

**FREE PAPER**

**INK**

The Free Paper Industry's NEWS SOURCE

OCTOBER 2020  
[www.afcp.org](http://www.afcp.org)

**PUBLICATIONS  
SHEDDING LIGHT  
ON THE PROBLEM!**





# STEEL CITY CORP

Your best source for circulation and distribution supplies!



**800-321-0350**

**scity.com**

## WE CAN'T PULL A RABBIT OUT OF A HAT...

*but we can make your  
software Headache  
disappear.*

*We now have a  
cloud based option  
for macs and pcs.*

Call us and find out  
how you can convert  
your information to  
Merrimac Plus at  
budget pricing.



Call for more information:  
207.452.2476 or 978.580.1895  
100 Domino Drive, Concord MA



## Using the wrong sales solution?

*That's your sign,  
you need The  
Newspaper Manager!*

**Greg Booras, National Sales Manager,  
The Newspaper Manager - Mirabel Technologies**

Office: 706-750-0016 • Cell: 563-508-4081  
gbooras@mirabeltechnologies.com • www.newspapermanager.com

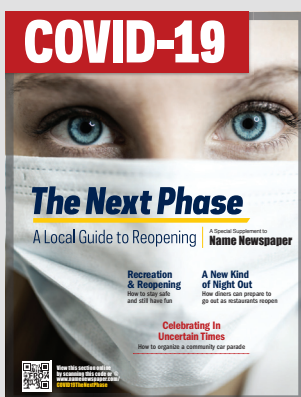
**THE NEWSPAPER  
Manager**



## INK features:



## 7 | A VISIT WITH JULIE HOCKING



## 9 | THE METRO YOU MAY NOT KNOW



## 16 | CANCER COVERAGE DONE WELL

## INK departments:

- 4 | AFCP DIRECTORS
- 6 | DIRECTOR'S POINT OF VIEW
- 11 | CONFERENCE COMMITTEE UPDATE
- 13 | FROM THE TOP
- 14 | FEATURED ANALYSIS: THE SURVEY SAYS
- 20 | FEATURE STORY: SCS'S NEW WORKFLOW SYSTEM
- 21 | THE LEADERSHIP INSTITUTE
- 22 | RISING STARS
- 23 | ADVERTISING ADVICE: OOZING CREDIBILITY
- 24 | ASSOCIATION CONTACT INFORMATION
- 25 | SALES TALK BY BOB: JUST 3 SECONDS
- 26 | GRAPEVINE
- 27 | ON THE HORIZON
- 28 | BUSINESS AND SERVICE DIRECTORY
- 30 | CLASSIFIEDS

## COMING next month

The November issue of INK will look at what has changed, what is new and what has improved in the industry as it relates to graphics. This will be in addition to our regular coverage of the people, events and issues that shape the community publication industry.

**AFCP/NANI HEADQUARTERS:**  
Loren Colburn, Executive Director  
Cassey Recore, Associate Executive Director  
5701 E. Circle Drive #347  
Cicero, NY 13039-8638  
Toll Free: 877.203.2327  
Fax: 781.459.7770  
Email: [loren@afcp.org](mailto:loren@afcp.org)  
Web: [www.afcp.org](http://www.afcp.org)

**EDITOR / COMPOSITION:**  
Barbara Holmes  
P.O. Box 773840  
Ocala, FL 34477-3840  
Phone: 352.598.3500  
Fax: 352.347.3384  
Email: [FreePaperINK@aol.com](mailto:FreePaperINK@aol.com)

**MARKETING REPRESENTATIVE:**  
Wendy MacDonald  
3105 Camino Del Arco  
Carlsbad, CA 92009  
Office: 913.461.3721  
Email: [wendy@afcp.org](mailto:wendy@afcp.org)

**MISSION STATEMENT**  
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](mailto:loren@afcp.org). We welcome your input, appreciate your readership and look forward to your contributions to our content.

Free Paper INK is not liable for errors appearing in advertisements beyond the cost of the space occupied by the error, and notification must be made in writing within ten days of publishing. The right is reserved by Free Paper INK to edit, reject, or cut any copy without notice.

**NO CASH REFUNDS**

The opinions of the individual contributors or correspondents do not necessarily reflect those of the publication or its management.

Free Paper INK may include material produced under copy-righted or syndicated ad service. Permission of the publisher must be obtained before copying any of the material from any issue of Free Paper INK.

Cover Photo:  
[shutterstock.com](http://shutterstock.com)



Software Consulting Services, LLC  
SCS builds trusted newspaper systems

# Scoop7 is now the Community Publishing System

## Effortless Editorial Workflow

**(610) 746-7700**  
**newspapersystems.com**

Sign up before  
12/31/20 for a  
special offer



### PRESIDENT



**John Draper**  
*The Free Star*  
P.O. Box 277  
Pipestone, MN 56164  
jdraper@pipestonestar.com  
507-825-3333

### FIRST VICE PRESIDENT



**Lee Borkowski**  
*Richland Center Shopping News*  
272 North Main Street  
Richland Center, WI 53581  
lborkowski@wcinet.com  
608-647-2911

### SECOND VICE PRESIDENT



**John Hemperly**  
*Engle Printing & Publishing*  
P.O. Box 500  
Mount Joy, PA 17552  
jhemperly@engleonline.com  
717-492-2514

### THIRD VICE PRESIDENT



**Farris Robinson**  
*Hometown News*  
2400 S. Ridgewood Avenue #22  
South Daytona, FL 32119  
frobinson@hometownnewsmedia-group.com  
386-322-5900

### SECRETARY / TREASURER



**Greg Birkett**  
*Dubuque Advertiser*  
2966 JFK Road  
Dubuque, IA 52002  
gbirkett@dubuqueadvertiser.com  
563-588-0162

### IMMEDIATE PAST PRESIDENT



**Charlie Delatorre**  
*Tower Publications*  
4400 NW 36<sup>th</sup> Avenue  
Gainesville, FL 32606  
charlie@towerpublications.com  
352-372-5468

### EXECUTIVE DIRECTOR



**Loren Colburn**  
*AFCP / NANI*  
5701 E. Circle Drive #347  
Cicero, NY 13039-8638  
loren@afcp.org  
877-203-2327

### ASSOCIATE EXECUTIVE DIRECTOR



**Cassey Recore**  
*AFCP / NANI*  
5701 E. Circle Drive #347  
Cicero, NY 13039-8638  
cassey@afcp.org  
877-203-2327

### NANI BOARD MEMBER



**Michael Van Stry**  
*Coastal View News*  
4856 Carpinteria Avenue  
Carpinteria, CA 93013  
new@coastalview.com  
805-684-4428

### RIISING STAR REPRESENTATIVE



**Ericka Winterrowd**  
*Tower Publications*  
4400 NW 36<sup>th</sup> Avenue  
Gainesville, FL 32606  
ericka@towerpublications.com  
352-372-5468

### AT-LARGE DIRECTORS



**Greg Bruns**  
*Arcadia News*  
3850 E. Indian School Road  
Phoenix, AZ 85018  
greg@arcadianews.com  
602-840-6379



**Lisa Miller**  
*New Century Press*  
P.O. Box 28  
Rock Rapids, IA 51246  
lmiller@ncpub.com  
712-472-2525



**Randy Miller**  
*The Merchandiser*  
P.O. Box 840  
Lebanon, PA 17042  
randym@themerchandiser.com  
717-270-2742



**Barb Perry**  
*Reminder Publishing, LLC*  
280 North Main Street  
East Longmeadow, MA 01028  
bperry@reminderpublications.com  
413-525-6661



**Will Thomas**  
*Exchange Media Group*  
P.O. Box 490  
Fayetteville, TN 37334  
will@exchange-inc.com  
931-433-9737



**Carol Toomey**  
*Action Unlimited*  
100-1 Domino Drive  
Concord, MA 01742  
carolaction@aol.com  
978-371-2442



A Member Benefit of the Association of Free Community Publications

# OPEN MEMBER NETWORKING SESSIONS FOR PUBLISHERS

*Bring your questions, find your answers!*



## Thursdays - 4:00 PM Eastern

Watch for your registration invitation  
in your email each Tuesday to sign up!

*If you're not receiving the invitation emails or want to join AFCP, call the AFCP Office at 877-203-2327 or email us at [afcpoffice@afcp.org](mailto:afcpoffice@afcp.org).*



LOREN COLBURN  
**EXECUTIVE DIRECTOR**

# It's Basic Sales Training | 01

**WE ARE IN THE STRETCH RUN OF** an election cycle that I just can't wait to have end! The negativity from all sides of the political spectrum has over saturated the headlines, sound bites and news clips for far too long. To be honest, regardless of their personal political persuasion, everyone I talk to is overcome by the volume of negative sentiment.

As I reflect on the current state of political campaigns, it suddenly dawned on me what the system needs to get back on the right track. Wait for it...the political marketing world needs a heavy dose of sales training from The Leadership Institute (TLI)! Now that may sound bizarre, but hear me out.

How many times in our sales training have we heard Rob Zarrilli, Elaine Buckley, Jim Busch and so many other TLI faculty members harp on the most age old principal of selling, "Don't try to sell yourself by tearing down the competition." It's basic sales training 101. You need to hear this in Charlie Delatorre's voice: "All knocking your competition does is make you seem petty and leaves the impression your product isn't good enough to stand on its own two feet!" That echoes through my head any time I formulate any kind of sales discussion.

Why on earth would the marketing minds driving all these political advertising campaigns believe they are the exception to this cornerstone principal of good selling? From the local county races all the way to the top national races, the overwhelming focus is targeted at why not to vote for the other person. Let's point to every fault, mistake, slip up and error we can find (or make up) to try to constantly knock the other person down a peg. Negative, negative, negative –

that's all I've heard for months now.

Not only is this not effective in shaping positive impressions of ANY of the candidates, it is what makes for a depressing and disturbing fall each year until we get past this deluge of annual negativity. It's a large part of why the public trust in government is at its lowest point in the last 60 years according to the Pew Research Center. There must be a better way!

So what is the answer? I kid you not – The Leadership Institute sales training. If politicians would just focus on feature-benefit selling when it comes to their campaigns! The basic process

of connecting the unique strengths and talents they bring to the position (features), to the outcomes those features will help to achieve and the pain points they will help eliminate for constituents. That's what we are all waiting to hear but somehow, it gets completely overshadowed by the negativity (or in many cases,

never gets included).

So regardless if you are right leaning, left leaning or somewhere in the middle – let's stop knocking the competition and focus on how a candidate can build on those strengths and minimize those weaknesses. We must reinforce that negative selling should not (and will not) provide a positive outcome. We don't let our reps get away with it, and we should not accept it from our politicians either.

It may be a little too late for this fall, but it may make for a more enjoyable fall 2021!

Until next month, tell all those media buyers, "If it's FREE, buy it!" Oh yes, and don't forget to explain the features and benefits your publication has to offer. **INK**

*Sound advice for politicians:*

**"Don't try to sell yourself by tearing down the competition!"**





# A Visit with Julie Hocking

## Publisher of The Shopping News of Lancaster County

**THE SHOPPING NEWS OF LANCASTER COUNTY** is so loved by its readers that it is literally carried with them to myriad places around the world.

A popular feature is the weekly "Where in the World" contest that invites readers to submit a picture of themselves reading The Shopping News, no matter "Where in the World" they may be. Recent photos have come from as close as the COVID-19 testing tent in The Shopping News's hometown of Ephrata, Pennsylvania, to as far away as the Falkland Islands, Antarctica. There is also snapshot evidence of Shopping News readers enjoying the publication in a host of other countries including Australia, Germany, Belize, Curacao, Columbia, Aruba, Nicaragua, Kenya, Haiti and Costa Rica.

What makes The Shopping News so beloved?

"Dad always said having an attractive front page catches the reader's eye first," said Publisher Julie Hocking. "And once you've got readers, you've got buyers for the ads."

Hocking's father, John, was a 1944 graduate of the Milton Hershey Industrial School founded and funded by chocolatier Milton Hershey and his wife, Catherine, who believed that they had the moral obligation to share the fruits of their success with others. John majored in offset printing while at the Hershey school, then worked as a linotype operator at various newspapers until 1953 when he decided, at the age of 27, to open his own print shop.

