

Get Ready for the 2015 Annual MACPA Conference!

CAMERA! ACTION! SALES!

April 17 - 18, 2015
Sheraton Harrisburg-Hershey

4650 Lindle Road - Harrisburg, PA 17111



FEATURED SPEAKER Joe Mathes

A self proclaimed media junkie, Joe Mathes, is a lifetime veteran of the print industry. A Wisconsin newspaper publisher since 1987, Joe had the vision to start Delta Online, Internet Profit Consultations for Publishers in 2007. His print and online experience gives Joe a unique skill set in today's digital age. He is active in Wisconsin Community Papers, American Free Community Papers, Midwest Free Community Papers and Independent Free Papers of America. He doesn't just talk the talk, Joe lives print and digital everyday in his own operation with his advertisers and as a consultant to publishers across the country.

Joe works tirelessly with publishers and their sales staffs to strategize, sell and implement digital revenue initiatives. Joe's sales energy provides the spark for Delta Online. His most recent digital successes have been to lance an online and in print automotive solution for publishers and a regional job board. He publishes an acclaimed e-newsletter on a monthly basis informing those in the media industry.

Joe has become a valued speaker to groups like the New York Press Association (NYPA), American Free Community Papers (AFCP), Niche Media Association, Texas Community Newspaper Association (TCNA), and the Independent Free Papers of America (IFPA).

REGISTER TODAY BY GOING TO
<http://bit.ly/2015MACPARregistration>
or scanning the QR Code.
Regular Registration - March 16th





Is an intern in your plans for the future?

Did you know MACPA offers the opportunity to help supplement funding for an intern?

We offer two interns a year to two of our member publications. The Bill Mitten Memorial Internship Award and The Charles Mulligan Memorial Graphic Intern Award, (for the Charles Mulligan the internship must be undergraduate students enrolled in an accredited College or Vocational School and majoring in Graphic Design.)

The Bill Mitten Memorial Internship Award can be used for any department: editorial, graphic design, production, and sales. Those applicants who qualify for the internship must be undergraduate students enrolled in an accredited College or Vocational School and majoring in Marketing, Journalism, or a subject related to the free paper industry.

It's my understanding that the internship program is only available to you for future internship placements and not those who are currently working for you or completed an internship with you.

So, you ask, how do I get started?

Included with this newsletter are both internship programs. If you are interested in having an intern, please find the applications online at www.macpa.net under the resources menu option. Here are some general rules.

The Mid-Atlantic Community Papers Association offers two \$1,500 Internship to be awarded to two member publications.

Publishers interested in the internship must return the completed application by May 1 for internships during the months of July – December. If one internship is not presented for the first half of the year we open applications in November. The Internship award will be awarded to one paper. Should there be more than one publisher wanting the internship, there will be a judging.

The company receiving the \$1,500 Internship award agree to host an intern for a minimum of 360 work hours (ten weeks or more recommended), and apply all the Internship money from MACPA to the intern's salary. They agree to pay all income taxes, Social Security and Worker's Compensation costs. The internship award will be rewarded upon receipt of proof of the 360 work hours performed. The winning member will receive all the funds after the completion of the intern's time and receipt of a final report from the intern of their experience which will be published in the Messenger.

Take advantage of this great membership benefit.
Ron Burke, MACnet President
rburke@washingtoninformer.com

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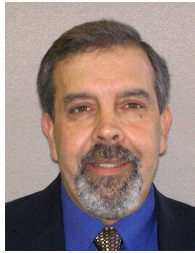
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TLI Can Make a Difference

As sales manager at Kapp Advertising Services, I know the importance quality sales training can provide for the success of your publication. That's why I get involved with some of the decisions made for TLI training at our conferences. Being one of the first graduates of TLI, I can assure you the time spent to be part of the classes provides training to create a well rounded sales person with industry specific knowledge.

This year's TLI training includes three new classes with a new trainer to MACPA, Tom Cuskey. Tom Cuskey is the Director of Sales & Training for Free Community Papers of New York.

The classes being offered were developed by Tom and are Non-Traditional Sales Openings; Turning Adversity into Opportunity; and Overcoming Objections, Part II.

I'm looking forward to attending these new classes and encourage you to bring your staff to attend as well.

