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Must pay for your room up front, credit will be applied at check out.
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Dear Fellow Members,

How would you like more likeminded publishers and their staff to be part of the Association and in attendance at Association sponsored events, like Conferences and Web Conferencing? They would be publishers who want to share more about the opportunities and challenges of print advertising through

community papers.

At our last long range planning session and at the 2015 Annual Conference we looked at our current membership base and discussed whether there was a need to expand our base. By expanding the base we create more coverage for advertisers who want to market their businesses through our networks. We also bring aboard new publishers who can bring to the table fresh, new ideas.

The board would like to propose adding publishers with a paid type of publication which are NOT associated in any way with a paid daily. Pennsylvania is a very strong state for our free circulation publications and we don't see the need for reaching out to paid circulation publications of this nature but I will share that the states surrounding Pennsylvania, like Ohio, New Jersey, and West Virginia, are lacking in circulation for our Micronets. They do have publishers whose publications would fit this mold and who may be interested in coming on board. Yes, we know about them and no we haven't spoken about any of this to them.

We are only in the beginning stages of this discussion and want you to weigh in with your feedback. What are your opinions, pros and cons. Please visit our brief survey (only three questions) to leave your feedback at <http://conta.cc/1NdpfIn>

We will share the results of what was shared in future Messengers.

Ron Burke, President
rburke@washingtoninformer.com

How to Sell the Network Webinar
Tuesday, September 1st
3:00 p.m.
Watch for email to register!

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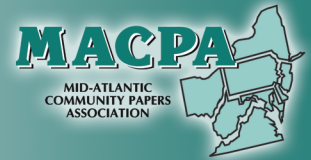
UPCOMING EVENTS

How to Sell the Network Webinar
Tuesday, September 1st
3:00 p.m.

The Elephant in the Room
The Reality of Digital
2016 MACPA Conference
April 22-23, 2016
with Keynote Speaker
Kevin Slimp
Seven Springs Mountain Resort
777 Waterwheel Drive
Seven Springs, PA 15622

STAFF TRAINING

Is on-site training a thing of the past? Two states say, “no!”



MACPA MESSENGER

by: Kevin Slimp

This week ended the “great experiment.”

I wondered how many newspapers, if presented with an easy and affordable method of getting on-site training, would take the bait and make a financial investment to bring an expert in to train and motivate their staffs.

You may feel like you’re back in middle school chemistry class by the time I finish this column, but stick with me while I explain the method, the group and the results.

I decided to begin with the papers in Minnesota and Iowa. I suppose I could have picked any states, but name recognition is important, and most newspaper folks in those states have known me for a long time. Plus, I hadn’t traveled much to those areas, other than to speak at conventions, in a few years. Another reason I selected those states is they have a lot of community newspapers. Most papers, it seems, are either independent or part of local newspaper groups.

When compared to newspapers in my home state of Tennessee, community papers in these states are much smaller in circulation. I was surprised to find many papers with a distribution less than 1,000. I visited both free and paid papers. It was a lot of fun to meet up with several MFPC (Midwest Community Free Papers) members while in these states.

So I began the experiment in January, offering to cut my fees in exchange for combining multiple newspapers during individual trips. For instance, I would visit a paper in Southwest Minnesota on Thursday, another in Northwest Iowa on Friday, and still another a few hours away on Saturday.

I figured, at worst, I would do a lot of traveling and break even. But I hoped that I could get enough

newspapers to schedule two or three trips to the area, making it profitable, plus giving these papers an opportunity to have on-site training that they normally couldn’t fit into their budgets.

Back to the experiment. In middle school chemistry, I learned that there are six parts to an experiment. We’ve discussed the first part, usually referred to as “the question.” My question was, “Will community newspapers invest in training if it’s affordable and helpful?”

Which brings us to the second part of the experiment, the hypothesis. My hypothesis was that some papers would make that investment. Probably not dozens, but possibly six or eight.

Area three: Research. Research was not only done on the road, but also in surveys completed by publishers over these months.

I’ve already discussed the fourth area of scientific method: the experiment. In this experiment, newspaper publishers were offered a significantly discounted rate, in return for their willingness to schedule visits that worked well with other area papers.