After a decade of running his one-man print shop, Hocking Printing Co., John realized there was a real need for a community newspaper in Ephrata and the surrounding towns and the idea of The Shopping News of Lancaster County was born. John and his pregnant wife, Janie, worked for several

months to bring the idea to fruition. The first issue was mailed to 10,000 homes on April 14, 1965, just three months before daughter Julie was born.

Business flourished and it wasn't long until a larger building was needed. John and Janie purchased and renovated an old mill in 1972, where they operated their business until a devastating fire destroyed

the building in 1986. John was about to turn 60 and not quite sure he wanted to start all over again; but after mulling it over for a day or so, he realized that what many would view as a catastrophe was actually an opportunity to rebuild his company from the ground up so it would be more efficient and productive than ever before.

Over the years The Shopping News has grown from a bi-weekly half tab to a weekly full tab reaching 38,000 homes and businesses with its mix of 25% editorial and 75% advertising content. Uniquely, it has been for many years and still is delivered by carrier completely wrapped in plastic and heat sealed for protection against any kind of weather.

Photos and articles adorn the front pages of both its sections. "Having interesting information on the front pages was one of my dad's priorities," said Hocking.

"He had certain business practices and ideals that truly are his legacy. He thought about the longevity of the paper. He would often remind me... 'Don't ever change this or that,' and was always adamant about not selling the front pages. 'Never sell the front page. You can get a lot of money for the front page, but people will open it up and read it for what's on the front.'"

Like other businesses, The Shopping News was also affected by the COVID-19 pandemic but that

*Continued on page 8*



In keeping with the founder's philosophy, the front page of each section is reserved for photos and articles.



*Continued from page 7*

didn't stop Hocking and her staff from reaching out to help others. Since many non-profit organizations were not able to hold their normal fundraising events due to the pandemic, The Shopping News put together a "Caring for the Community" special section featuring the non-profits in their readership area that had been adversely affected by the pandemic closures. Each non-profit was asked to provide their mission statement, normal service area, the programs and services they offered, how the pandemic had impacted them, and what assistance they needed from the community.

"COVID is a challenge for our business too," said Hocking. "But by remembering the common sense basics my dad believed in, being a ve-



Kapp Advertising founders Rob and Erma Kapp offered much needed guidance to John and Janie Hocking as they launched The Shopping News of Lancaster County in 1965, and Kapp Advertising was instrumental in the production of the paper after the 1986 fire. In the photo at right are (L-R) Janie and Julie Hocking and Erma Kapp at an NAAP conference in Anaheim, Calif., circa 1968. Above is a recent photo of Julie Hocking.

hicle for local organizations, businesses and readers to share their messages and ads, we're making it through this difficult time. Having missed only one issue when the plant burned to the ground in 1986, I remembered him saying 'Never, ever don't put the paper out. You have to publish no matter what.' And that's what our dedicated staff has continued to do."

Among the many ways The Shopping News keeps readers engaged are contests (a recent coloring contest received 2,400 entries!), "Hometown Flavors" themed months featuring reader-submitted recipes (none of which has been repeated, with the exception of the Christmas Cookies & Holiday Treats theme) and the "Do You Know" feature with historical photos that the local historical society is trying to identify.

Janie passed away in 1993, but John continued to work right up until a week

before his death in 2014. "We would pick him up at the nursing home and he'd work in his office for a couple of hours," said Hocking, who took over as owner in 2002. "The company was his passion. For the first six months, the Shopping News was published every other week. I was born in an off week by C-section, so it's been my life, too!" **INK**



**Somebody once said...**

“

There are two types of people – those who come into a room and say, “Well, here I am,” and those who come in and say, “Ah, there you are.”

”

**Frederick Collins**

**It's Audit Time Again!**

Remember to return it promptly!

Questions? • • • • •  
Call the NANI Office  
at 877-203-2327.







# The Metro You May Not Know

HEARING THAT A COMPANY HAS BEEN AROUND for 110 years is intriguing. What idea sparked its birth? How has it adapted through the decades and remained successful?

"My grandfather and four of his seven siblings and their father started Metro in 1910," said Executive Vice President Debra Weiss. "One of them was an artist in Manhattan who was very well connected in the art community. He saw a beautiful illustration for a fashion ad and wondered why it couldn't be used again in other markets. And so the idea of syndicated content started."

From that first simple observation, Metro Creative Graphics, Inc. has grown and evolved to meet the ever-changing needs of the publishing industry.

The COVID-19 pandemic has sparked an entire new library of images, special sections and editorial content within Metro. "We realized early on that COVID was going to be around for a while," said Vice President of Creative Services Darrell Davis, "so we tried to think out of the box and stay ahead of it. It was an interesting challenge from our perspective of providing content. We buy a lot of photography, and suddenly we had a need for images of people wearing masks. We had to turn on a dime and get content for educational advertisers for going back to school, medical advertisers doing teleconferencing from home, grocery stores with special hours for seniors, and takeout and delivery images for restaurants. We've also partnered with Newspaper Association Managers and its Relevance Project to help newspapers boost ad sales by promoting local recovery and reopening resources through the pandemic."

Metro has two full magazine sections related to COVID, both of which are available to anyone – even non-subscribers. The first is an informational look at COVID, and the second is a hopeful view

of how the country is reopening using safety cautions and standards. In addition, there are over two dozen categories of ads, editorial and other COVID information available to subscribers.

An all-new local market program titled "Giving Thanks" has also been released, just in time for Canadian Thanksgiving in October and American Thanksgiving in November.

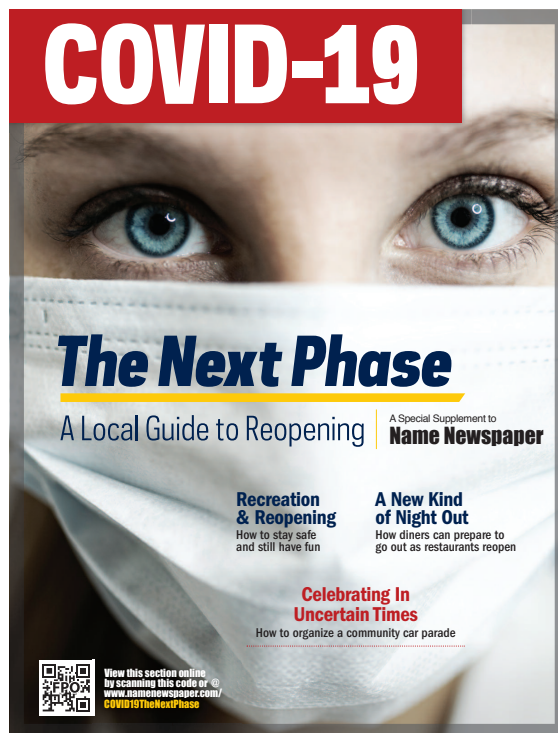
"If there was ever a time to give thanks, this is the year!" said Weiss. "This comprehensive program includes window posters, greetings ads, lawn signs, reader appreciation pages, marketing support and more to help bring communities and local businesses together. Some of the program elements are seasonal, while other content is evergreen to thank doctors, nurses and first responders for their commitment during the pandemic."

What drives Metro's success is its mission to take the weight of what each individual in a publishing operation has to do and reduce it so that everyone can focus on the main objective: selling more advertising and generating new revenue.

Metro's MiAD Wizard gives sales professionals the ability to create their own personalized spec ads, thereby relieving often-overburdened art departments and eliminating the need for outsourcing. The rep simply types in a prospect's basic company information and chooses the category of the business, and the system instantly generates dozens of spec ads. The hardest part of the process is deciding which ad to choose.

All of Metro's copyright-free editorial content is based on themes, seasons and topics, freeing up writers to focus on local stories. Writers can also personalize the Metro editorial with quotes from local businesses, which will hopefully prompt that business to purchase advertising. Metro even provides social

*Continued on page 10*



This is one of the two templated sections Metro has made available to anyone, including non-subscribers.



*Continued from page 9*


snippets to use in the publication's social media to tease readers back to the article on the website.

One of the most frequently used special sections on Metro's site is the "Think Pink" breast cancer section. *(See the related article on page 16.)* "Group sponsor pages are downloaded like crazy," said Davis. "It's very versatile material."

In addition to Metro's collaboration with Newspaper Association Managers and its Relevance Project, the company has also partnered with other companies to expand its offerings. A partnership with Pulse Research provides audience and shopping intent data for targeted advertising, which easily integrates with the MiAD Wizard module to create spec ads. Metro's partnership with EVVNT connects event marketers and readers to the online event calendars that publishers put on their sites with an automated convert-to-print page option. Event coordinators can post events, upgrade them with photos, and create feature listings for both live and virtual events.

Some of Metro's more familiar offerings include photography, art and illustrations (including custom work and a whole section of retro ads dating back nearly a century); spec ads, multi-advertiser page concepts, and self-promotion resources; auto image, logo and trademark libraries; fully templated print and digital sections; and reader engagement tools such as games and puzzles.

Some offerings that may not be quite as familiar are Relevance Project partnership resources for business reopening and recovery; an Interactive Planning Calendar to ensure publishers don't miss a marketing opportunity; Digital Solutions such as themed e-section websites and directories, mobile ads and on-demand digital design services; and special sections sales tools with leads, consumer data, marketing pitches and digital tracking.

Contact Metro Creative Graphics at 800-223-1600 or by email to [service@metro-email.com](mailto:service@metro-email.com) for additional information or to start your own subscription. Visit <http://mcg.metrocreativeconnection.com> and click on the yellow banner at the top of the page to download the free COVID-19 templated sections. 

**afcp**

**We've Moved**

Our New Address:

5701 E. Circle Dr. - #347  
Cicero, NY 13039-8638

**Please update your files!**



# What's the **PLAN** for conference?

by Greg Bruns, 2020 Conference Committee Chair

**IT'S EASY TO SEE HOW THE** pandemic affected my personal and professional plans throughout the year. Just a cursory glance through my desk calendar reveals nearly eight months of unexpected cancellations, disappointments and crushed hopes. From spring break with the kids in California to the July family reunion in Michigan – and everything in between and beyond – it's a sea of red strikethroughs that nullify almost a year's worth of occasions. That might seem a little dramatic but stick with me.

One of those events, of course, was our annual conference, Orlando 2020. Things seemed so strange and surreal when we had to make the final decision to cancel. We were in those last days of buttoning everything up. The presentations, TLI classes, management tracks and breakout sessions were settled. Our keynote and closing presenters were fired up and ready to go, excited to meet our members and eager to help our industry. The food, the booze, Club AFCP and the Best of the Best Awards – the conference committee was anxious to see it all come to life.

Pulling the plug on everything seemed so wrong at that stage. None of us are quitters – it just felt unnatural. With the state of things, it seemed like our members were going to need us more than ever, and we weren't going to be able to help them. It seemed like such a wasted opportunity.



Greg Bruns

Things in this industry were (are) changing extremely fast. Nearly all of our fellow publishers were going through the same ordeal over the last ten or more years: the trend of advertisers backing out of print had just been warped ahead by three or five, maybe ten years. Any new revenue ideas you had in your head must now be put into action.

The preparation for Des Moines began shortly after the dates of our cancelled conference passed. With heads held high, the conference committee dove right back in. While we had a lot of the framework for a superb conference in place, we're not just going to "Find & Replace: Orlando / Des Moines." There's still a lot of work to be done.

Des Moines 2021: Growing in

the Heartland, is a joint AFCP/MFCP conference. We have some of the same structure in place, but most of the agenda and content are being tweaked and updated to match the current conditions. The world this industry faces today is quite different than what we had planned. We have all of the same good people – and we've added some new folks, too. Our opening keynote speaker, Holly Hoffman, is ready to go with her message, "Never Give Up – the Survivor Way." Holly's message is obviously befitting.

Our closing keynote, "Time to Get Our Swagger Back!" will be delivered by Editor & Publisher Magazine publisher and long-time industry advocate, Mike Blinder. Regular readers of E&P know that Mike calls it like it is, but his overall view is still positive for local news.

The more we stick together, the better we can help one another. It's the people who make this industry so special. All of us on the AFCP/MFCP conference committee can wholly identify with the intrinsic value of time and money today. We are working hard to make sure you get a return on your investment of coming to conference.