See you there.
Randy Miller, MACPA President
randym@themerchandise.com

Meet Tom Cuksey



We are proud to announce that we will have a brand new TLI trainer for this upcoming conference! Tom is very excited to be joining us and we look forward to another great year of TLI training. Make sure to bring your sales people to our conference, April 17th-18th and let's help make Tom feel welcomed to our awesome organization!

Tom Cuskey is the Director of Sales & Training for Free Community Papers of New York (FCPNY), the free paper trade association serving publishers in the Empire State. Previously, Tom spent a combined 28 years with the Scotsman Media Group in Syracuse, N.Y. He started as a sales account manager working his way up to the position of publisher, overseeing weekly community papers with more than 220-thousand circulation. He has been involved in sales and management training for more than 25 years, first with Thomas Publishing. He planned and facilitated workshops and weeklong training seminars for Thomas Regional marketing personnel from Boston to Los Angeles.

While at Scotsman, Tom joined the faculty of The Leadership Institute, the highly respected training arm of the Association of Free Community Papers. Tom has presented on a wide variety of TLI courses and topics over the past nine years.

In his current position, Tom provides custom sales training presentations for members of FCPNY and hosts webinar training for member staff on a regular basis. He has also facilitated a host of other management training topics for FCPNY and its members, as well as other groups in the Central New York area. In 2005 he was recognized with an award from the Sales and Marketing Executives of CNY for his work, and was named FCPNY Publisher of the Year in 2007.

A graduate of Syracuse University's Newhouse School of Public Communications, Cuskey spent more than three years as a radio news anchor/reporter and public affairs producer and host. He is also an ordained permanent deacon in the Roman Catholic Diocese of Syracuse. Tom resides in Liverpool, N.Y. with his wife, Angela. They have four children and two grandchildren.

Schedule of Events for the 2015 Conference

Thursday, April 16

1:00 - 1:30 pm Board Meeting
1:30 - 3:30 pm Committee Break Out Sessions
3:30 - 4:30 pm Board Meeting Continued
5:30 pm Board Member Dinner

Friday, April 17

7:30 am Breakfast
8:30 - 9:00 am Opening Remarks
9:00 - 10:00 am Publishers Track: Why Print Still Matters, *Joe Mathes*
10:00 am Break
10:15 - Noon Publishers Track: What's Your Digital Strategy, *Joe Mathes*
Noon Lunch
1:15 - 2:15 pm General Membership Meeting
2:15 pm Break
2:30 - 3:30 pm Associate Member Networking
3:30 - 5:00 pm Executive Idea Exchange
5:30 pm Cocktail Hour
6:30 pm "New Beginnings" Dinner

Saturday, April 18

7:00 am Breakfast
8:00 am Opening Remarks
8:30 - 9:30 am Sales Track : Turning Adversity into Opportunity, *TLI Trainer*
Managers Track: How to Help your Sales Reps Take Your Auto Section Back, *Joe Mathes*
Publishers Track: Changes for the Health of MACPA, *Alyse Mitten*

Saturday, April 18

9:30 am Break
9:45 - 10:45 am Sales Track: How to Take Your Auto Section Back, *Joe Mathes*
Managers Track: "Riding Shotgun" Maximizing the Field Ride Experience, *TLI Trainer*
Publishers Track : Going Forward, *Randy Miller and Ron Burke*
10:45 am Break
11:00 - Noon Sales Track: Overcoming Objections Part II, *TLI Trainer*
Managers Track: Helping Your Sales Team Sell MACnet, *Alyse Mitten*
Publishers Track: Your Voice In Legislation, *Jim Haigh*
Noon Lunch
1:00 - 2:30 pm 3 Minute Idea Exchange
2:30 pm Break
2:45 pm Ad, Editorial and Website Awards Presentation
Conference Send off

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And the winners are....

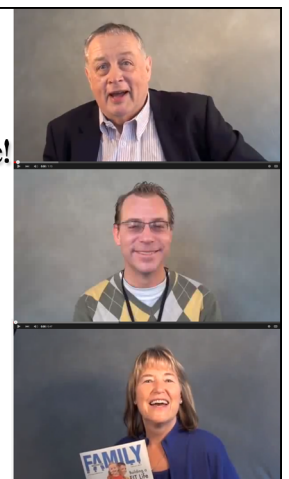
Join us
Saturday, April 18th at 2:45 pm
to find out
the winners of the
2014 Ad, Editorial and
Website Awards!



Sign up today
to record your
new video at the
2015 Annual Conference!

