our competitors are not likely to cover school graduations so I think we need to continue doing exactly that and do it to the best of our ability. What are your strong

points? What sets you apart from your competitors? Our sales people ask that, and we need to ask it of ourselves. One thing I need to do more is promote myself! We need to do more of that as an industry."

– Val Simon, Publisher
Coastal Breeze News, Marco Island, Florida

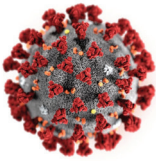
"Do more than just adapt. Publications must strive to be leaders of reliable information not only in print, but on electronic and social media as well."

– Michael VanStry, Publisher
Coastal View News, Carpinteria, California

"We're going to have to rethink how we're handling our print products. Tightened delivery, content (whether ads alone or accompanied by editorial) that is even more targeted to readers, possibly changing paper mixes — all of these options need to be reviewed by each of us, and we all need to begin adding digital and social sales options to accompany our print offerings. It's not always fun learning new things, but I think it will be more fun than going out of business or getting run down from behind by fresh-faced startups. Publishers close to retirement (within a year or two) might be able to stick their heads in the sand and ride off into the sunset. The rest of us aren't going to make it if we don't offer our clients a combination of advertising products that will help them saturate markets better and reach readers more frequently so our advertisers don't get lost in the advertising clutter. We'll probably have to look harder at membership models and convert some of our businesses to non-profits, too."

– Rick Wamre, President
Advocate Media, Dallas, Texas

Continued on page 19



A Case Study

COVID-19's IMPACT on the Coastal View News

I'M IN CALIFORNIA. WE CLOSED OUR physical location to the public on Friday, March 13 due to COVID-19. The following week we laid off 1/3 of our staff. The staff that remained had hours cut by 50%. Remaining staff members were also asked to work from home.

We were fortunate to receive funding from the Payroll Protection Program, as well as an SBA Quick Loan through the CARES Act. All staff is working from home at this time, and is guaranteed employment for the eight weeks that the PPP has funded. Beyond the eight-week time frame, it is difficult to predict if we will be able to continue employing all staff members in the same capacity they were employed prior to COVID-19.


On Friday, May 8, I gave notice on my physical location. I had the downtown office/storefront for nearly 26 years. In exchange, I leased a small industrial space for storage and transitioning.

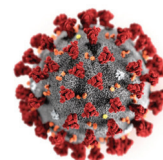
I gave up the physical location because I will be saving upwards of \$2,000/month on rent and utilities. In addition, my employees are all able to work from their homes and we have been able to continue putting together our publications successfully while working remotely.

COVID19 has definitely forced me to do business differently. With everyone's business models changing, we have seized the demand to make our publications even more relevant to those businesses, and our entire community. And while many businesses have been forced to shutter during these difficult times, we know those boarded-up storefronts and paper-covered windows will eventually give way to new opportunities for relationships and prosperity.

– *Michael VanStry, Publisher
Coastal View News, Carpinteria, California*

Major changes at Coastal View News due to COVID-19 include:

- An 80% drop in advertising revenue forced us to discount our advertising rates significantly to entice support from our area businesses that were "open for business." Advertisers that had prior balances were offered pre-paid, discounted opportunities to be able to stay in the publications.
- We launched a COVID-19 Resource Guide and focused advertising sales efforts on local government, medical and utility agencies.
- We participated in (sponsored) and offered free advertising to local relief efforts, most specifically food banks and service club activities.
- The publisher and editorial staff increased social media presence and promoted daily updated website, all with the goal of staying a relevant, reliable news source for our community.
- We run a weekly two-page spread titled "OPEN FOR BUSINESS" which focuses on 4-5 local businesses and the adjustments/changes they are making to stay open and serve the community.
- We published a "CURBSIDE PORTRAITS" series that simply spotlights community members, from a distance, at home with their families.
- We added FREE home/driveway delivery to 3,000 homes during state/county mandated stay-at-home orders. The papers are delivered by neighborhood volunteers who signed up through our social media sites.
- In conjunction with the free home delivery service, we appealed weekly to readers to support the paper financially with a donation to an Honor Roll.
- All employees are now working remotely at prior salaries due to PPP funding.
- We gave up our physical office location (and with that, was able to cancel numerous utility expenses).
- We postponed our summer issue of a glossy piece that is a significant source of revenue. Carpinteria Magazine is now scheduled to publish in June with enough advertising revenue to cover expenses and keep the community publication alive. We offered one-time ad discounts up to 50%, with deferred billing until July 1. 