We're six months out from Des Moines, so mark the dates down now if you haven't already: April 22-23, at the downtown Marriott in the hip midwestern party town of Des Moines. I really, truly, sincerely, unequivocally, zealously hope to see you there. **INK**

*Des Moines 2021: Growing in the Heartland  
April 22 – 23, 2021*



**YOUR PAPER'S  
LOGO**

+  **ZipBoost**

## Hiring Just Got Simple

Advertise with [your paper] and improve the way you hire. Target your local community through print ads and the newly redesigned [your website].com, now powered by JobBoard.io. With the addition of the ZipBoost, your job posts will be distributed to 100+ job boards.



---

### Advertise in Print

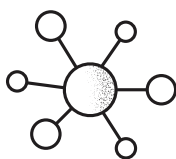
Find relevant candidates by reaching your local community through trusted and well-established print campaigns.



---

### Advertise Online

Reach more quality candidates and increase traffic to your job posts when you advertise on [your website].com, now powered by JobBoard.io. A newer, better job board solution, JobBoard.io combines the power of a white-label job board solution with the candidate traffic of ZipRecruiter.



---

### ZipBoost

Available when you partner with [your paper], ZipBoost distributes your jobs to 100+ job boards, making it easier than ever to find quality hires.

For more information about ZipBoost and other AFCP Member Benefits, contact the AFCP Office at: 877-203-2327





# We Battle Many Cancers

by John Draper

## THE EXPRESSION,

"This is a like a cancer on...[fill in the blank]" is often used to verbalize how one thing can

have a gross negative effect on something else. For example, "Terrorism is a cancer on freedom," or "Poverty is cancer on society." While the expression is oftentimes overused, it does help to show a certain level of severity to a given situation.

In business there are a number of "cancers" that can create a negative effect on all we do to stay in, and grow, our businesses. Some of these "cancers" include poor communication, employee discontent, and lack of trust. Of these, let us think a little bit about trust.

Publishers need to be able to trust our staff. We need to know that graphic artists can be trusted to create error free materials and trust they will be done in a timely manner. We need to trust reporters to honestly cover an issue and to vet sources as being trustworthy. We need to trust sales reps to represent our publications and services honestly. And we need to trust all support staff to do their jobs at a high level. All of this trust is what allows our systems to function so everyone can work together for the common cause.

When I first came into the industry, the sales manager/business partner told me the best way to build trust was to "Say what you're going to do, then do it." This simple mantra sets firm expectations in the other party's mind. When you then do the action, it builds a relationship of trust.

I've found throughout the years that this strategy does a few things:

1. It keeps me accountable for what comes out of my

mouth and keeps me from over promising on things I cannot deliver.

2. The strategy puts all parties on the same page. Expectations and actions are known, which leaves little room for lack of understanding.

3. The trust created builds a stable and longer-lasting relationship.

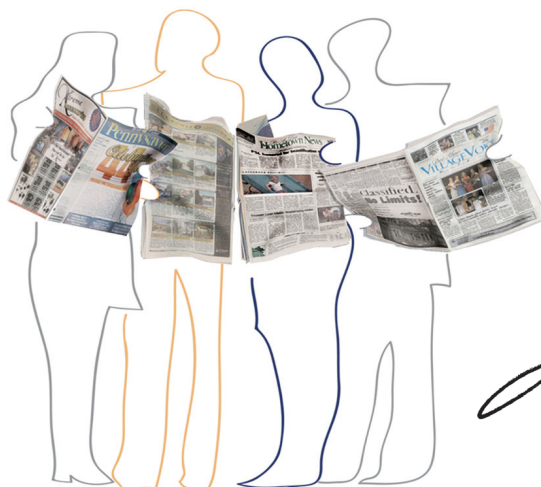
Like everyone else, I'm not perfect and have certainly fallen short of living up to this philosophy. In these cases, the first thing to go is trust. The relationship is set back and returning it to its previous state is a lengthy and sometimes difficult journey.

Admittedly, to relate these business cancers to human body cancers is not a fair comparison. Cancer is a life-and-death issue while the "cancer" of mistrust in a normal business relationship most certainly is not. However, there are some lessons learned from this comparison.

We have all been impacted by both cancers. We all know someone who has fought, or fallen to, cancer and we have all experienced a business "cancer" that wreaked havoc on our organization. In both instances we have learned that the will to fight is imperative to winning the battle. We know that usually, more than one remedy or treatment is needed;

and we know that the process of returning to the previous state is a difficult journey.

So, whether we are battling a life-taking disease or battling to grow a business, we must fight. Let us say what we will do, then do it. "We will put up a fight, and we will defeat all cancers." **INK**

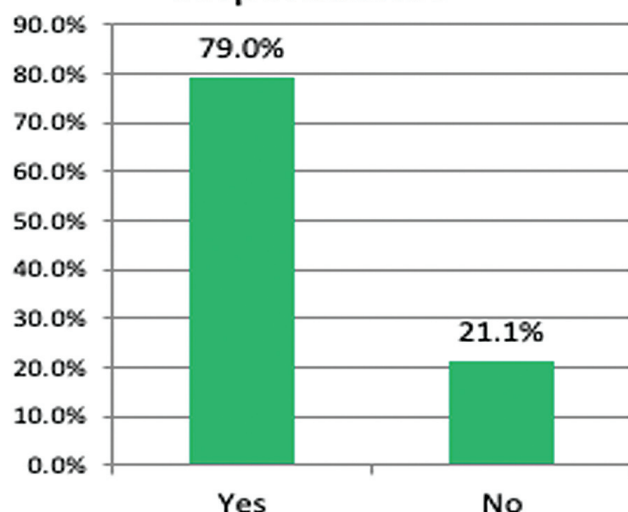


A handwritten signature of John Draper in black ink.

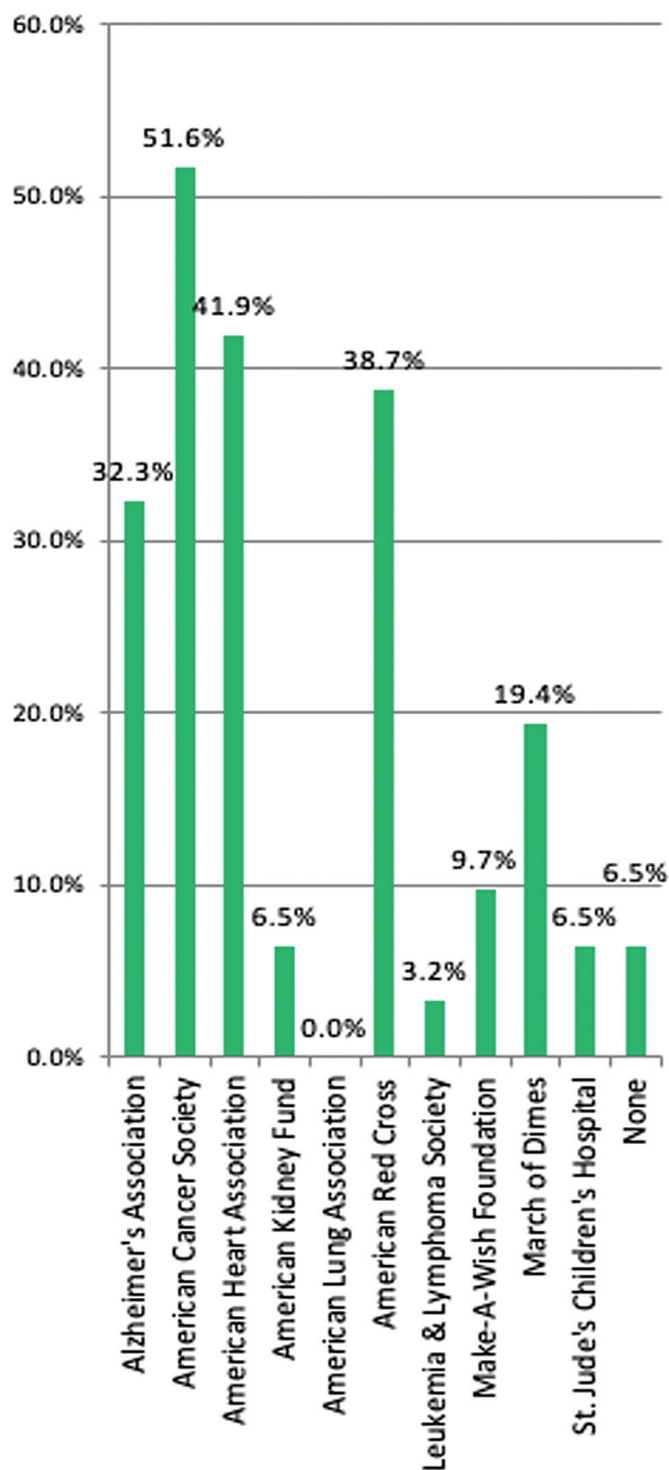
JOHN DRAPER  
**AFCP PRESIDENT**  
THE FREE STAR

# The Survey Says...

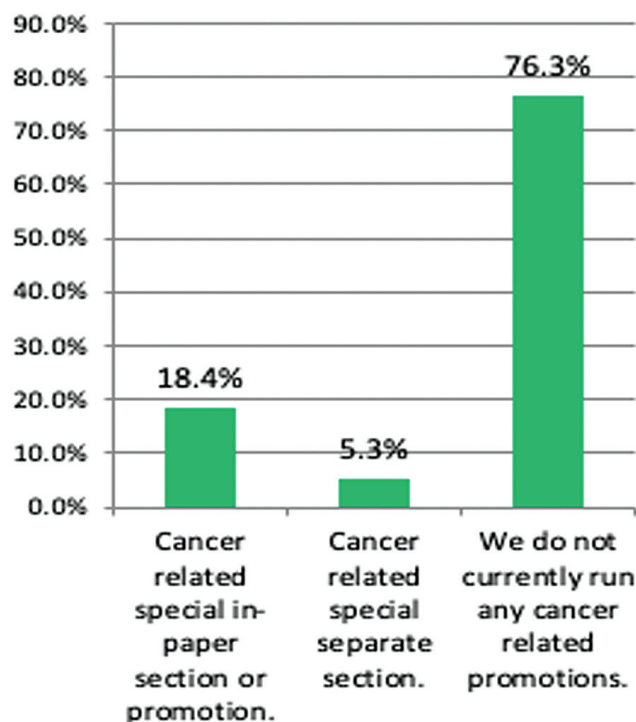
**Do your publications offer a discounted rate for display advertising to not-for-profit charitable corporations?**