These videos are a
great sales tool,
that can be added to
websites and emails!

Email us today at
info@macpa.net
for available times.



**MACPA/MACnet
Joint Messenger**



Our publications can now be used to fulfill an obscure but lucrative segment of Federal Legal Advertising. And the folks forced to place this advertising are very excited about the opportunities this victory brings. This fresh, good news just brought cheers at the annual conference of the National Council of Agricultural Employers.

To date, only a handful of free community paper publishers were receiving advertising mandated by the H-2A agricultural guest worker program. This special recruitment advertising was placed under the radar, and contrary to the guidance of bureaucrats monitoring compliance from distant big city ivory towers. We became aware of this category when an otherwise lucky publisher was notified by their rural county grower that they were flagged in a paperwork audit -- and directed to use a distant daily, not their hometown weekly.

A survey of our industry showed that most had never seen or heard of this advertising, while the program is decades old and national in scope. So we debunked the complex regulations, and crafted an exhaustive argument making the case for our papers on both the letter and spirit of the regulations. We reached out to the agricultural employer community for their understanding of the issue, and willingness to push for positive change together. The long story short of the last several months of policy and strategic collaboration with NCAE's H-2A practicing legal experts, is a definitive "yes we can" -- when posed directly to the official ultimately in charge, Brian Pasternak, National Director of Temporary Programs, Office of Foreign Labor Certification, Employment & Training Administration, U.S. Department of Labor, at the stakeholder summit.

The run-on title should tell you all you need to know about how deep into the bureaucratic weeds the chase goes. It is too early to tell how smoothly forthcoming directives from top Washington, D.C. brass to Chicago silo-based paper pushers will play out in practice. But for starters, agricultural employers have the option of writing "your boss' boss' boss told a roomful of my peers this community paper is just fine," if they get flagged going forward. Just as important here is the reception, based on brand new understanding of advertising options, from the H-2A program participants across the country. Farms, orchards, vineyards and specialized staffing agencies had long been advised and conditioned to just steer clear of our papers for this advertising -- and to just use the big city daily no matter how far away, useless and expensive, if they want their compliance paperwork rubber-stamped.

Now the NCAE is celebrating this as the first major policy win of the new year, sharing sincere thanks and credit to our industry for bringing the issue to them, wrapped in a bow of compelling argument. The reception from stakeholders across the country, including here in the Mid-Atlantic, promises green shoots from this obscure but lucrative segment of Federal Legal Advertising. The consensus is that they've been shaken down by dwindling dailies for far too long, for no good reason, and this select group of future advertisers is looking forward to coming home to our publications.

Best Always,
Jim Haigh, Government Relations Consultant
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Does your day-to-day activities keep you from tackling that paperwork monster called

"THE DREADED CIRCULATION AUDIT?"

Publication Audit Assistance Service
Division of Interstate Communications, Inc.

Contact **Vicki McCloskey**
800-450-7227
info@macpa.net

by: Katherine Halek

Many people have started using the Internet as their primary source for networking and information. Because of this, you might have considered cutting your print promotions, or at least downsizing them significantly. What if you looked at print and social ads as two sides of the same coin instead? By learning how they work together, you can get much more mileage out of your advertising, and both you and your customers will profit.

Make people the focus.

There are thousands of companies that provide the same goods and services that you do. What will incline the public to choose you over your many competitors? The answer is simple: consumers will care about you if they feel that your business cares about them. They want to know that you don't just see them as walking dollar signs and that you actually want to help them get what they need. Otherwise, you're not going to be worth their time. To this end, focus your social media efforts on letting potential customers know that you see them as individuals worth serving. Here are some ideas for doing this:

- Facebook and Twitter are great places to feature discount codes or limited-time offers for loyal fans.
- Engage with social users who mention you or appear curious about what you do.
- Hold a Pinterest or Instagram contest where users can post tagged pictures and videos of themselves using your products, and let viewers vote for their favorites on your website.
- Whether you're doing a giveaway, product reveal or Q&A, remind social users to "join the conversation." Invitations to converse are a promise to the consumer that he's going to be heard at your business, so keep that promise and always reply!
- Feature a "follower of the month" on each of your social platforms.

All of these ideas work well for retaining follower loyalty, but to bring them to you in the first place, you have to be easy to find. Social network profiles are not enough on their own. You need to be listed in business search engines, such as Yelp! and Citysearch, and have a well-designed, continually updated website. Tag your posts and updates with specific keywords so you will show up more consistently in search results. Using your social posts to link back to your website, and vice versa, also improves your web search ranking.