Were you already considering making some changes to your business pre-COVID? Or did the pandemic cause a shift in the vision for your publication's future?

Continued from page 17

"This pandemic has accelerated the erosion of print advertising that we have been seeing for several years now. We were slowly adding some features to our digital offerings and we had some long-term revenue ideas that we've now put near the front of the line. We aren't sure what that vision for the future is yet, but it's definitely going to be different."

– *Greg Bruns, Publisher
Arcadia News, Phoenix, Arizona*

"It is clear our successful future will have to include MORE immediate coverage of local topics to stay relevant and competitive. For us specifically, that will include further commitment to digital strategies. Since our digital audience is not the same as our print audience, we have to address both."

– *Val Simon, Publisher
Coastal Breeze News, Marco Island, Florida*

"I'm always considering making changes. I don't know if that was a strength or a weakness pre-COVID. Going forward, with so much uncertainty, successful publishers are going to have to manage by the seats of our pants and turn on a dime if we want to stay in business. Assuming there's no COVID vaccine for 12-18 months, there are going to be lots of ups and downs for the next couple of years. The temptation will be to either sit tight and wait everything out, or make changes every day. Success probably will lie somewhere in between. We'll just have to be flexible, continue to be entrepreneurial and make sure whatever products/prod-

uct mix we're putting out there meets the changing needs of our advertising clients and our readers."

– *Rick Wamre, President
Advocate Media, Dallas, Texas*

"COVID definitely made us look at all our circulation in a more critical light. We have made cuts to our circ where we didn't feel we had the ads to support our model."

– *Will Thomas, Publisher
Exchange Media Group, Fayetteville, Tennessee*

"While digital has been a small part of our portfolio, the pandemic has increased our focus to provide additional opportunities for advertisers."

– *Donna Anderson, President & Publisher
On-Line Publishers, Columbia, Pennsylvania*

"COVID was a dramatic wake up call. It has given me time to go through procedures that I didn't realize needed changes. A positive factor that has come from all of this is COVID has given me time to focus on the little things that make our publications successful, our readers."

– *Lisa Miller, General Manager
New Century Press, Rock Rapids, Iowa*

"We were not planning or making any major changes prior to COVID19. Along with my staff, I am excited about the new way we are doing business, communicating with each other, and reaching our community."

– *Michael VanStry, Publisher
Coastal View News, Carpinteria, California*
(Editor's Note: See the Case Study sidebar on page 18.)

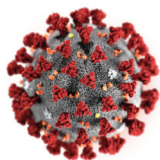
Closing Thoughts

"Free papers have always put community first. I think that characteristic gives us hope for the future. We need to ask ourselves, what do our readers and advertisers want in our products? We have to understand that what we have always done is likely not what they want moving forward and this pandemic has given them the opportunity to express those desires. We as a company focus on mentioning our clients on marketing and let that take us where the market is going."

– *Will Thomas, Publisher
Exchange Media Group, Fayetteville, Tennessee*

"Thank you for the opportunity to share some thoughts with you. I believe we are a bit different than most of the AFPC membership in that our publications are monthly with a very targeted audience. That said, we are all facing a new reality. I'm appreciative that the AFPC organization has coordinated Zoom meetings for the mutually-beneficial sharing of ideas."

– *Donna Anderson, President & Publisher
On-Line Publishers, Columbia, Pennsylvania*



Fight COVID-19 With New Initiatives from TownNews

AS ADVERTISING REVENUE SCREECHED TO A Coronavirus-triggered halt, AFCP associate member TownNews jumped into action to help publishers replace lost income by creating several new initiatives.