**Have your publications been involved supporting any of the following health related charities?**

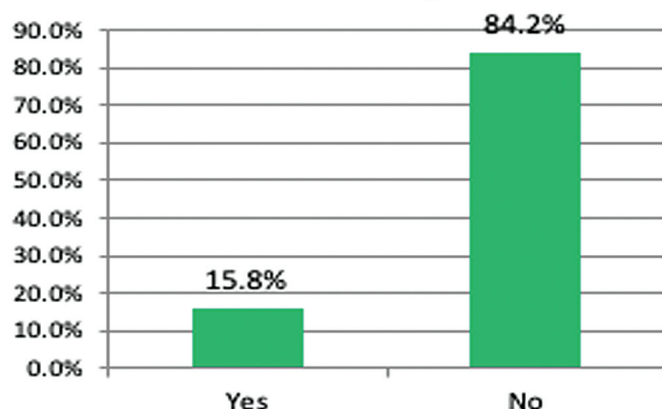


**Do you currently run any of the following in your publication(s)?**

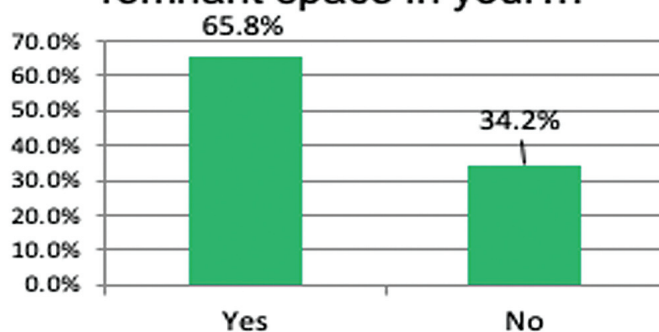




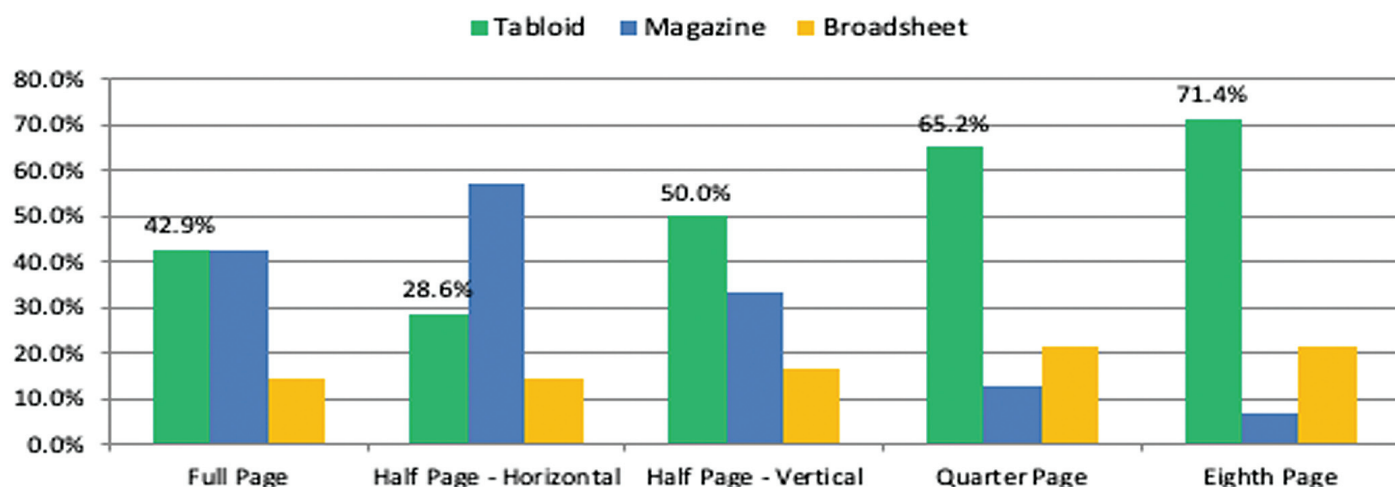
**Does your company offer the opportunity for employees to donate to the United Way?**



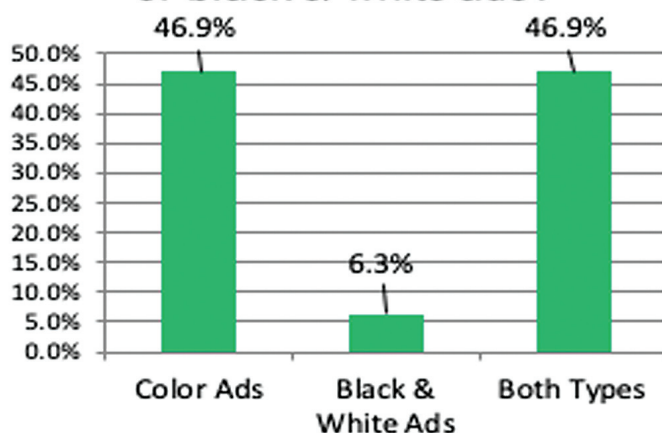
**If AFCP provided a web based resource center for PSA ads for major charitable groups, would you utilize those ads to fill remnant space in your...**



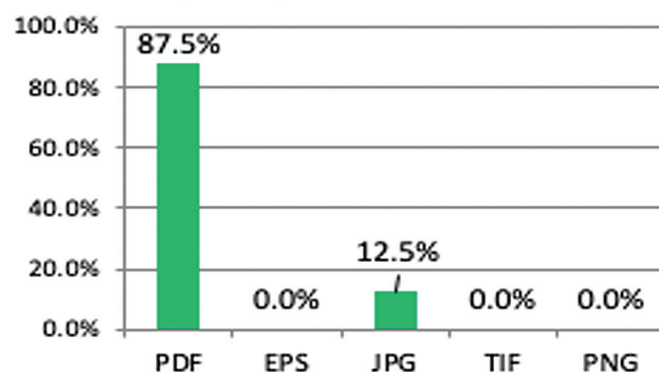
**What ad sizes would be most utilized by your publication?**



**Would you prefer color ads or black & white ads?**



**What file format would you prefer for your publication?**



# October

## Breast Cancer Awareness Month

### 5 Publications Who Have Successful Cancer Promotions

**THE FIRST PLACE WINNER IN** AFCP's 2020 *Best of the Best* awards contest for their Andrew E. Shapiro Cancer Foundation entry was Tampa Bay Newspapers (Seminole, FL) for their *Just for Women* special section.

"The *Just for Women* special section has been around for about 25 or 30 years," said Publisher Dan Autrey. "I started it when I was with the Osceola Gazette and then brought it here to Tampa Bay about 18 years ago."

The section is full of a wide variety of articles related to breast cancer, well supported by advertising. Some of the articles in the winning section addressed using yoga and CBD to relieve pain; keeping fit in mind, body and spirit with diet and exercise; informational articles on treatment and prevention; and first-person stories of dealing with breast cancer.

"We've always had very local and high quality editorial content, which I think is invaluable if you're going to do niche publications. Some content is redundant from year to year, of course, because you need to talk about prevention and early detection, but there's always new topics that are hot. Maybe this year will be women and COVID! As important as it is to be a profitable section, it's more important to be an informative editorial piece for a broad market. It's got to be a high quality piece if you're talking about health," said Autrey.



[illegible]

The Fillmore County Journal (Preston, MN) Won third place in AFCP's 2020 *Best of the Best* awards contest for their Andrew E. Shapiro Cancer Foundation entries. Their group sponsor pages supported a variety of articles about breast cancer, including a particularly cute one about a "Knitted Knockers" group knitting breast prostheses for breast cancer patients.

**CANCER AWARENESS**

October 2019  
Published by  
Home Magazine

**Margo Druschel**  
Six month Breast Cancer  
Survivor and her story


**5 Year Survivor of  
Melanoma Skin Cancer**  
Jay Ziehlke shares his journey  
with skin cancer and life to live

**Nutritious & Delicious**  
April Graff, Registered Dietitian  
improves health and wellness.

**Love in a Box**  
Find out what Jonathan Zirada  
kick-started for the community.





**More stories and articles found inside**

Home Magazine was the second place winner in AFCP's *Best of the Best* awards contest for their Andrew E. Shapiro Cancer Foundation entry. We are sad to note that COVID-19 has claimed another victim, as Home Magazine has shut its doors.



**ThinkPink**  
Breast Cancer Awareness Month

1. The vital role of a cancer support network.
2. The risk factor for breast cancer.
3. Do you know – survivors.
4. The 3D mammography light for you?
5. Early warning signs for breast cancer.
6. Pregnancy and breast cancer.
7. Tips when choosing a cancer doctor.
8. Symptoms of male breast cancer.
9. COVID-19 and breast cancer.
10. Menstrual health and breast cancer risk.
11. How to cope with physical changes during breast cancer treatment.
12. How to manage pain medications during breast cancer treatment.
13. What to expect after breast treatment ends.
14. Understanding options for cancer patients.
15. Directory of Advertisers & Sponsors.

AFCP Associate Member Metro Creative Graphics has a professionally designed, fully templated special "Think Pink" section for breast cancer awareness. It contains a wide variety of articles such as how to choose a cancer doctor; symptoms of both male and female breast cancer; headcovering options for when hair loss occurs; and even a new article on dealing with the dual illnesses of breast cancer and COVID-19.

**Think Pink**  
Breast Cancer Awareness Month

**The Significance of Support**  
*The vital role of a cancer support network*

**What to Watch For**  
*Early warning signs for breast cancer*

**Managing Your Meds**  
*How to manage pain medications during breast cancer treatment*

October 2020  
A Special Supplement to  
**Name Newspaper**

View this section online  
by scanning this code or @  
[www.namenewspaper.com/](http://www.namenewspaper.com/)  
Thank You

*Continued on page 19*

# CANCER AWARENESS RIBBON COLORS



ALL CANCERS  
LAVENDER



BONE CANCER  
DARK YELLOW



OVARIAN CANCER  
TEAL



BLADDER CANCER  
YELLOW



LEIOMYOSARCOMA  
PURPLE



PANCREATIC CANCER  
DARK PURPLE



BRAIN CANCER  
GREY



LEUKEMIA  
ORANGE



PROSTATE CANCER  
LIGHT BLUE



LIVER CANCER  
EMERALD



KIDNEY CANCER  
GREEN



CHILDHOOD CANCER  
GOLD



HEAD & NECK CANCER  
BURGUNDY / IVORY



STOMACH CANCER  
PERIWINKLE



COLON CANCER  
DARK BLUE



LYMPHOMA  
LIME



TESTICULAR CANCER  
ORCHID



BREAST CANCER  
PINK



MELANOMA  
BLACK



UTERINE CANCER  
PEACH



LUNG CANCER  
WHITE



MULTIPLE MYELOMA  
BURGUNDY



CERVICAL CANCER  
TEAL / WHITE



HONORS CAREGIVERS  
PLUM



Continued from page 17

Shopping News  
1111 Main Street, Suite 100, Mineral Point, WI 53556  
Phone: (608) 425-2127  
Fax: (608) 425-2128  
Email: info@shoppingnews.com  
Website: www.shoppingnews.com

Our audit reports that the Shopping News is read by over 11,900 other people each week.

October 22, 2019

**40% Off Optics, Refractive, Eyeglasses, Contact Lenses, and More!**

Bob Kling, Optician  
608-935-9299  
www.bobkling.com

Check Out the  
**Infant Pops, Out Out & Play and Tots of the 70-80s**

October 22, 2019

**Emission Solutions**

**MANY OPPORTUNITIES**

**Together we are tougher than Cancer.**

**CAREER ADVANCEMENT OPPORTUNITIES**  
Grow with us. We look to our employees to build the Cummins along with their career path.

**HEALTH CARE COVERAGE**  
Your healthcare coverage starts on day one! With a clinic on site, you and your family have the ability to receive care at your convenience.

**PAID VACATION**  
Along with many other great benefits, new Cummins employees are eligible for paid vacation on day one. Employees beginning work in October receive 20 hours of paid vacation for 2018, and 80 hours for 2019.

To view openings & apply online go to:  
**careers.cummins.com**  
Call or text 608-425-0624 to schedule an interview after you've completed your online application.

**856 Fair Street • Mineral Point, WI 53556**

**Breast Cancer Signs and Symptoms**

Breast cancer is a formidable foe. According to the World Health Organization, an estimated 427,000 women have been diagnosed with breast cancer in 2018. But women are not helpless in the fight against breast cancer, as the WHO notes early detection is critical and could potentially save thousands of lives each year.

A proactive approach is a key component of preventing breast cancer. While the National Breast Cancer Foundation, which notes that many breast cancer symptoms are invisible and not noticeable without a professional cancer screening, women can keep an eye out for certain signs of breast cancer they might be able to detect on their own. Monthly self-exams can help women more easily identify changes in their breasts. During such exams, women can look for the following signs and symptoms and are advised to report any abnormalities they observe to their physician immediately.

Changes in how the breast or nipple feels: The NBCF notes that nipple tenderness or a lump or thickening in or near the breast or underarm could indicate the presence of breast cancer. Some women may notice changes in the size or shape of the breast, or an enlargement of the veins in the skin of their breast. Many women, however, have been described as being aware of a lump or mass in the breast area, or a change in the shape or size of the breast, or a change in the way the breast feels.

Changes in the way the breast feels: The NBCF notes that a change in the way the breast feels, such as a lump or mass, or a change in the shape or size of the breast, or a change in the way the breast feels, could indicate the presence of breast cancer.

Changes in the way the breast looks: The NBCF notes that a change in the way the breast looks, such as a lump or mass, or a change in the shape or size of the breast, or a change in the way the breast feels, could indicate the presence of breast cancer.

Changes in the way the breast feels: The NBCF notes that a change in the way the breast feels, such as a lump or mass, or a change in the shape or size of the breast, or a change in the way the breast feels, could indicate the presence of breast cancer.

**Platteville Dental**  
900 N. Washington St.  
Platteville, WI 53589  
Phone: (608) 785-1111  
Fax: (608) 785-1112  
www.plattedental.com

**Alzheimer's & Dementia SUPPORT GROUP**  
If you are affected by any type of dementia please join us for education and support. We will be meeting the second Thursday of the month at Bell Tower Retirement Community. We will meet from 5:00-6:00pm. Snacks will be served.