On to the fifth area of scientific method. In science, “analysis” is the record of what happened in an experiment, often referred to as “data.” In this case, I was surprised by the results. In all, I made 19 trips to the area. Most of these trips involved training groups of newspapers on-site. Wade Webber’s papers in Minnesota was a good example. The staffs of his four (maybe there were five) community papers met together in one location, on a Friday, for training. There were approximately 25 folks in attendance.

About one-third of my visits were to individual newspapers, not groups. The others varied in sizes of two newspaper staffs to more than 30 staffs at one stop. Yes, I was surprised.

In all, I trained more than 100 newspaper staffs in Minnesota in Iowa between January and June. Originally, I planned to complete these visits in February and March. I still have a few that are trying to work out dates (I extended my offer after it became clear that I couldn’t fit all the requests in during the allotted period).

And finally, what you’ve been waiting for, the sixth area of scientific method: the conclusion. It seems my original hypothesis, that community newspapers would invest in staff training if it were offered in ways that made it affordable and easy to arrange, was partially correct.

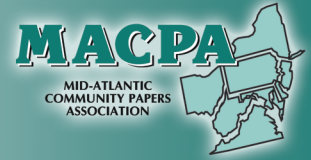
What I didn’t expect was the sheer number of responses. Nowhere in my wildest dreams would I have expected so many community papers, in two states, to get so excited about staff training.

A funny twist was that Minnesota Newspaper Association asked me to do a day of training on May 29 for their members. I honestly worried that no one would show up. After visiting so many papers on-site over the previous four months, I didn’t expect there were many left. Probably the nicest part of this experiment was walking into a packed room, in a town just south of the Twin Cities, on May 29.

I still get email daily from publishers and others that I met during my experiment in Minnesota and Iowa. Most write to say how much their products have improved or how their staffs are still talking about the training days.

I’m thinking about trying this experiment again in other states in late 2015 or early 2016, if my schedule allows. You’ll be the first to know how it goes.

REDEFINING DOG DAYS OF SUMMER: EVEN MORE HELP NEEDED NOW



MACPA Messenger



By the time the calendar and thermometer hit August, there's usually a pause -- however brief -- in government mischief-making. In the states, there's normally the break that follows the budget marathon or completion of a legislative session. Congress has it's own tradition of August vacation -- or "recess," or fundraising or "working-in-district" as they prefer to call it. Any public policy curve balls in the hottest month are thrown from the unelected side of government, the regulators -- and with our focus on Industry-specific threats and opportunities, there's a modest list of usual suspect agencies. Normally, anyway.

This hasn't been an ordinary year, and the dogs are barking in all corners -- so your humble pit bull of advocacy has his teeth deep into multiple, major threats as the first heat wave strikes the region. The Pennsylvania Ad and Print Tax Threat still looms -- as the Commonwealth is a month now and counting without a Budget. And as I write, is without actual negotiations taking place between leaders -- unless you count issue ads on television, radio and direct mail, paid for by competing national front groups, as "negotiating" on a budget. As I have shared repeatedly, the longer this standoff goes -- and we now seem to be in uncharted territory -- the more risk we have that Expanding Sales and Use Tax could look especially tasty if things get truly looney or start hitting the fan. All Publishers have been urged -- multiple times now -- to contact your State Senators. If you haven't, please let the worst-case scenarios be your motivator.

At the same time, we have been fighting to Preserve the Tax Deductibility of Advertising -- which has been under assault in recent House and Senate Tax Reform Schemes. This standard, necessary Business Expense has never been considered as an "expenditure" or "loophole" put into the Tax Code on behalf of narrow interests or designed for targeted economic outcomes -- unfortunately though, it does now have an impressive price tag. Once given a big number, Advertising like anything else at the Federal level becomes at-risk as an offset or pay-for for anything -- regardless of how nonsensically unrelated. As we've been engaging Committees on the Tax Reform front, the most obvious venue to entangle all tax policy, we just had a scare with Transportation Funding of all things -- looking for a "grand bargain" to avoid the umteenth stop-gap and actually produce a multi-year funding roadmap, Senate leaders are now raiding dozens of obscure piggybanks for coin. Advertising Deductibility did show up on some initial pay-for options spreadsheets, since removed from language headed to the floor -- but it looks like the powerful Big Banks Lobby will get scalped for billions. Not in Tax Reform tradeoffs, but for Highways.