Boost social engagement with current print advertising.

Print and digital don't have to be the bitter enemies that are portrayed in "e-reader vs. paper book"

debates. Put your print materials to work for your digital campaign with the following suggestions:

- Launch a hashtag campaign, which will invite users to create their own content. Hashtag campaigns are great when you want start a buzz. They're also easy to track and you can throw the hashtag on any of your print advertising. Just make sure someone else isn't already using the hashtag for their own branded campaign or social awareness movement!
- Find out where your target market spends their offline time and advertise there. Don't say so much on your print ads that viewers can find out all they want to know about you without ever getting online. Tease just enough information to show that you deal with a topic of interest to them. Then direct them to your web presence to learn more.
- Use car magnets on your business vehicle and/or personal vehicle to advertise your company while you're on the road. Since conciseness is key, feature web addresses and Twitter handles on these materials, instead of transcribing your elevator pitch.

Fuse online and offline media.

In addition to print, there are other ways to bring the offline world online:

- Keep your logo, voice, and design consistent across every platform, so that you become recognizable anywhere.
- Create an event and invite attendees to track the party on Twitter and Instagram with a special hashtag. They can tweet song requests, be entered to win a contest for posting pictures, etc. Display a screen featuring a Twitter wall to make the interaction more visual.
- Put QR codes — or their newer alternative, clickable paper — in your offline ads so customers can investigate you online as they go about their daily activities. (Note that not all users care for QR codes.)
- Mention at your location that you're on Mogl, Foursquare, or similar sites, so customers can get online rewards for visiting you.

Print isn't dead, and it probably won't be any time soon. If you try to outrun the world's progress toward digital conversion by moving your business exclusively to online interactions, much of your potential audience will miss your advertising, and you will lose out on important opportunities for growth. Plus, a poster or other printed ad never has to be switched on or recharged! Take advantage of both promotional arenas to achieve maximum effectiveness in your business.



**Tools to Help
You Sell More
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*By Joe Nicastro,
CoolerAds*

CoolerAds goes back to 1996 when an advertiser of my paper had asked me to drop off a copy of his ads he ran in October (this was August) because he was leaving for Florida and wanted to get his copy in before he left. I forgot to bring them with me when I saw him for his weekly ad copy. He made a comment to me saying " Can't you just put my ads online so I can print them myself and give you the changes? That got me thinking and being the web was still in its infancy I never gave it much thought until that moment. I went back to the office and spoke with a tech person and we figured out how to have my print display ads upload to my website (which was very primitive back then) and we did. On top of it I started charging my advertisers a few dollars per week extra and still do today. Thus my first company My Paper Online was born and evolved to CoolerAds.

What started out as a system to allow display ads to post on your website and give more exposure to them turned into a management system to help sell ads and organize sales reps. The display ads are now archived on our servers for over 3 years, the reps have access to them 24/7 from any device. The advertiser can log in and see only their ads and history.

CoolerAds not only allows you to automatically upload your publications display ads online by category and special sections for your readers to search but also has many other tools. Classified system, proofing system, website builder and tearsheet system are just a few more features.

I use the system and attribute my personal sales to the use of the communications tool within CoolerAds. I use the communication tool for each issue and attribute my higher sales to CoolerAds which is a part of my personal selling tools. I do not have time to go on the road these days so with the help of

CoolerAds I am able to out sell all of my reps with each issue due in part to CoolerAds. CoolerAds even allows me to send a mass email to my advertisers and show in the email their ads that ran in the paper or special section so they can see what they ran and reply back with changes.

You can try CoolerAds for 60 days at no cost, no fees and no obligation. You need to experience what CoolerAds can do for your sales. CoolerAds allows you to make money from the day you use it guaranteed or you will not pay us anything ever. Other companies promise that you can make thousands of dollars with their system and then proceed to charge you a monthly fee and set up fees. Not with CoolerAds if you don't make money you would never pay a dime.

What is better than using a tool that was developed by a publisher who has been publishing community newspapers for almost 30 years and who has other publishers and improves the system based on other publishers inputs and suggestion? Nothing. It is proven to work and help your business. Let's have a conversation today on how CoolerAds will help your publication without any added people or expenses.