Thursday, October 10, 2019  
5:00-6:00pm  
Bell Tower Retirement Community  
UnitPoint Finley Hospital Summit Center  
What to expect during the progression

• Memory Care Starting at \$3,900  
• Assisted Living Starting at \$1,800  
• Independent Living Starting at \$900

**Is Your Drinking Water SAFE?**  
Trust the safety of your drinking water to the professionals with a proven track record since 1984.

• Verify the Safety of Your Water for You and Your Family  
• Safe Drinking Water Results are Required for Property Sales  
• Wisconsin DNR Recommended  
• Fast Turnaround for Results

**LV LABORATORIES LLC**  
Lester VanDra - Owner  
1015 S. Madison St. • Lancaster, WI • www.lvlab.com • 608-723-4086

**Learn to Make Mammograms More Comfortable**

Mammograms remain one of the best methods for detecting breast cancer, giving women the opportunity to spot treatment early if cancer is detected. In studies with early access to quality screening and treatment, breast cancer survival rates are now greater than 90 percent.

The International Mammography Society (IMS) says that, since 1980, mammography has helped reduce breast cancer mortality in the United States by 40 percent. Mammograms usually take around 20 minutes. During a standard mammogram, a woman's breasts are placed between two plates. The plates hold the breast in place while the other plate, the detector, takes the image. The breast must be compressed to get the picture of breast tissue. Some women find the process to be uncomfortable.

There are many ways to avoid pain during mammograms that make the entire experience more comfortable.

- Schedule the mammogram for a week after a menstrual period when hormonal swings are less likely to increase breast sensitivity.
- Coffee can make the breasts more tender. Reducing caffeine consumption for two weeks before the mammogram can help.
- Relaxation techniques, such as deep breathing and visualization, can help reduce discomfort.
- Ask the mammographer about if it has padding, as cushioning between the breast and the plates of the mammogram machine can reduce pain.

**The Best Protection is Early Detection.**

Upland Hills Health  
Extending hours for Mammograms appointments to 6 pm  
Make your appointment today 608-935-7194  
uplandhillshealth.org • Dodgeville

**Platteville Podiatry**  
915 E. Mineral, Platteville, WI 53589  
Phone: (608) 785-7000  
Fax: (608) 785-7007  
www.plattedpodiatry.com

**Care Givers**  
A Difficult Time. A Reassuring Touch.  
National Family Caregiver Support Program  
Hospitals  
Hospice

**Mammography Day**  
Friday, October 18  
In the battle against breast cancer, early detection is a woman's most powerful weapon. In fact, according to the National Cancer Institute, when breast cancer is detected in its early stages, the survival rate is 90 percent. That's why it's so important for all women to make breast health a regular part of their lives.

**Growing Awareness to Save Lives**

A mammogram can detect breast cancer in its earliest, most treatable stages, and many major health organizations encourage annual mammograms beginning at age 40. Thanks to early detection, breast cancer is one of the best ways to beat cancer. In fact, according to the National Cancer Institute, when breast cancer is detected in its early stages, the survival rate is 90 percent. That's why it's so important for all women to make breast health a regular part of their lives.

**Shoppings News**  
Breast Cancer awareness group photo

This colorful weekly series was promoted by the Grant, Iowa Lafayette Shopping News. It's evident from all the examples provided how a well developed public service theme such as breast cancer awareness can be profitable for your publication.

**FIGHTING FOR A CURE**

Grant, Iowa, Lafayette Shopping News  
For Results You Can Trust

**Shoppings News**  
Breast Cancer awareness group photo

**Powerfully PINK**

October is national breast cancer awareness month  
Shoppings News  
Grant, Iowa, Lafayette

**Shoppings News**  
Breast Cancer awareness group photo

This successful breast cancer series was promoted by All Island Media (Brentwood, NY) on a weekly basis.

**PENNYSAVER'S Got it Local**  
129 - October 10th, 2019  
PennySaverPlus.com

**TOGETHER WE Can Make a DIFFERENCE**

**Real Estate**  
651-658-6932  
TEAM SCARITO  
When Selling or Buying

**REDUCED** **NEW LISTINGS** **NEW LISTINGS** **NEW LISTINGS** **NEW LISTINGS** **NEW LISTINGS**

**SHOWNOW \$150,000** **SHOWNOW \$150,000** **SHOWNOW \$150,000** **SHOWNOW \$150,000** **SHOWNOW \$150,000** **SHOWNOW \$150,000**

**TEAM LEADERS at DOUGLAS ELLMAN REAL ESTATE**

**Shoppings News**  
Breast Cancer awareness group photo

**DEBUNKING COMMON MYTHS ABOUT BREAST CANCER**

Breast cancer is a formidable foe. According to the World Health Organization, an estimated 427,000 women have been diagnosed with breast cancer in 2018. But women are not helpless in the fight against breast cancer, as the WHO notes early detection is critical and could potentially save thousands of lives each year.

A proactive approach is a key component of preventing breast cancer. While the National Breast Cancer Foundation, which notes that many breast cancer symptoms are invisible and not noticeable without a professional cancer screening, women can keep an eye out for certain signs of breast cancer they might be able to detect on their own. Monthly self-exams can help women more easily identify changes in their breasts. During such exams, women can look for the following signs and symptoms and are advised to report any abnormalities they observe to their physician immediately.

Changes in how the breast or nipple feels: The NBCF notes that nipple tenderness or a lump or thickening in or near the breast or underarm could indicate the presence of breast cancer. Some women may notice changes in the size or shape of the breast, or an enlargement of the veins in the skin of their breast. Many women, however, have been described as being aware of a lump or mass in the breast area, or a change in the shape or size of the breast, or a change in the way the breast feels.

Changes in the way the breast looks: The NBCF notes that a change in the way the breast looks, such as a lump or mass, or a change in the shape or size of the breast, or a change in the way the breast feels, could indicate the presence of breast cancer.

Changes in the way the breast feels: The NBCF notes that a change in the way the breast feels, such as a lump or mass, or a change in the shape or size of the breast, or a change in the way the breast feels, could indicate the presence of breast cancer.

**BREAST CANCER SIGNS AND SYMPTOMS**

Breast cancer is a formidable foe. According to the World Health Organization, an estimated 427,000 women have been diagnosed with breast cancer in 2018. But women are not helpless in the fight against breast cancer, as the WHO notes early detection is critical and could potentially save thousands of lives each year.

A proactive approach is a key component of preventing breast cancer. While the National Breast Cancer Foundation, which notes that many breast cancer symptoms are invisible and not noticeable without a professional cancer screening, women can keep an eye out for certain signs of breast cancer they might be able to detect on their own. Monthly self-exams can help women more easily identify changes in their breasts. During such exams, women can look for the following signs and symptoms and are advised to report any abnormalities they observe to their physician immediately.

Changes in how the breast or nipple feels: The NBCF notes that nipple tenderness or a lump or thickening in or near the breast or underarm could indicate the presence of breast cancer. Some women may notice changes in the size or shape of the breast, or an enlargement of the veins in the skin of their breast. Many women, however, have been described as being aware of a lump or mass in the breast area, or a change in the shape or size of the breast, or a change in the way the breast feels.

Changes in the way the breast looks: The NBCF notes that a change in the way the breast looks, such as a lump or mass, or a change in the shape or size of the breast, or a change in the way the breast feels, could indicate the presence of breast cancer.

Changes in the way the breast feels: The NBCF notes that a change in the way the breast feels, such as a lump or mass, or a change in the shape or size of the breast, or a change in the way the breast feels, could indicate the presence of breast cancer.

**POTENTIAL TREATMENT OPTIONS AFTER A BREAST CANCER DIAGNOSIS**

A breast cancer diagnosis is something no one wants to receive. But the outlook for breast cancer is improving. In fact, the World Health Organization notes that breast cancer is the most commonly diagnosed cancer in women worldwide.

Thankfully, breast cancer survival rates are high in many parts of the world, particularly in developed countries such as the United States, Canada and Japan. While survival rates are lower in developing countries, it is encouraging to know that the average five-year survival rates are as high as 90 percent in some nations. That suggests that the strategies used to successfully fight breast cancer in developed nations may one day prove as effective in developing nations, potentially leading to a sharp decline in global breast cancer deaths.

Upon being diagnosed with breast cancer, patients will be informed about a host of potential treatment options. The Centers for Disease Control and Prevention says that breast cancer is treated in several ways, and the course of treatment a doctor recommends will depend on the kind of breast cancer and how far it has spread. In addition, according to Breastcancer.org, breast cancer is made up of many different kinds of cancer cells.

Which often necessitates the use of various types of treatments to get rid of the cancer.

The following are some treatment options doctors may discuss with breast cancer patients.

- **Radiation therapy:** Radiation therapy aims to kill cancer cells using high-energy rays that are similar to X-rays. Sometimes referred to as "radiotherapy," radiation therapy is achieved by a radiation oncologist who specializes in this type of treatment.
- **Hormonal therapy:** Hormonal therapy is used to treat breast cancer by blocking the hormones that can cause breast cancer to grow. Hormonal therapy can be used in combination with radiation therapy, or as a standalone treatment.
- **Targeted therapy:** These therapies, which target specific molecules in the cancer cells, are used to treat breast cancer. Targeted therapy can be used in combination with radiation therapy, or as a standalone treatment.
- **Chemotherapy:** Chemotherapy is used to treat various types of cancer and involves the administration of special medicines to break up or kill cancer cells. Breastcancer.org notes that chemotherapy is sometimes administered prior to surgery in an attempt to shrink the cancer.

**Shoppings News**  
Breast Cancer awareness group photo



# SCS's New Community Publishing System

**SCS RECENTLY RELEASED ITS NEW COMMUNITY** Publishing System (CPS), the most efficient content workflow solution available today for daily and weekly publications, community publications and small groups.

CPS incorporates functionality to manage content creation, page tracking, archiving, and integration to any content management system for online or social media presentation.

"I have worked at SCS for over 25 years and with editorial systems since 2001," said Product Manager Marty MacDonald. "Our new Community Publishing System provides the customers we support with a flexible, easy to train solution to manage their editorial staff and content. It provides a remarkably stable platform that delivers day in and day out."

ScoopEdit and WebEdit are the CPS newsroom and workflow components that allow users to access assignments, stories and article updates. Writers, paginators, editors and managers can easily create, edit and move articles.

Browser-based PageTrack provides an overview of each print product in real time. Thumbnails, previews, comments and page status indicators offer information on each page during the pagination process. CPS upgrades are underway for SCS's current editorial customers.


"We are excited to offer CPS to all publishers. The product is easy to install and learn, and is maintained and updated by SCS," said Vice President and General Manager Kurt Jackson. "In light of the current situation, customers that sign up before the end of the year will receive a reduced subscription rate for the first three months." **INK**

## About SCS:

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 300 sites producing over 2,000 publications in 10 countries in 5 languages use SCS mission-critical software every day. SCS is privately held by Richard and Martha Cichelli. You can learn more about SCS at [www.newspapersystems.com](http://www.newspapersystems.com) or by calling 800-568-8006.

**We're Not  
Mind Readers, but...**


If you participate in  
CVC online studies  
we can tell you everything  
you want to know  
about your readers.



Call (314) 966-7711 for more information, or look at  
the sample study at [www.research.net/r/AFCP](http://www.research.net/r/AFCP)

**CIRCULATION  
VERIFICATION  
COUNCIL**

OUR DATA SPEAKS VOLUMES



**PUBLISHERS  
MAKE MONEY**  
selling NANI ads!

**NANI**  
national advertising network inc.

For more information,  
call 877-203-2327  
[www.afcp.org/nani](http://www.afcp.org/nani)



# 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!

***"Every time you are tempted to react in the same old way, ask yourself if you want to be a prisoner of the past, or a pioneer of the future."***

**– Deepak Chopra**

## THE LAST SIX MONTHS HAVE BEEN UNPRECEDENTED.

We keep hearing about the "new normal" but as yet nothing seems to be solidifying into any kind of normal. We're locked in an odd kind of dance with this disease.

After months of quarantine, many areas have taken halting steps toward reopening the economy. On many occasions, things are shut back down within a week or two as the number of cases spike. It is frustrating for many local business owners, their customers, their employees and people like us that provide them with advertising.

This disease keeps throwing the experts curve balls. Every time they seem to have it figured out, it does something unexpected.

As odd as it might seem, there's a lot we can learn from the coronavirus. What can we learn from a malicious and mindless microscopic organism? We can learn flexibility.


This virus constantly evolves to suit the ever changing circumstances. We must learn to evolve to suit the new circumstances we find ourselves in.

