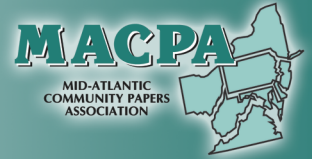


**AUGUST MESSENGER  
VOLUME 12 - ISSUE 4**



# Save The Date

Mid-Atlantic Community Papers Presents

# Beyond Survival

Don't Look Back,  
Look Ahead

March 19 & 20, 2021 • Carlisle, PA

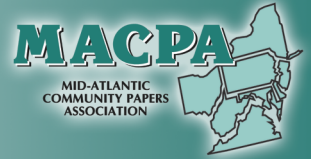
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# MACPA

MID-ATLANTIC  
COMMUNITY PAPERS  
ASSOCIATION

**Speakers Announced inside this Messenger!**

# PRESIDENT MESSAGE



# MACPA Messenger



Dear Fellow MACPA Members,

A short note. This is a vacation period for many of us, or at least a happy time off!

The month of July's major focus has been on the upcoming 2021 conference. The conference committee along with Alyse and Kasey, have been busy planning and discussing our 2021 Spring Conference which will take place March 19 and 20th in Carlisle, PA. The name of the conference is "Beyond Survival... Don't look back, Look ahead!" Given the circumstances of this year, we felt that the name represented how we should interpret the experiences of 2020 both personally and in our industry. We are interviewing our main speakers who we are selecting because of their direct involvement in our industry, and particularly because they are currently working for publications. We are not only looking for inspirational speakers but for people who have successfully been able to change as times change, and who have been able to motivate and direct their staff to adapt to a changing marketplace and environment.

We have a great lineup of TLI training for sales reps as well as for management. And we are putting into place more than normal time for round-table discussions with our colleagues and our associate members.

The Board of Directors is planning a face-to-face this fall in Carlisle, at the same location as our conference will be next year so we all have a chance to scope out the facilities. We hope this location proves more convenient for our Ohio members and those publications that are on our membership's western borders.

We have also been talking about ways MACPA can attract new advertisers itself. We have invited vendors to speak to the BOD to present successful products for our industry so we can share information with our members. We are offering video training to our members and recommending some of our findings as we check out new products and tools to streamline our operations.

The support that MACPA gives to our publishing network through our interactions together is valuable for each of our publications and media businesses. It is essential for us to trade information of what has or has not worked and how to use it. The goal is to help one another survive and look forward!

We hope that all of our members will attend the Spring Conference. Great effort is being made to "keep us all safe" during both of our face-to-face meetings this fall and spring, and to make the experiences illuminating, helpful and fun for all.

I hope that the rest of the summer is a happy, healthy and successful one for each of us!

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

## 2020-2021 MACPA BOARD OF DIRECTORS

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(cchristian@pressreview.net)  
(term expires 04/21)

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

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

**John Schaffner, Director**  
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**Joe Nicastro, Director**  
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**Kerri Musselman, Director**  
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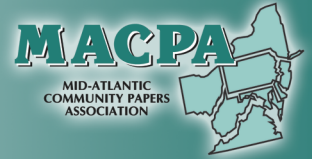
**Ruth Isenberg, Past President**  
(journalruth@gmail.com)  
(term expires 04/21)

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# CONFERENCE ANNOUNCEMENTS



## Conference Speakers

*For this upcoming conference the board wanted to find speakers that haven't been a part of our conferences before and who will bring fresh-new ideas to the ever changing world we live in. We hope you will join us at our upcoming conference!*



### **Elaine Buckley**

*President of Ocean Media/My Living Magazines*

Elaine Buckley is President of Ocean Media/My Living Magazines and former Vice President of Harte-Hanks PennySaverUSA.com in California. She is a 40-year veteran in Sales Management and the past few years in Florida assisted in the rebranding of the MoneySaver to My Living Magazines. This resulted in a 25% revenue growth. She is one of the top trainers in The Leadership Institute (TLI) with areas of expertise including Sales Training, Recruiting, and Leadership. Elaine's passion for sales has touched most of the Publishers/Sellers in the Free Community Publishing industry where she loves to share her knowledge and experiences!



### **Preston Gibson**

*Chief Executive Officer at Cape May County Herald*

As a Coast Guard officer, Preston sailed icebreakers from one end of the earth to the other, traversing the world's most notorious waters. For the past 19 years, Preston has helped the Seawave Corporation and the Cape May County (NJ) Herald navigate the stormy seas surrounding the media industry - transforming the Herald from a weekly paste-up newspaper operation to a 24/7 multi-media enterprise and launching an affiliated marketing services agency. The Herald is the leading media company in Cape May County and has earned a national reputation for innovation in the local media industry.

As CEO of a small-market media/marketing company, Preston is riding the roiling seas with other media professionals. He will share from his own experiences and facilitate a discussion which will highlight opportunities and help overcome obstacles, charting a course toward smoother sailing.

## Conference Registration Now Open!

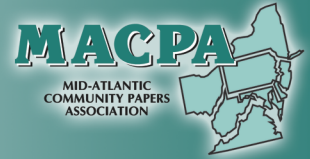
Register online at <https://bit.ly/MACPA2021>.

Reserve your room at <https://bit.ly/3gbBqaT>.