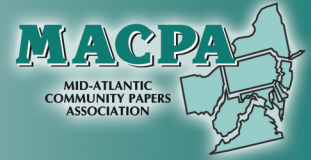
And while we normally keep our focus as Industry-specific as possible, sometimes "general business" policy proposals would have a disproportionate impact -- like the 1099 Paperwork Tsunami and EPA Rules that would have savaged paper and newsprint manufacturers. So we have one of those issues now, too -- a whopper from the Department of Labor, which is proposing big changes to Overtime Rules -- hiking the Salary Exemption 113%. Currently, the Fair Labor Standards Act (FLSA) sets the "white collar" exemption for overtime at \$23,660/yr -- under the broad classifications of Executive, Administrative, Professional and Outside Sales, employers and employees can come to mutually beneficial terms to stop looking at the clock and just get the job done. That threshold would leap up to \$50,400/yr -- and also include all IT functions under the vague classification "Computer Employees" -- any salaried employee making less would be due time-and-a-half after forty hours in a given week.

The formal Public Comment period just opened for DOL's game-changing plans -- and we are in the process of crafting Industry Comments. Based on preliminary results of our survey to publishers across the country, upwards of 75% of free community paper employees could now fall between the current and proposed overtime threshold -- with the vast majority now treated as salary. The tales of disruption and options on the table for compliance signal that this would be a huge deal for our Industry -- and that almost universally, the results will be counter-intended for employees. Against the backdrop of Politicians of all stripes hand-wringing about the emerging 1099-contractor-gig-Uber-as-new-model Economy -- with no health insurance, no unemployment, no workman's com, no benefits and no security -- this will force scores of reporters, tech gurus, graphics folks and even outside sales people into that scorned model. Many others will be reclassified as hourly -- which will feel like a demotion, with the regulatory micro-managing eating away company culture and the entrepreneurial spirit.

This Summer, the Dog Days are more like Attack Dog Days -- All MACPA Publishers need to weigh in and give survey responses to how the Proposed Overtime Rules would impact your papers, and steps you would consider taking to comply. This feedback is critical to powerful Industry Comments to DOL. And in budget-less-Pennsylvania, the Ad and Print Tax Threat still looms -- if you still haven't, contact your State Senators and get them on record opposing any such dangerous schemes. Otherwise, keep cool -- it's getting hot out there.

Yours Truly,
Jim Haigh, Government Relations Consultant
[linkedin.com/in/jimhaigh](https://www.linkedin.com/in/jimhaigh) | twitter.com/jmhaigh

SELLING A MACNET CLASSIFIED AD



by: Alyse Mitten

Can you sit down and think of at least one of your customers who would benefit from being in our classified network? Then give them a call!

Are you looking to sell a MACnet ad to take advantage of our conference incentive but aren't sure what type of customers who benefit from being in the network? Here are a few ideas:

- Land for Sale
- Trucking companies looking for drivers
- Vacation rentals
- Online schools
- Campgrounds
- Companies who sell their products online
- Donate a Car ad
- Work from home companies

Either way, selling the network is much easier than you think! We have a multitude of information for you to utilize right on our websites www.macnetonline.com and www.macpa.net. On www.macnetonline.com we have pages of information about our classified network that can help you sell a MACnet Ad. While on www.macpa.net we have a white page for every network available for you to use and include your own information! These white pages are a great sells sheet for you to provide your customer with! Besides having information on our websites for you to utilize, you can also give

the office a call at 1-800-450-7227 and we will be happy to assist you in any way we can!

Don't have time to sell a MACnet Ad? No problem! The MACPA office is here to handle it for you! Simply provide us with your customer's contact information and we will take care of the rest!

The best thing about MACnet Ads is if you sell them or you provide us with the information to sell them, you get the commission as well as the credit for the conference incentive!

Looking for more information about the conference incentive? Go to <http://bit.ly.com/ConferenceIncentives>



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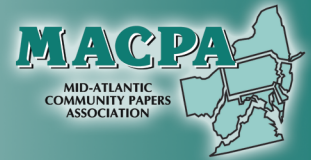
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USE THIS RIDICULOUS SALES STAT FOR NONSTOP SALES GROWTH



MACPA Messenger

by: Jill Konrath

Everywhere you look these days, experts are proclaiming that people are 60% - or more - of the way through their decision process before they contact you and your company.