The publishing industry has seen many, many changes in the last three decades. The first website went live in 1991 and just three years later, the Economist Magazine was the first publication to go online. In the 1990's very few papers saw online advertising as a threat. Many considered it a side-show, a passing fad, and tried to ignore the new technology.

Many of those papers are now gone, victims of the new competitor that they thought they could ignore. Other publications embraced online advertising and integrated it into their product mix. These papers survived and continued to serve their communities.

Today, we are facing a new threat. The coronavirus is far more dangerous than competition from online advertising. The web took away a share of the market; the virus threatens to force our advertisers into bankruptcy.

They need us as much as we need them in these dark times. We need to evolve. We need to think of new ways to help our customers connect with their customers. Consumers still want what local businesses have to offer and it is our job to figure out creative ways to make this happen.

Like it says above, we can't afford to be prisoners of the past. We need to be pioneers of the future of advertising. 



# The Harvest of Being Human

by Ericka Winterrowd, Rising Star

**I THINK, IN A WAY, EVERY HUMAN IS A FARMER. OUR** crops are our hopes, dreams and ideas. They start off as seedlings and we try our best to nurture whatever “it” may be to blossom into something that can be harvested. But not every year produces a great harvest. Sometimes it’s a wash. What happens then? Well, the farmer must figure out another way to find the support to make it through those rough seasons.

And so it is with every human when we lose hope in our dreams. We talk to our trusted loved ones, we cry on their shoulders, we seek help from professionals, and we pray. We find a way through the tough harvests where our “crop” did not produce as we had planned, and then day-by-day we somehow make it to the next year. We survive. Just as so many farmers have done in the past and will continue to do for generations to come.

I have a special place in my heart for farmers. For “people of the earth” as I like to think of them. My grandfather was a farmer — corn and soy beans in the Midwest. From the stories my mother has told me about him, every year my grandpa would do a “dance with nature,” betting and hoping that the weather would choose to collaborate with him and his crops — always having faith that this year would produce bountiful blessings.

And so I hope that I might continue that same admirable “farmer mindset” my grandpa seemed to master so well. Even though I never got to meet him before he passed, I believe our roots run deep.

If the unthinkable happens and there is no harvest, even after planting and tending to my seedlings so diligently, I’ll do what I can to continue to have faith that though my “crops” may not have grown this year, maybe just maybe — in some way — I did.

And the beauty is... there’s always next year. **INK**



Image Courtesy of Metro Creative Graphics



Somebody once said...

“

I hope the person who invented autocorrect burns in **hello!**

”

Anonymous

# How to Ooze CREDIBILITY

by John Foust



**PERRY IS THE** marketing manager for a real estate company. I had an interesting conversation with him about his experiences in dealing with different media salespeople. "My all-time favorite is Brenda, who works with our local paper," he said. "She oozes credibility."

Perry went on to say that the strategy of most advertising salespeople is to dump a bucket of data on him. "I've met with them all," he said, "broadcast, print, online, outdoor, you name it. They come in here with their spreadsheets and their slick brochures. And they give their canned sales pitches on how their company is the best place in the world to advertise. Their pitches are pretty much the same."

Brenda is not like the others, he explained. "She is a walking encyclopedia of advertising. She knows as much about her competitors' products as she knows about her own. When we talk, I don't feel like she is trying to make a sale. She's just addressing my current concerns with information on how to use available resources. I trust her judgment completely."

Brenda is like veteran sportswriters who collect details about games and athletes. Even if they don't cover football, they can tell you who won last year's championships. They can tell you who won back-to-back World Series in 1992-93. They can tell you the differences in the playing fields in the NFL and CFL. And they can tell how many majors Jack Nicklaus won in his career. That's credibility.

It's also a sign of credibility to know where to

find answers. If those sportswriters don't know an answer, they know where to look.

Perry trusts Brenda, because she "oozes credibility." Isn't that what advertising sales should be about? If you want to sell something, you first have to win trust. And a good way to build trust is to demonstrate that you know what you're talking about.

Here are some points to consider:

1. Learn your company's product. Of course, it's important to learn all you can about your product. But don't let it become your only topic in a sales conversation. You don't want the Perrys in your market to complain that you are dumping buckets of data on them.

2. Learn advertising in general. What are your prospect's primary media choices? What are the implications of total market coverage? What is the importance of reach and frequency? What is pay-per-click advertising? By percentage breakdown, where do different age groups get their news? What is search engine optimization? What is native advertising? What benefits are your competitors selling? How does co-op advertising work?

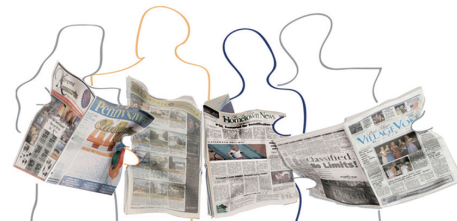
3. Learn industry specifics. What types of campaigns work best in your client's specific industry? Are they impacted by the thin market? Who are the marketing superstars in their industry – and why are they so highly regarded? What were the results from your client's previous marketing efforts? How did your paper figure into those results?

Learning is the key to credibility. And credibility is a cornerstone in selling. **INK**

*Copyright 2020 by John Foust. All rights reserved. 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*

**"Learning is the key to credibility. And credibility is a cornerstone in selling."**





## | national | regional

### AFCP

Association of Free Community Publications  
5701 E. Circle Drive #347  
Cicero, NY 13039-8638  
877-203-2327  
loren@afcp.org  
www.afcp.org  
Loren Colburn

### IFPA

Independent Free Papers of America  
104 Westland Drive  
Columbia, TN 38401  
866-224-8151  
931-922-4171  
douglas@ifpa.com  
www.ifpa.com  
Douglas Fry

### CANADA

Blain Fowler  
c/o the Camrose Booster  
4925 48th Street  
Camrose, AB,  
Canada T4V1L7  
780-672-3142  
780-672-2518 – FAX  
cbads@cable-lynx.net

### NAMPA

North American Mature Publishers Association, Inc.  
P.O. Box 19510  
Shreveport, LA 71149-0510  
877-466-2672  
318-636-5510  
318-525-0655 – FAX  
nampa.gary@gmail.com  
maturepublishers.com  
Gary Calligas

### CPNE

Community Papers of New England  
403 U.S. Rte. 302 – Berlin  
Barre, VT 05641  
802-479-2582  
dphillips@vt-world.com  
www.communitypapersne.com  
Deborah Phillips

### MACPA

Mid-Atlantic Community Papers Association  
P.O. Box 408  
Hamburg, PA 19526  
507-388-6584  
610-743-8500 – FAX  
info@macpa.net  
www.macpa.net  
MACnet (Advertising Network)  
info@macnetonline.com  
macpa.midatlanticbids.com  
Alyse Mitten

### MFCP

Midwest Free Community Papers  
P.O. Box 4098  
Mankato, MN 56002  
304 Belle Avenue, Suite 3  
Mankato, MN 56001  
507-388-6584  
507-525-0808  
director@mfcf.org  
www.mfcf.org  
Lee Borkowski

### PNAWAN

Pacific Northwest Association of Want Ad Newspapers  
c/o Exchange Publishing  
P.O. Box 427  
Spokane, WA 99210  
800-326-2223  
509-922-3456  
509-455-7940 – FAX  
ads@pnawan.org  
www.RegionalAds.org  
www.PNAWAN.org  
Kylah Strohte

### SAPA

Southeastern Advertising Publishers Association  
P.O. Box 456  
Columbia, TN 38402  
104 Westland Drive  
Columbia, TN 38401  
931-223-5708  
888-450-8329 – FAX  
info@sapatoday.com  
www.sapatoday.com  
Douglas Fry

### CPM

Community Papers of Michigan  
1451 East Lansing Drive  
Suite 213B  
East Lansing, MI 48823  
800-783-0267  
517-333-3355  
517-242-0203 – Cell  
517-333-3322 – FAX  
jackguza@cpapersmi.com  
mifreeads.com  
Jack Guza

### FCPNY

Free Community Papers of New York  
621 Columbia Street Extension, Suite 100  
Cohoes, NY 12047  
518-250-4194  
518-464-6489 – FAX  
ads@fcpny.com  
www.fcpny.com

### FMA

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

### WCP

Wisconsin Community Papers  
P.O. Box 1256  
Fond du Lac, WI 54936-1256  
101 S. Main Street  
Fond du Lac, WI 54935  
800-727-8745  
920-924-2651  
920-922-0861 – FAX  
janderson@wisad.com  
wisad.com  
Janelle Anderson (ext. 108)

## | state



# You've Only Got 3 Seconds...

by Bob Berting



**THAT'S RIGHT,** only three seconds for the headlines of your ads to get the attention of your readers and get them to move forward with reading your ads.

Today, even with all the endless discussion regarding the headlines in ads, I am still amazed at the way ads are

designed. I'm also not surprised at the comments of newspaper customers who are not only disappointed in the look of their ads, but more importantly, the lack of response.

## HEADS UP

Let me begin by saying that the customer's logo at the top of the ad is not a headline. A headline has to intrigue, entice, or raise interest. Many times you can surprise a potential buyer by asking a question...or telling them how to do something...or providing an update on something.

Headlines and subheads lead readers through your ads and entice them to continue reading. They function like directional signs on a highway. People ignore signs that are small, poorly printed, or dimly lit. However signs that are bright and clear draw attention immediately.

In the same way, strong headlines attract readers while weak headlines repel them. We all know these principles, but actually doing them is another story. The reality is that five times as many people read headlines as they do body copy.

## TIPS FOR GREAT HEADLINES

Headlines look better in sans-serif type and should be dramatically larger than other type in the ad—the contrast should be significant. Remember, you only have three seconds to get readers to form an opinion of your ads, so it's very important to use headings that grab their attention. To convey a feeling of immediacy, write headings in the present

tense. Use short words, avoid abbreviations, and use precise words.

## IMPROVE READABILITY WITH THE FOLLOWING IDEAS

1. Tie headlines to graphics. When headlines and graphics aren't related, readers may feel unclear about the ad and not read it.

2. Use screaming headlines with exclamation points sparingly. Sometimes you need a startling headline. However, if this technique is used too much, headlines lose impact and the advertiser's credibility.

3. Do not use reverse type for a headline and definitely do not use script type. These examples take the reader's eye longer to adjust and risk complete rejection of the ad.

4. Spell carefully. Keep readers from stumbling over typographical errors. These errors many times prevent the reader from reading further.

5. When you put headlines in quotes, you increase recall by an average of 28 percent.

## FINALLY...

Remember, as a final reminder, the logo of the business is not the headline. There could be a small logo in the upper left corner of the ad, but it is only a quick reminder that leads into the dominant heading of the ad. **INK**

*Bob is the author of four best-selling e-books for the newspaper industry: "Dynamic Sales and Image Power", "Advanced Selling Skills For The Advertising Sales Pro", "Power Selling Tools For The Advertising Sales Consultant", and his newest e-book, "Smart Customer Connections For Advertising Salespeople. You can order Bob's books on his website: [www.bobberting.com](http://www.bobberting.com). Read Bob's books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts. Bob is 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](mailto:bob@bobberting.com) or 317-849-5408.*

salesTALKbyBOB



# GRAPEVINE

## WHAT'S GOING ON...

**AFTER 81 YEARS OF OWNERSHIP,** the Mores family has sold Harlan Newspapers to Louie Mullen, owner of Blackbird LLC.

Alan Mores and Steve Mores are confident that Mullen's organization will carry on the news and advertising coverage that the community has come to expect from the Harlan Newspapers.

"We are excited to see the positive changes that Blackbird LLC, will bring to the paper with fresh ideas and technology. Although the newspaper industry and the dissemination of news continue to evolve, the role that newspapers play in their local communities remains extremely important," said Alan Mores and Steve Mores in a joint statement.

"I'm humbled and honored Steve and Alan would give me this opportunity," Mullen said. "The Mores have run an amazing business. They're a testament to our industry."

Effective immediately, Mullen named veteran journalist Joshua Byers to the publisher position.

"Mullen and his new publisher both share our primary ideology that newspapers should strive to be a reflection of the communities they serve through their local staffs," Steve Mores said.

"We are confident that Mullen and Byers will be embraced and will thrive because of this. As a family we have prided ourselves on innovation and caring for [our] employees, our community and our advertisers," added Alan Mores.