In just 48 hours, the TownNews product and development teams put together and launched a “[Support Local Journalism](#)” page that creates new revenue streams to replace the loss of locally-sold advertising dollars. This “Support Local Journalism” page allows website visitors to make direct donations to your newspaper via premium subscription and/or voluntary contribution options. Editorials reminding your readers of the importance of independent local journalism and acknowledging the financial hardship that you’re up against because of the pandemic can persuade donors to voluntarily support your publication. And according to several publishers who have taken advantage of the program, publishing a donor list thanking donors for their contributions has sparked a flurry of additional donations.

“At a time when local advertising is experiencing declines, support from readers who are turning to their local media source is vital,” said Rick Rogers, Chief Revenue Officer at TownNews. “As the majority of local media organizations across the TownNews network have either opened or loosened their paywalls to coverage of the COVID-19 pandemic, the TownNews team wanted to provide an alternative for them to accept contributions alongside the purchase of a digital membership.”

Other new initiatives include:

- [Business Directories](#). This series of turnkey products was created to help retailers make up for lost foot traffic. Designed to highlight area businesses, these free templates – “Open for Business”, “Local Eats To Go”, and “Career Fair” – come with graphics, setup and basic listings. You can opt to include all local businesses or just your regular advertisers as a free community service, to solicit sponsorships, or to generate revenue by bundling listings with another ad package.

- [Webinars](#). TownNews has held a series of Webinars sharing ideas to serve your audience and generate revenue during the pandemic. Some of the topics have included tips and resources for weathering the Coronavirus crisis; hosting virtual business and career fairs; and building a high-traffic special section to cover breaking pandemic news. Recorded Webinars are available for viewing on the TownNews website.

- [Coronavirus Resource Page](#). With new content added often, this resource page offers news, information and tips to help publishers both survive the current pandemic-caused downturn and prepare for the post-COVID-19 landscape.

“I’m very appreciative of the way our team has stepped up to help our customers, and the journalism industry as a whole, weather this crisis,” said TownNews CEO Brad Ward. “It’s critical that we enable our customers to survive this downturn, thrive on the other side, and continue doing the crucial work of safeguarding our democracy.” **INK**



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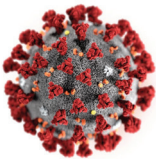
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John Wooden

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BUILDING A STRONG COMEBACK FROM THE Coronavirus is a multi-faceted process, but AFCP associate member Site Impact has delved deep into what it knows best to help both AFCP member publications and their customers recover: that is, multi-channel direct marketing.

A recent webinar offered by Site Impact focused on email marketing in the current COVID-19 landscape.

"The premise of the webinar is targeting businesses that are still open and selling and adapting their message to everything that is going on," said Greg Heiman, Site Impact's Business Development Manager. "For example, furniture stores are still selling but they're selling more office furniture than bedroom sets right now."

It's important to know your advertiser so that you can help them adapt their message to their target audience. For instance, travel has been severely curtailed but a travel agency could remain top of mind by advertising a virtual vacation with inspirational travel ideas to plan for a future date. A toy store could stay relevant with its customers by advertising "Working From Home With Minis" suggestions such as sensory play ideas or a challenging chalk walk for toddlers. Realtors may not physically be showing homes right now, but advertising virtual tours or webinars on the impact of the Coronavirus shutdown on the local real estate market will keep their name in front of prospective buyers until a more normal market returns.

With more and more people working from home due to COVID-19, there is even greater power in an email marketing campaign. People were already checking their emails while watching TV, in bed and on vacation prior to the Coronavirus lockdown, but they're doing it even more so now.

"Everyone's on their computers now and it's a more relaxed work lifestyle," said Heiman. "They're more comfortable checking social media and their personal emails now that they aren't in the office. We

are seeing a lot more email engagement. People are spending more time clicking through, which is taking response away from traditional media outlets."

Email marketing is a cost efficient and powerful tool that lets you reach your ideal audience directly on their phones, computers, tablets or wrists. The advertising message can be targeted according to a wide variety of criteria, and its effectiveness is both measurable and trackable. It can even be interactive, allowing products or services to be added to a shopping cart.

Among the resources offered by Site Impact is a display newsletter template. You just set the price for each ad size within the newsletter, plug in the

ads and your weekly content and send it out. In addition to pandemic needs such as a list of essential businesses or local restaurants with delivery or take out menus, there are also templates for car shopping, sports coverage, house hunting, community services and more.