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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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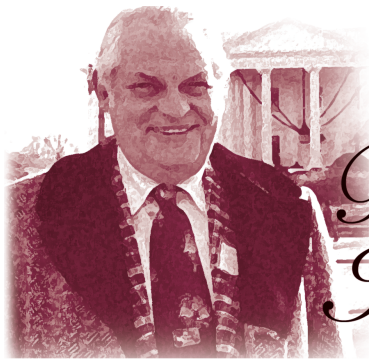
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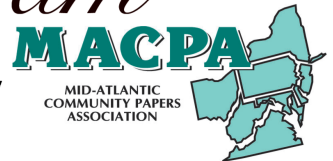


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Bill Mitten Memorial Internship Program

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The Mid-Atlantic Community Papers Association is offering one \$1,500 Internship, to be awarded to a member paper. Having an Intern at your paper is good for the Intern, good for you and good for the Free Paper Industry. The program is open to all MACPA member papers in good standing.

College students majoring in Marketing, Journalism, or a host of other subjects related to our industry often only consider ad agencies, televisions, radio or paid newspapers as prospective employers. They don't realize the opportunities available to them in the free paper industry. This is your chance to get them involved, and benefit your paper at the same time.

Interested publishers must return the completed Internship Application by Designers Program by May 1 for internship during the months of July - December and November 1 for internship during the months of January - June to be considered. One \$1,500 internship will be awarded for each period. The Internship award will be awarded to one paper judged as offering the best Internship opportunity by a panel of judges.

The company receiving a \$1,500 Internship award agrees to host an intern for a minimum of 360 work hours (ten weeks or more recommended), and apply all the Internship money from MACPA to the intern's salary. The paper agrees to pay all income taxes, Social Security and Worker's Compensation costs. The internship award will be rewarded upon receipt of proof of the 360 work hours performed.

For more information contact
MACPA Office
1-800-450-7227
info@macpa.net

William (Bill) E. Mitten, Founder and Chairman of the Board of The Windsor Press, began his business from the basement in his home, where in 1958 they started The Hamburg (PA) Shopping Guide. The business at that time employed 2 full-time and 4 part-time people. Right from its beginning, Bill benefited from the mentoring of a fellow member of PAAP, Bob Kapp. To this day, the business continues to flourish with two editions. The East Penn Valley & Northern Berks Merchandisers serve over 64,000 households and employ over 30 full-time and part-time employees.

Bill played a vital role in many industry related associations by serving as charter member of the Independent Free Paper of America, president of NAAP (now AFCP), President of PAAP (now MACPA) in 1964-65, and Executive Director for PAAP from 1990 until his untimely death in 1992. He was awarded the Ben Hammock Memorial Service Award in 1989 by IFPA.

His zest for life, entrepreneurial spirit, and passion for the business is what has compelled us to honor Bill by naming our Internship Program in his memory. Our hopes are that those members who participate will continue to spark this same spirit into the students who pursue an internship in the publishing field.

Charles Mulligan Memorial Internship Program for Graphic Designers



Sponsored by

The Mid-Atlantic Community Papers Association is offering one \$1,500 Internship to be awarded to a member paper. Having an Intern at your paper is good for the Intern, good for you and good for the Free Paper Industry. The program is open to all MACPA member papers in good standing.

College students majoring in graphic design often only consider ad agencies, televisions, radio or paid newspapers as prospective employers. They don't realize the opportunities available to them in the free paper industry. This is your chance to get them involved, and benefit your paper at the same time.

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For more information contact
MACPA Office
1-800-450-7227
info@macpa.net

Charles C Mulligan founded Mulligan Printing Corp. in 1976, based out of Tunkhannock, PA. Charlie served in the Army and was stationed in Korea. He's a graduate of RIT, did his graduate work at Temple University.

He was an intense and driven business person, a faithful friend, and a man of integrity who put others first in his life.

Charlie cherished the relationships he enjoyed with so many people in every aspect of his life: with his friends who included those who taught him about business; and those who worked closely with him and for him; and who provided so much for his family, and for Mulligan printing; as well as those who learned so much about life and business from him.

He was a master craftsman in the printing world. As a longtime member of the Board of Directors in the Mid-Atlantic Community Papers Association, he had a tremendous impact on the industry.

Charlie lived with a playful curiosity, unbending integrity, and endless generosity. His successes and achievements have truly made a difference to all who were touched by him. He possessed a wealth beyond what money can buy.