Byers said he's been impressed by the staff's dedication and has enjoyed getting to know Steve and Alan.

"I'm really looking forward to getting involved in the community and continuing the great legacy that Steve and Alan have built," Byers said. "Those are some big shoes to fill."

Randy Cope of Cribb, Greene and Cope represented the Mores family in the sale. Cribb, Greene & Cope is a leading merger and acquisition firm with offices in Arkansas, Montana, and California. More at [www.cribb.com](http://www.cribb.com).



**PAXTON MEDIA GROUP HAS** purchased the Wilkes Journal-Patriot newspaper in North Wilkesboro, North Carolina from Carter-Hubbard Publishing Co.

Dale Morefield, publisher of The Enquirer-Journal in Monroe since 2015, has taken on the additional duties of publisher of the Wilkes Journal-Patriot. The Wilkes Journal-Patriot joined The Enquirer-Journal in Paxton Media Group's N.C./Tenn./Georgia division.

Morefield said he is deeply excited about the future of the paper and its lengthy tradition of producing strong journalism and being invested in the community.

"The paper has deep roots here, and we are looking forward to continuing the work the Journal-Patriot has done so well over the years of being a community watchdog and partner," Morefield said.

Paxton Media Group, based in Paducah, Ky., owns more than 30 daily newspapers and several dozen weekly newspapers in the South and Midwest. They include the High Point Enterprise and the News-Topic in Lenoir.

The Wilkes Journal-Patriot will

continue to publish on Wednesdays and update its website throughout the week with developing news.

A statement released by the Hubbard family, which owned Carter-Hubbard Publishing Co., said the family was pleased to transfer ownership of the Wilkes Journal-Patriot to a family-owned company with the ability and commitment to maintain it as a strong community newspaper. The statement said this is especially important considering that a growing number of communities are finding themselves without a newspaper.

In the statement, the former owners said they are confident that Paxton Media will continue to provide a high-quality newspaper in Wilkes County. Julius C. "Jule" Hubbard, editor of the Wilkes Journal-Patriot and one of the former owners, remains with the Wilkes Journal-Patriot as an employee of Paxton.

Julius C. Hubbard and Daniel J. Carter established Carter-Hubbard Publishing Co. in North Wilkesboro in 1932. They started The Journal-Patriot that same year by purchasing the Wilkes Patriot (established in 1906) and combining it with the Wilkes Journal, which Hubbard owned. Hubbard later acquired full ownership and it remained in the Hubbard family until Monday.

Randy Cope or Cribb, Greene & Cope represented the Hubbard family in the sale. Cribb, Greene & Cope is a leading merger and acquisition firm with offices in Arkansas, Montana, and California. More at [www.cribb.com](http://www.cribb.com).





| oct.

| 2021

**OCTOBER 6-7, 2020:  
VIRTUAL CONFERENCE**

North American Mature Publishers Association (NAMPA). Virtual conference with recorded sessions made available afterwards. For information or to register, contact Gary Calligas at 877-466-2672 or email: [nampa.gary@gmail.com](mailto:nampa.gary@gmail.com).

**OCTOBER 2 & 9, 2020:  
VIRTUAL CONFERENCE SESSIONS**

Independent Free Papers of America (IFPA). Remaining Friday afternoon live virtual conference sessions from September's canceled conference event. For information or to register, contact Douglas Fry at [douglas@ifpa.com](mailto:douglas@ifpa.com).

**MARCH 19-20, 2021 :  
CARLISLE, PA**

Mid-Atlantic Community Papers Association (MACPA). Annual Conference, Comfort Suites Downtown, Carlisle, Pa. For information contact Alyse Mitten at 800-450-7227 or email: [info@macpa.net](mailto:info@macpa.net).

**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](mailto:loren@afcp.org); or Lee Borkowski at 507-388-6584 or email: [director@mfcf.org](mailto:director@mfcf.org).

*To list your conference information in Free Paper INK, send it to:*  
**FreePaperINK@aol.com**

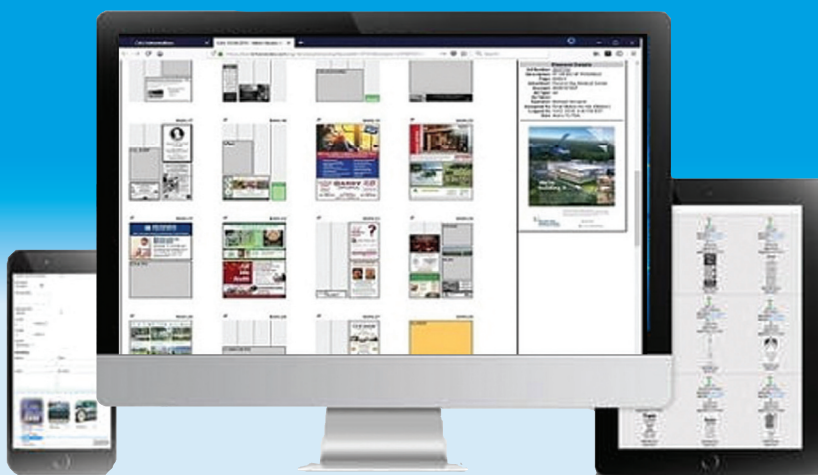
*To list your conference information on the AFCP website, send it to:*  
**Loren@afcp.org**

**#1** SCS/Track is the  
**Digital and Print Ad  
Production System in  
the US.**

# SCS

Software Consulting Services, LLC  
SCS builds trusted newspaper systems

Sign up  
before  
12/31/20  
for a special  
offer



**Web-Based Ad Production  
System serving design  
centers, major metros and  
community publishers.**

**(610) 746-7700**  
**[newspapersystems.com](http://newspapersystems.com)**



# afcp Community Publications Business and Service Directory

## ADVERTISING SERVICES & SOLUTIONS

**CREATE. SELL. PROFIT.**



**METRO**

metrocreativeconnection.com

## CREATIVE SERVICES



- PRINT DESIGN
- WEB AD DESIGN
- BILLBOARD DESIGN
- LOGO DESIGN
- PAGINATION
- CUSTOM SOLUTIONS

855-614-5440 WWW.TCSDIRECT.COM

## DISTRIBUTION SERVICES FOR PRINT MEDIA



Helping reinvent American newspaper distribution through improved delivery, circulation and marketing support services.

248-572-6100 www.ansnewspapers.com

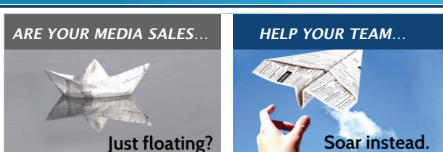
## APPRAISALS & BROKERING

Newspapers  
Magazines - Shoppers  
Book Publishing

Confidential  
Customized - Comprehensive

**KAMEN & CO. GROUP SERVICES**  
516-379-2797 WWW.KAMENGROUP.COM

## CRM - CUSTOMER RESOURCE MANAGEMENT



**ASK-CRM** ASK-CRM is a newspaper-centric CRM designed to maximize your sales efforts.  
tools to streamline media selling  
robin@ask-crm.com, 301.800.2275, www.ask-crm.com

## E-COMMERCE CLASSIFIED SOLUTIONS

**BLUEFIN PLACE AD**

THE BEST SELF-SERVICE AD PLACEMENT SOLUTION AVAILABLE TO PUBLISHERS

978-662-3323

WWW.GETBLUEFIN.COM

**Bluefin Technology Partners**

Advertising Solutions for Publishers

## AUDIT & READERSHIP STUDIES



**CVC Audits and Readership Studies**

Third Party Print & Digital Verification  
Increased Exposure to Media Buyers  
Learn What Your Readers Want  
Call 800-262-6392 or visit www.cvcaudit.com

## DIGITAL MARKETING PLATFORM



**The leader in local digital.**  
Unifying the sales process, marketing execution, and reporting in a single toolkit.  
303-656-1355  
info@adcellerant.com

## EDITORIAL RESOURCES

High-Quality,  
Free Print & Digital Content

Food and Recipes  
Lifestyle and Health  
Home and Garden



Visit familyfeatures.com or contact Cindy Long @ 913-563-4752

## CIRCULATION SUPPLIES

"from the basic to the innovative!"



**STEEL CITY CORP**

800-321-0350

Make sure you see our ad on page 2.

## DIGITAL REVENUE CONCEPTS

**START A BUSINESS DIRECTORY WEBSITE**

**ideal directories**

Launch your BIG idea today!

Perfect add-on to your Wedding & Home

Improvement Special Sections

www.idealdirectories.com

From the owners of Page Flip Pro & SiteSwan

## ENTERTAINMENT CONTENT

Providing its partners with free entertainment content from our stable stable of publications, including TV Guide, TV Weekly, Channel Guide, HOPPER, and ReMIND magazine.



- \* ASK MATT
- \* CHEERS & JEERS
- \* MOVIE REVIEWS
- \* CELEBRITY INTERVIEWS
- \* BEHIND THE SCENES
- \* DAILY BEST BETS
- \* DID YOU KNOW?
- \* ReMIND ReWIND

888-584-6688 ntvbmedia.com/edge

## CLOUD SOLUTIONS

**PROIMAGE**  
Making Complex Publishing Simple



**Cloud Solutions to Help Reduce Costs**

- Automated Workflow
- Color Correction
- Ink Optimization
- Press Registration

303-426-7171

www.new-proimage.com

## DIGITAL SALES TRAINING



**INCREASE YOUR DIGITAL MARKET SHARE**  
HANDS-ON DIGITAL SALES TRAINING

800-917-0820

info@sparkdigitalsalesgroup.com

## INDUSTRY INFORMATION



**WHAT CAN INK DO FOR YOU?**

Keep you informed.

Connect you with industry professionals.

The Free Paper Industry's NEWS SOURCE

## CONTENT AND DATA MANAGEMENT

Digital Publishing Solutions For News and Media Organizations



www.townnews365.com

800-293-9576

Online Solutions.

Bottom-line results.

## DIRECT MAIL PRINTING

**Direct Mail?**

Turn-Key Saturation

Direct Mail Programs

• Easy • Fast • Profitable

jeff@ultimateprintsource.com 909-947-5292 x-320

www.UltimatePrintSource.com

## INCLUDE YOUR BUSINESS HERE!

**Associate Members**

**Receive Listing**

as part of their AFCP

Associate Membership

Call Today...Wendy MacDonald

913-461-3721

**Your Go-To Guide for Community Publication Business and Service Support**

# afcp Community Publications Business and Service Directory

## LEGAL & PUBLIC NOTICE AUTOMATION

### Your Legal Notice Experts



Our proprietary system automates the entire process, saving time, money, and manpower.

866-672-1600  
info@legalnoticeservice.com

## NEWS FEATURE CONTENT PROVIDER

News to Use  
*Featurettes*  
Feature News  
Free Content



www.napsnet.com  
email: printmedia@napsnet.com • 800-222-5551

## PUBLISHING SOFTWARE



### How Publishers Profit

CRM • SALES • PRODUCTION • BILLING  
INTEGRATED MARKETING

Ph: 706-750-0016 | gbooras@mirbeltechnologies.com  
www.newspapermanager.com

## MAILROOM CONTROL SYSTEMS



**The leader in US Newspaper  
Mailroom Controls.**

888-3069-0639 (x83)  
www.miracomcomputer.com

## PAID CONTENT



Publish life's stories.

Low-cost, turnkey solution to publishing  
paid content on all platforms.

devlyn@modulist.news  
701.412.8733  
modulist.news

## PUBLICATIONS PRINTING

**Cummings**  
Publication Printers Since 1914

✓ MAGAZINES ✓ GUIDEBOOKS  
✓ JOURNALS ✓ HIGH QUALITY  
✓ CATALOGS ✓ SHORT-RUN PUBLICATIONS

800-647-0035 CUMMINGSPRINTING.COM

## MARKETING PLATFORM



The Only Turnkey Solution  
Designed Specifically for  
Local Community Publishers!