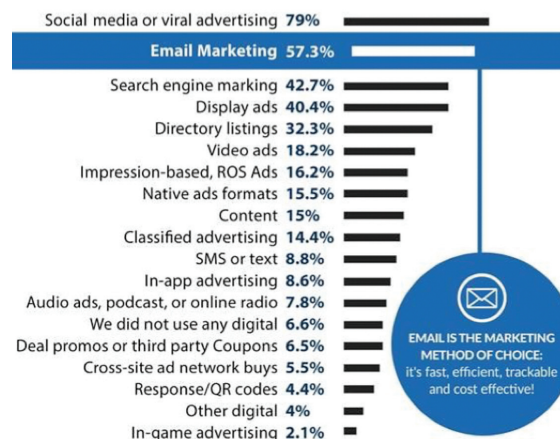
History has repeatedly shown that advertising is more important than ever in an economic downturn. In the 1920s Post was the leading cereal seller, but Post cut its advertising budget significantly during the Great Depression while rival Kellogg's doubled its budget. Kellogg's profits grew by 30% and it

became the leading cereal producer, a position it has maintained for decades. Similar sales indices followed the 1974-75, 1981-82 and 1990-91 recessions. Businesses that maintained their advertising budgets remained strong and viable, while those that cut their budgets struggled for years to regain lost ground.

The takeaway is this. "Companies shouldn't stop spending," said Heiman. "If they keep their marketing budgets going, they will come out stronger on the other side. Once the economy is normalized, the will be stronger than those who didn't advertise. In reality, now is the best time to advertise."

For additional information or a copy of the webinar, call Greg Heiman at 954-350-0837 or email: sales@siteimpact.com. **INX**

DIGITAL AD TYPES USED BY LOCAL ADVERTISERS

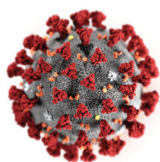


A 2018 Borrell Survey showed that of all the types of digital advertising used by local advertisers, email marketing had a higher response than all but one.

Generating Revenue in Times of Crisis

by Kevin Slimp

lifeafterCOVID-19



IT'S A CRAZY TIME FOR ALL OF US. I'M NOT telling you anything you don't already know. Like many of you, I've been working out of my home office for six weeks. Not only am I a little stir crazy from being home all the time, I'm a little anxious about the reduction in income related to COVID-19. I'd like to share a few things I've done to increase revenue during this period while building new business for the post-COVID-19 world.

Until six weeks ago, I earned a living in two primary ways. I own a book publishing company which employs a few folks. We publish books by well-known authors. This includes everything from editing manuscripts and designing pages to marketing and promoting the books. Interestingly, most folks I speak with outside the book business think people are probably ordering a lot of books right now. You might be surprised to learn that, like most other expenses, people have – for the most part – quit buying books. Our sales have dropped more than 90 percent since early March.

My other primary method of making a living is through speaking at conferences and leading webinars. Like many of my speaking friends, our schedules went from quite full in the spring and summer of 2020 to nonexistent. Of a dozen or so speaking events I had scheduled, other than one, all have canceled or postponed.

I saw three choices:

1. We could count on COVID-19 to pass quickly and just keep doing things like we always have.
2. We could find new ways to bring in revenue to get us through the COVID-19 period.
3. We could throw in the towel.

I chose option 2. We began looking for ways to bring in new revenue while our traditional methods of income are taking a hit. We came up with several. In a strange turn of events, we had to bring in more

staff to deal with all the projects we've begun. It's very likely, when things get back to "normal," we will be a much stronger company because of the plans originally made to deal with the current crisis.

So how does this relate to newspapers? Many of you are in the same place. Hopefully, my friends at papers in the U.S. were fortunate enough to qualify for PPP loans from the Small Business Administration. Those help, but they are a band-aid, not a permanent solution.