In short, they've been online, studying their problem or looking for better ways to achieve their objective. And, they've checked out some options.

Then finally, they raise their hand and say, "I'm interested." On the positive side, they're impressed with what they see about your product and service - and want to know more.

But on the negative side, most of us never get contacted.

It's Time to Stop Waiting

So we can either piss-and-moan about it - or we can get off our butts and initiate contact with targeted prospects.

When I say targeted prospects, I mean focusing on companies and individuals who could have the high likelihood of doing business with you.

Then, it's about making smart contact, based on research, with highly relevant messaging focused on what matters to these people.

Here's what I stand for. I believe it's absolutely essential for salespeople to initiate contact BEFORE their prospects are searching.

This sales growth strategy has huge paybacks.



Strategies to Consider

First off, if you get in early, you can share ideas, insights and information that would help them achieve their objectives.

This then positions you as a valuable resource - someone who is truly focused on their success. You'll never be seen as just another self-serving salesperson.

Plus, you'll have a chance to develop relationships with key people, before they're looking - and thus building a trust advantage.

Finally, by getting in early, you'll be able to impact the decision criteria instead of just responding to it.

When a decision is finally made, your poor competitors won't stand a chance. That's what being a savvy seller is all about.

Whatever you do, don't let that ridiculous 60% statistic get you down. Smart sellers, savvy sellers, totally ignore it - and that's how they create their own success.



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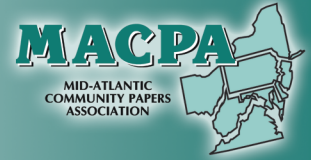
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Strike Possible if Hospital and WPNA Can't Agree

Category 25 – Original Writing – Editorial – 1st Place
by Ryan Berry – The Early Bird Newspaper

The Wayne Professional Nurses Association (WPNA) and Wayne HealthCare (WH's) are at odds and a strike may be on the horizon if the two sides can't come to an agreement soon.

The contract between approximately 110 members of the WPNA and the hospital expired on Aug. 18 and the last of the two extension agreements ended on Sept. 30. The nurses have been working without a contract since. The WPNA has rejected two offers thus far and have voted to authorize a strike. To try and avoid a strike, the WPNA has asked the hospital to return to the bargaining table. The WPNA is required to file a 10-day notice of their intent to strike to the federal government and the hospital before they can walk off the job. That notice has not yet been filed.

The issues both sides are having a hard time agreeing on include wages, health insurance costs and overtime.

"The nurses really tried to compromise and to meet the hospital halfway, and we are very disappointed in this offer," said WPNA President Debbie Osborne. "We are not asking for much, but the wage increases are lower than we have ever had and many of the nurses will see smaller paychecks in January when the health insurance premiums go up." The nurses are also disappointed this year's increase is not retroactive to Aug. 18.

"We're frustrated with the hospital's continued lack of respect and devaluing of the nurses," said Rose Hall, union bargaining committee member. "The nurses spoke clearly in the ratification vote and told us their most important concerns. We shared those with the hospital, which doesn't seem to care about the morale of the people who provide patient care at Wayne Hospital."

WH's administration and board of trustees responded to the WPNA's criticism by stating, "We do respect our staff for good reasons. First, and most importantly, respecting and valuing your employees simply makes good business sense." WH believes its offer is fair. In its statement, the hospital administration said "When comparing our current pay and hourly rates with similar sized hospitals in the region, we are at the very top of the list. Organizations employing nurses in Darke County do not try to hire our nurses because they cannot afford to compete with our wage package."

Finish reading "Strike Possible" today by going to [http://bit.ly/1gK0QxF!](http://bit.ly/1gK0QxF)

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Category 17 – Large Space Ad – 1st Place
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ASSOCIATE MEMBER OF THE MONTH METRO CREATIVE GRAPHICS



MACPA Messenger

Community Publications Bring it Home with Lively Local Content and Advertising

With the steady rise of technology and globalization, the world has become both bigger and smaller. While vast amounts of content from all corners of the earth can be accessed in seconds, people in cities, towns, villages, and neighborhoods continue to rely on community publications for local coverage. Community news and up-close-and-personal links to national and international events to regional entertainment options and financial opportunities are some of their options.