**BECOME YOUR  
COMMUNITY HUB**

**LOCABLE** 916-585-8468  
Publisher Network locablepublishernetwork.com

## PRINTING

**Got Print?**

Send it to the Ultimate PrintSource  
for the Best Service, Quality and Price

Commercial Printing  
Inserts, Direct mail, Rackcards, NCR  
www.UltimatePrintSource.com

## SEARCH PLATFORMS



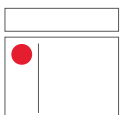
SEARCH ENGINE  
PLATFORMS

**MARKETPLACES**  
AUTOMOTIVE  
REAL ESTATE  
RECREATIONAL  
AGRICULTURAL  
VERTICAL & HORIZONTAL

800-944-3276 (ext. 0)  
AUTOCONX.COM

## MEDIA CONSULTING

**Design. Content. Ideas.  
Software. Training.**



Providing the knowledge,  
experience and technology to  
help publishers grow and thrive!

**401-455-1555**

www.creativecirclemedia.com

## PRINTING AND PROMOTIONAL SUPPORT



**PREFERRED**  
Marketing Solutions  
www.preferredms.com

**800-270-1769**

## SELF SERVE NEWSPAPER ADVERTISING



Schedule your demo today!

**Grow revenue and lower costs.**

by providing the leading self-serve advertising platform for print,  
digital and social media advertising.

ipublishmedia.com

## MEDIA SELLER SOLUTIONS

**SRDS Solutions for Media Sellers**

*Premium visibility packages deliver your  
information where media decisions are made!*

**KANTAR**

847-375-5000 • kantarmedia.com

## PUBLISHING SOFTWARE



**MANAGE CONTENT FOR PRINT AND DIGITAL PUBLISHING**

Bundled solutions for CMS, editorial, e-edition & apps

/// WWW.PRESTELIGENCE.COM ///

info@prestelligence.com

330.305.6960

## SOFTWARE SYSTEMS FOR PUBLISHERS

**SCS BUILDS TRUSTED SYSTEMS**

Find out why our customers call us "the best  
tech support team" and say "we wish we could  
contract with SCS to support all our products."



Software Consulting Services, LLC  
SCS builds trusted newspaper systems

phil@newspapersystem.com

800-568-8006

## MERCHANT CARD PROCESSING

**Merchant Card Processing**

*Request a free quote:*

1-888-697-8831 • msgpay.com  
hello@msgpay.com

Ecommerce • POS  
Mobile • Software



## PUBLISHING SOFTWARE

✗ FULLY INTEGRATED ✗ DIRECT MAIL  
✗ EASY TO USE ✗ COMMERCIAL BILLING  
✗ AFFORDABLE ✗ GENERAL ACCOUNTING  
✗ FREE DEMO ✗ PAYROLL



603-323-5077 WWW.MERRSOFT.COM

## STREETSMART PUBLICATION DISPENSERS

**StreetSmart offers a Complete  
Selection of Publication Dispensers**

Visit our website - www.goplastics.com  
or Contact Michelle for assistance.



866-366-6166 WWW.GOPLASTICS.COM

**Your Go-To Guide for Community Publication Business and Service Support**

## EMPLOYMENT

### ADVERTISING SALES

**MANAGER** All Island Media, Inc. publishers of Pennysaver, Town Crier and Trends is looking for an experienced sales manager to work in our Long Island office. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and leading sales in a similar environment. Please send resume in confidence to jobs@lipennysaver.com

**NEWS EDITOR.** Publisher seeking a News Editor with experience in both print and electronic media. We're looking for someone with a proven track record, excellent writing skills, a Journalism Degree and a desire to take advantage of all print and digital opportunities in this growing Florida Market. We work in a fast-paced environment, so the ideal candidate will be able to work well under pressure to meet workflow and printing deadlines, ability to work with other staff writers as well as freelance writers and control the budget for the department. This candidate needs to be a people person with neutral views, yet a passion for accuracy in reporting. Contact Publisher Jon Cantrell at 904-264-3200 or jon@opcfla.com

### GRAPHIC DESIGNER.

Full time with benefits, two weekly and two monthly newspapers plus community magazines. Fleming Island Florida, just outside Jacksonville. Contact Jon Cantrell at 904-710-8181. Send resume to jon@opcfla.com

## EMPLOYMENT

**LIVE AND WORK** in fabulous Myrtle Beach, S.C. The Myrtle Beach Herald has an immediate opening for an experienced sales rep. Email resume to Steve Robertson, steve.robertson@myhorrynews.com.

### ADVERTISING SALES

**MANAGER** needed for Florida's largest group of community newspapers. Salary, liberal bonus and benefit package available for the right individual. Please send your resume with cover letter and salary requirements in confidence to: Farris Robinson, President, to E-mail: Opportunity@Hometownnewsol.com Or Fax: 772-465-5301-EOE

## PUBLICATIONS FOR SALE

**NEWSPAPER GROUP.** Five well-established weekly newspapers in Houston suburbs. Circulation from 1,000 to 25,000. Staff, circulation, and printing department in place for new owner. Email grafikshop@sbcglobal.net or call 713-977-2555.

**FOUR FREE MONTHLY PUBLICATIONS** in North Central Florida. Two are in a high-end gated community with special delivery rights. Time to retire and go fishing. 352-804-1223

## LOOKING TO SELL

YOUR PUBLICATION?  
MAKE SURE YOU PLACE  
YOUR AD IN  
**INK MAGAZINE!**

## PUBLICATION BROKERS

### KAMEN & CO GROUP SERVICES, LLC

Multi-Media Appraisers, Accountants, Brokers & Contract Negotiators

WEST TOWER 6th FLOOR  
UNIONDALE, NY 11556  
www.kamengroup.com  
info@kamengroup.com  
516 379 2797 - New York  
516 242 2857 - New York  
727 786 5930 - Tampa

*"Kevin Kamen works relentlessly. Whenever he speaks about the publishing business or companies, I pay close attention."*  
- Paul Tash, President/CEO of The Tampa Bay Times & former Chairman of the Pulitzer Board

Proud to be the expert media valuation resource for FORBES wealth & media reporters six straight years: 2015, 2016, 2017, 2018, 2019 & 2020. Each year, we assist FORBES with determining the current market valuation of media tycoons listed in the annual "FORBES 400 Richest American's Directory." As both appraisers & accountants Kamen & Co understands that valuing a media company consists of closely examining both tangible and intangible assets; not only financial documents. Our valuation reports average 25 customized pages, take about five weeks to complete and include a narrative, standardization grading analysis and financial projections. We provide the most comprehensive, independent valuation within the entire valuation community. As the leading media financial valuation & accounting firm domestically and internationally servicing the print, digital, broadcast, tech, publishing, film, video, domain, internet, social media and cable industries

## PUBLICATION BROKERS

we have developed business relationships globally and we care about each client and respect their privacy. At Kamen & Co our continuum of multi-media valuation, brokering, accounting and contract negotiation financial services allows us to meet the expectations of our growing clientele list from NYC to Los Angeles to Honolulu to London, Israel, Ireland, Denmark, Japan, Estonia, Spain, Germany and Norway. With 43 years experience within the publishing arena we confidentially provide exceptional customized and confidential service to both large and small business entities. We have assorted multi-publishing and B2b business properties listed with our firm for sale across the globe; kindly contact us for specific opportunities. If you are considering selling your free distribution publishing entity we would be delighted to assist you too! We strive to meet multi-media business challenges with foresight & precision. Expert Court Witness, Accounting, Tax Debt Management, Entity Formation, Valuation, Financial Advisory Services & Contract/Labor Negotiations.

[WWW.AFCP.ORG](http://WWW.AFCP.ORG)

## PER INQUIRY ADVERTISING

**BOOST REVENUE** by running pay-per-call ads in unsold ad space. Classified or display. Prompt regular payments. No invoicing needed. No commitment! Contact Leigh Ann at American Classified Services. 618-351-7570.

free paper  
**INK**

CLASSIFIED  
ADVERTISING  
**INFO**

**RATES:**  
Up to 30 words  
\$25 per issue  
(additional words -  
90 cents per word)

**DISCOUNTS:**  
10% off for 6 months  
20% off for 12 months

**CONTACT:**  
Phone: 877.203.2327  
Fax: 781.459.7770  
Email: afcp@afcp.org



# Cut Out The Fat and Look Better!

In this challenging time for print media you need to run lean and mean. This is no time to be weighted down by bloated costs and unwanted fat in your operating expenses.

Switch your layout, design, production and art direction to **Design2Pro** and you'll save **anywhere from 50 to 75% off** the cost of making your pages, producing your print and web ads and even running your website. Subcontracting is the wave of the future. Cut out frustrating, wasteful and expensive in-house design and pre-press costs and you'll free-up capital to invest in better editorial content or putting more boots on the ground to sell more ads.

We can make your pages, ads and overall design sparkle, snap, crackle and pop. Complete redesign services at no extra cost. Better looking publications and more attractive ads are a must in this highly competitive environment. Better looking periodicals attract more readers and better looking ads get more response which makes for happier advertisers who spend more money with you. Email or call us and see how we can trim your fat and make you a lot better looking and more profitable in the process.

## Design2Pro

*We Make Publishing  
More Profitable.*

Howard Barbanel, Executive V.P.

516-860-7440

Howard@Design2Pro.com

Visit us as Design2Pro.com



## Selling a NANI ad just got easier!

Uncomplicated Pricing...

Lower Price Point...

Improved Marketing Materials...

Proven Advertiser Results...

Convenience of 1 Order National Buy...

Profitable Sales Product for Members!

**NANI**  
national advertising network inc.  
CLASSIFIED ADVERTISING NETWORK

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

**afcp**

**Association of Free Community Papers**

5701 E. Circle Drive # 347, Cicero, NY 13039-8638  
Call (877) 203-2327 or visit afcp.org

*"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."*

A monthly publication provided by the Association of Free Community Publications. INK's mission is to bring news and resources to the free community publication industry.

**INK** 5701 E. CIRCLE DRIVE  
SUITE 347  
CICERO, NY 13039-8638

PRSR STD  
U.S. Postage  
Paid  
Permit #22  
Slayton, MN



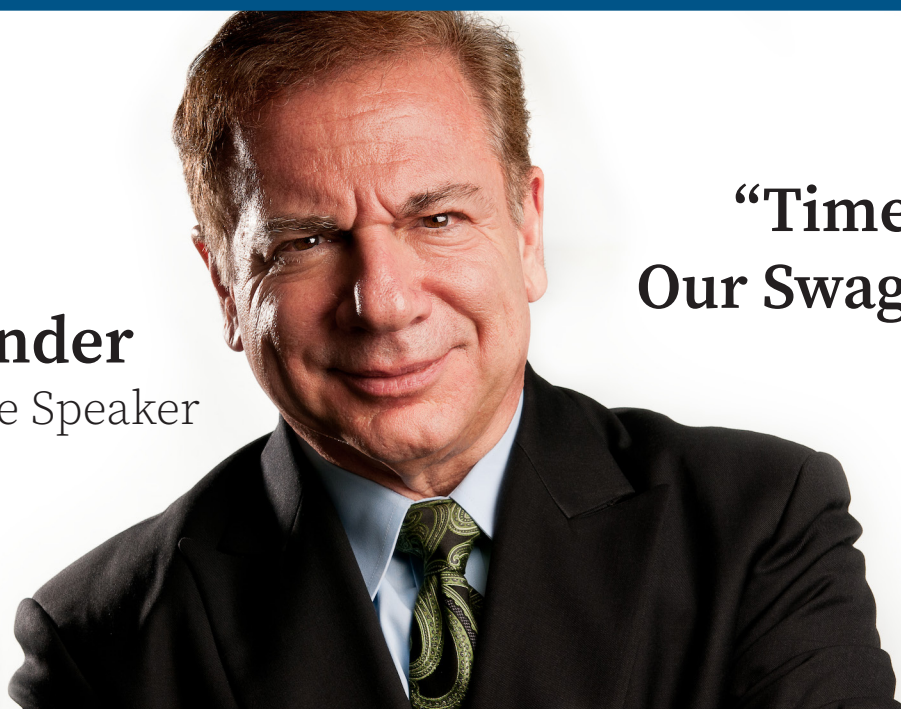
Got a newsworthy event going on with your business or your staff?

Send INK the details and any photos for consideration to [loren@afcp.org](mailto:loren@afcp.org).

THE FREE PAPER INDUSTRY'S NEWS SOURCE  
[WWW.AFCP.ORG](http://WWW.AFCP.ORG)

**Mike Blinder**  
Closing Keynote Speaker

**“Time To Get  
Our Swagger Back!”**



**AFCP & MFCP Joint Conference & Trade Show**  
**Des Moines**  
April 22-23, 2021



**Prepare for a city and experience you will find absolutely amazing!**