Let me suggest three ideas:

1. Find ways to bring in new revenue through your

traditional newspaper. A publisher friend in Minnesota and I were talking in the wee hours of the morning a few days ago. She said, "Give me an idea to bring in revenue. I am all out of ideas." I suggested she contact local advertisers in her very small town and get them to go in together to sponsor two-page spreads each week to honor

the high school graduates in the area. Combined with the feelings of regret a lot of folks are feeling for graduates missing their proms, graduations, etc., this would give area advertisers a way to honor their graduates all summer. And yes, it could bring in significant revenue for the newspaper. The conversation ended with "You may have just saved my newspaper."

2. Find ways to use the tools on hand to bring in new revenue. I led two webinars in April related to publishing books for local authors. Afterwards, I heard from several of the attendees that they were going to begin the process of helping local authors self-publish books right away. Using staff, hardware and software they already have, a lot of newspapers can begin spreading the word and authors will show up with revenue-producing work.

How could your newspaper think out of the box and offer new services that would benefit your community and bring in revenue at the same time?

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You're already doing lots of things: designing brochures and websites; marketing on your social media pages for local restaurants who are delivering and offering carry-out; and creating signs to congratulate the Class of 2020. What else could you be doing with the tools you already have to bring in additional revenue?

3. Look for tools available, many at no cost, to help your advertisers and bring in revenue so they can stay in business and prosper. A few nights ago, I spent an hour on a video conference with Katherine Haine of City Media. I've run into Katherine at several newspaper conventions and always liked the way she came up with products that benefited her customers, newspapers, as well as her own business. Frankly, I don't have time these days for an hour teleconference; but when Katherine told me what City Media was up to, I decided it might be something I'd want to share with newspapers.

In a nutshell, City Media has created protectlocalusa.com and protectlocal.ca as ways for community newspapers to offer online marketing – including online stores – for local businesses at, get this, no cost. No cost to the newspaper. No cost to the business. How do they make money? When a percentage of the businesses decide to upgrade to other services offered by City Media, they make money. I spent two hours with Katherine, making sure there wasn't a catch. I couldn't find one. And get this . . . newspapers get a percentage of the revenue – 20 percent – when businesses in your area upgrade to other services. As far as I can tell, and I'm pretty good at telling, it's a no-lose situation for the newspaper. You offer local businesses a free service that is beneficial to them, with no expenses on your part. Ever. And you get paid any time City Media gets paid by one of the businesses in your area.

It is, indeed, a crazy time. Like many of you, I've never worked harder. And like many of you, I'm making less money. To me, however, it seems you have three choices. I've been working with community papers for more than half my life. I haven't run into many publishers who give up easily, so I would suggest you give serious consideration to option 2. If your business is anything like mine, it could begin to pay dividends in the short term, and in the long term that follows. **INK**

Kevin Slimp is director of the Institute of Newspaper Technology, a training program for newspaper designers, publishers and technical staff. For more information concerning the Institute, please visit www.newspaperinstitute.com. To read past columns, visit www.kevinslimp.com.

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- TLI-107 Making Recommendations Using Features & Benefits
- TLI-103 Answering the Classic Sales Objections
- TLI-101 Closing the Sale
- TLI-108 Four Essentials of an Effective Advertising Campaign

Take advantage of this class sequence for new hires while utilizing the podcast library available on the AFCP website. This adds the ability to help target specific areas of training or answer specific questions involved in the sales process. These tools can be instrumental in a new salesperson's ultimate success as well as providing a professional sales component to your training program.

All you have to do is go to the Online Learning Center now and complete your personal registration. AFCP Members in good standing can contact the AFCP office for their participation key that will enable them to access the next five classes in the Online Learning Center to be able to complete the initial sequence of core selling classes. This member benefit of AFCP is supported by the association in order to assure the highest quality industry specific training available to its members.



The Leadership Institute

Lighting the Way

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!

"In good times people want to advertise; in bad times they have to!"

– Bruce Barton

AS I WRITE THIS, THE COUNTRY'S ECONOMY IS FINALLY starting to reopen after being forced to shut down due to the Coronavirus. Prior to the pandemic, the U.S. economy was like a huge eighteen wheeler barreling down the highway. This disease jumped on the air brakes with both feet, sending the economy into an uncontrollable skid.

As in every economic crisis, small businesses – which have razor-thin profit margins and limited financial resources – suffered the most from the enforced shutdown. These small enterprises make up the vast majority of the advertisers in free and community papers, so our industry has been hit doubly hard by this crisis.