*Early Bird Registration ends January 11th*

*Regular Registration ends February 11th*

# SALES CORNER: PREPARE A GO-BAG FOR PRESENTATIONS



## MACPA Messenger

By John Foust

Richard is an advertiser who has seen years of sales presentations. His pet peeve is any salesperson who shows up unprepared. "It's a waste of valuable time to be in a meeting where someone is not ready for the topic at hand," he said.

"I remember a meeting with an ad manager – a manager – and he showed up with no briefcase or folder, no rate information, and nothing to use for note-taking. All he had was a business card. I guess he thought his presence in the room would be enough for me to decide to run ads with his company. When I mentioned that it would be helpful to see a copy of his paper, he said he would have someone bring a copy later. His whole approach was arrogant and lackadaisical. It didn't take long for me to decide that I could get along just fine without doing business with him."

Although Richard's example is extreme, it illustrates the importance of preparation. There's a lot of truth in the old saying, "Perception is reality." If a prospect perceives that a salesperson is unprepared, that becomes their reality – and the result is a large obstacle for the salesperson to overcome.

Consider the briefcase. In this instance, let's call it a go-bag, a term which concept likely originated in the military, where service men and women have to be ready at a moment's notice. People also prepare go-bags of essential items that are needed in case of emergencies. Just pick it up and go.

Here are some basics for your advertising go-bag:

**1. Note-taking device.** It's crucial to capture the things you learn about your prospect. Whether it's a paper notebook or an electronic device, it's important to be ready to take good notes.

**2. Legal pad or sketch pad.** You should always be ready to sketch ideas. Just a few shapes on the page can help an advertiser visualize an ad. "The headline can go here" (horizontal lines). "A photo of your featured product can go here" (large box). "Call-out copy blocks can go here, here and here" (small boxes).

**3. Calculator.** Yes, it's okay to use the calculator on your phone. Just make sure the phone is muted and not distracting.

**4. Ruler.** This will eliminate the need to guess the size of ads on tear sheets and other samples.

**5. Rate information, ad specs, coverage map, etc.** Have enough copies for anyone who may attend the meeting.

**6. Current issue of your paper, along with copies of any special sections you're selling.** You can also consider adding screen shots of key online pages.

**7. Business cards.** Make sure they have sharp corners and no creases.

**8. Folder of samples.** It's smart to have a folder of examples of the use of white space, the difference between serif and sans serif type, and clean layouts.

**9. Folder of ads your prospect has run, along with relevant proposals and hard copies of emails.** Obviously, you'll add these to your go-bag before each appointment.

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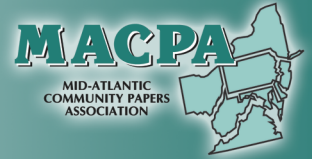
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CREDIT LINE

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



# SALES CORNER: IT'S TIME TO SELL A "STAYCATION" SECTION.



By Peter Wagner,  
Creative House  
Print Media  
Consultants

With COVID-19 pressing many families to cancel distant

summer vacations, it's a good time to consider publishing one or more "StayCation" sections.

Our Iowa Information team produced a four-week series of "StayCation" sections in 2011 when America's high gas prices also kept families close to home. That series, published over four Saturdays, focused on the four counties surrounding our base community of Sheldon. As a weekend regional newspaper, we have paid circulation in all four counties.

This year we've kicked off a repeat effort that will see us publishing 15 weekly sections for communities from 400 to 7,000 population. Each section will focus on finding fun things the family can do while staying close to home.

The advertising dollars for the sections can come from numerous sources: local grocery stores promoting picnics and cookouts, convenience stores and restaurants offering easy to take-out treats, the community Chamber of Commerce promoting local shopping as well as local events, the city manager or clerk, the community economic director, local clothing stores, shoe stores, local banks, hardware stores, sporting goods stores, pharmacies, lumberyards, new and used car dealerships, automotive repair centers, fencing contractors, lawn care equipment dealerships, landscaping firms, new home construction and remodeling firms, electricians, plumbers and heating and air conditioning firms to name a few.

If there is nearby boat access to a river or lake or perhaps a campground, nearby boat

dealers and RV dealerships are also good prospects.

At Iowa Information we publish our sections as broadside sections in process color in our N'West Iowa REVIEW. Here are possible story ideas for creating a "StayCation" section:

1. A special food experience such as a picnic in the park with food from the local bakery and meat locker, a resident known for their unique potluck dish or a resident who caters meals out of her home.
2. Local day trips such as museums, historic homes and overnight campgrounds.
3. An interview with a senior citizen comparing family gatherings 50 years ago to the ones today.
4. Interesting historical information about how the local golf course, city park or baseball field came into existence and how it got its name.
5. Why this year's community celebration won't happen, why it will be missed and what might be done instead.
6. What the community is offering this summer for the youth and adult activities. Are there any new unique programs?
7. A story on how some hometown family has redone their backyard for increased summer fun. A new deck, firepit, for example, or a pool, hot tub or playground equipment. Be sure to sell advertising to the suppliers.
8. Interviews with local residents about the many new experiences they are enjoying while staying home this summer.

The sections can be fun to do and are easy to sell. The expected revenue from each section can easily run from a low of \$2,000 to as much as \$4,500.

# OUR ASSOCIATE MEMBERS



# MACPA Messenger

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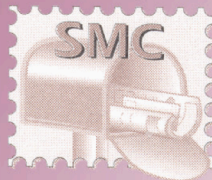
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