Equally important, readers count on community publications for a sense of belonging, of shared common perspectives, and the possibility of engaging in common action on behalf of their locality. As our perspective has grown increasingly global, people are hungry for hometown connections for events, ideas and experiences that bring them together - everything from cheering on local sports teams to keeping up with local businesses. In other words, people continue to rely on community publications for a feeling of continuity and a place to call home.

As a result, the job of a community publication is both multilayered and multifaceted. It is not simply to provide local news and information, but to create a strong and ongoing sense of community through its coverage, content and advertising in a rapidly changing, multimedia marketplace. And community publications face the ever-present challenge of sustaining quality and generating revenue with fewer and fewer resources.

Successful revenue generation for today's publications depends on being equipped with strategic offerings that meet advertisers' needs and objectives through locally focused print, online and mobile advertising promotions

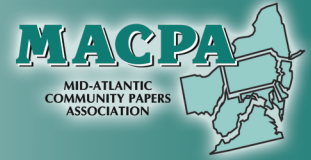
designed to maximize earnings. This is the basis of the new MetroCreativeConnection.com, which is designed to give publishers ready-to-offer advertising solutions that meet their advertisers' objectives and lead to closed sales and long-term relationships. With the creative resources they need to execute promotions, inspire creativity and tailor promotions to the local business community, news media companies that are armed with Metro's ad development solutions are the drivers of their local media landscape.

Another key to successful revenue generation—effective sales planning—spurred the development of MCC's Lightbox and Project Organizer, which enable users to save selections, connect people or departments with shared projects, and create virtual sales teams. Using these key features enables publishers to enhance communication among team members and increase both productivity and ad revenue.

What is the final element? It's a means for everyone on location to be able to access those strategies, tools and ideas that neither requires a major investment of time and resources nor individual seat licenses. From its start, the goal of MetroCreativeConnection has been to provide a one-stop source of everything publication teams need to create and sell effective advertising promotions. Equally important, MCC was designed for both accessibility and portability. Its intuitive navigation dispenses with the need for training and it can be used by anyone—from designers to salespeople to advertisers—to generate ideas, peruse creative options and create finished ads in minutes. Publications of all sizes appreciate this flexibility, especially where staffing is limited and team members tend to wear multiple hats.

By expanding the professional and creative resources available to their design, production and sales teams, community publications can ensure that their efforts are hitting home.

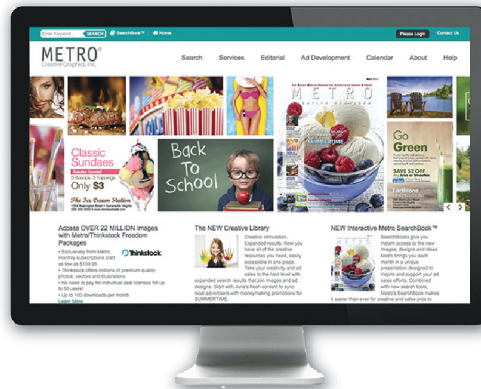
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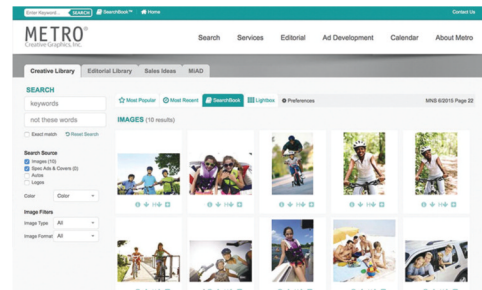
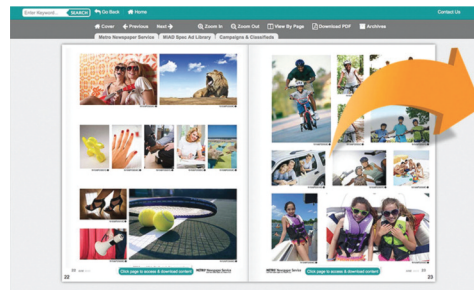
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Contact David Crawford at 770 614 0588 or David.Crawford@kantarmedia.com

Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



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