It is unlikely that things will go back to "normal" even after all the restrictions have been lifted. Most consumers are short on cash after missing months of work, so they will be curtailing their shopping for anything except absolute necessities. Consumer spending habits will be impacted by more than economic factors. After watching the death tolls tallied on the six o'clock news every night for months and hearing dire warnings of this pandemic possibly lasting for years, consumers are afraid.

Germany, which was hit by a wave of COVID-19 before the U.S., recently reopened their economy. Their government paid much more generous payments to the unemployed than in the U.S. The economic hardships imposed on their people were not as harsh as in the U.S., yet when businesses opened up their sales were down 70% over the previous year. In spite of pent-up demand, German consumers were simply afraid to resume their old lives.

Small businesses will have to adjust to this harsh reality. Getting things back to normal will require far more than simply unlocking the door and turning around the open/closed sign in the window.

This is where we come in. Our customers need us right now as much as we need them. The businesses that survive this crisis are the ones who can attract the biggest share of the shrunken pool of consumers. The local economies have been shut down long enough to change long-established consumer habits. Everything has changed, so consumers are willing to change suppliers.

The businesses which survive and thrive in this crisis are the ones who realize that advertising is not an option in these hard times. It is something they "have to do!" **INK**



GRAPEVINE

GRAPEVINE

THE DAILY CLINTONIAN (Clinton, Indiana), which ceased publication on April 10, 2020, has been purchased with the intent to restart the newspaper according to John Thomas Cribb of Cribb, Greene & Cope, who represented the Carey family in the sale to Don L. Hurd, president of Hoosier Media Group, Hometown Media and Heartland Media Group.

The Daily Clintonian had been in the Carey family since 1936, when George and Elizabeth Carey purchased the newspaper. Their children, George 'Sonny' Carey and Diane Waugh have been oper-

ating the Clintonian since the mid 1980s.

"Since we were both old enough to deliver newspapers until today, we have worked at our best to deliver the best organized and complete newspaper to our customers," Carey said. "We feel we have given a great service to West-Central Indiana, Clinton, and all of Vermillion and Parke Counties.

"Today begins the re-birth of 'The Clintonian,'" said Carey.

"I felt it was very important that the residents of Vermillion County didn't lose their local newspaper.

WHAT'S GOING ON...

By bringing back the Clintonian, we plan to be very involved in the local communities that the newspaper serves," said Hurd. "Our companies believe strongly in local names and local faces journalism. We plan to provide Vermillion County with a hometown newspaper they will proudly call their own."

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



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Midwest Free Community Papers (MFCP). 65th Anniversary Celebration, Okoboji, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfcf.org.

| sept.

SEPTEMBER 11-12, 2020 : DENVER, COLORADO
Independent Free Papers of America (IFPA). Leadership Summit, Woolley's Suites, Aurora, Colorado. For information contact Douglas Fry at 931-922-4171 or email: douglas@ifpa.com.

| oct.

OCTOBER 11-14, 2020: SAN DIEGO, CA
North American Mature Publishers Association (NAMPA). National Convention, Sheraton San Diego Hotel and Marina, Sandiego, California. For information contact Gary Calligas at 877-466-2672 or email: nampa.gary@gmail.com.

| 2021

APRIL 22-23, 2021 : DES MOINES, IA
Association of Free Community Publications (AFCP) and Midwest Free Community Papers (MFCP). Joint Annual Conference and Trade Show, Des Moines, Iowa. For information contact Loren Colburn at 877-203-2327 or email: loren@afcp.org; or Kelly Coy at 507-388-6584 or email: director@mfcf.org.

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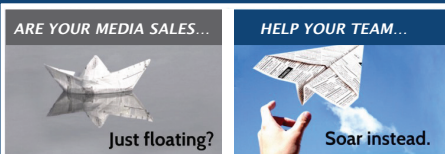
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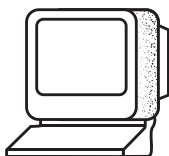
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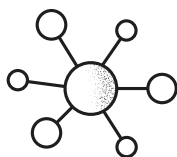
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