

OCTOBER MESSENGER  
VOLUME 12 - ISSUE 5



# Save The Date

Mid-Atlantic Community Papers Presents

# Beyond Survival Don't Look Back, Look Ahead

March 19 & 20, 2021 • Carlisle, PA

Comfort Suites Downtown Carlisle  
10 S Hanover St | Carlisle, PA 17013

## Conference Speakers



**Elaine Buckley**  
President of Ocean  
Media/My Living  
Magazines



**Preston Gibson**  
Chief Executive  
Officer at Cape May  
County Herald

# MACPA

MID-ATLANTIC  
COMMUNITY PAPERS  
ASSOCIATION

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

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

*Early Bird Registration ends January 11th. | Regular Registration ends February 11th.*

# PRESIDENT MESSAGE

# MACPA Messenger



Dear Fellow MACPA Members,

In this tumultuous period that we all find ourselves, it is often hard to stay the course. MACPA is looking for ways to help each of our publications maintain our direction for growth despite a terrible pandemic and unnerving and unsettling times.

To that end, the Board of Directors has finalized its agenda for the upcoming face-to-face in Carlisle, PA at the Carlisle Comfort Suites on Oct. 16th from 11 to 4, where we will discuss the budget, growing membership and the normal "business at hand".

Knowing the importance of providing education focused on the needs for our members, plans to discuss our newly combined Education/Digital committee - a merging of two previous committees -- will help us aggressively launch in the coming year online and face-to-face training for your leadership, management, sales, and support staff.

The Spring Conference "Beyond Survival... Don't look back, Look ahead!" will take place March 19 and 20th, 2021 in Carlisle, PA.

Our primary speakers, Elaine Buckley and Preston Gibson who both, not only have years of publishing experience, but are currently working at publications, and so have real hands-on immediate skills negotiating the pandemic economy. Plus, they have a positive and hopeful attitude of coming out the other side of the pandemic in a position of recovery and growth. Elaine will also share her expertise in TLI training with sales and management classes and I understand, she is offering a new TLI class that has never been taught before.

We will also hear more about some of the very positive developments of Paper Chain and SRDS during the conference which will be very helpful to all of our publishing organizations.

Along with all the great training and networking opportunities at the Conference, we will also be recognizing your business as we announce the winners for the Ad and Editorial Awards. The criteria for the ad and editorial awards have been sent to all our members and we urge everyone to start compiling submissions before the January 15, 2021 deadline. I know that we all have developed some unique sections this year, as well as some wonderful and discerning editorial content. Some of our publications, such as Kapp Advertising, have hosted some amazing contests for the public which have turned into pages of very successful special sections.

Did you know that MACPA and all its benefits are funded by our Classified Network? Did you know that during the shutdown, those advertisers that continued to advertise were given a second ad when the shutdown was lifted. We ran the second free ad with their paid ad. When

## 2020-2021 MACPA BOARD OF DIRECTORS

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*Continued on next page*

# PRESIDENT MESSAGE CONTINUED



# MACPA Messenger

that ended, our clients really liked the results and asked us to run a second ad. Because of the creation of this Buy One, Get One at ½ Price, we developed the “Buy One. Get One for Fifty-percent Off” for our Classified Network. Have an advertiser who would benefit from advertising in the network? Offer them this great special.

We held our September 10th, 9am online morning meeting for our members to discuss how we all are doing. We had a good participation and were able to discuss some pertinent issues. It was wonderful to hear from some voices we hadn't heard from for a while – Collette Jacobs of Adams Street Publishing, Joy Bramble from Baltimore times, and Randy Miller from Kapp Advertising, and also had a presentation from Tim Bingaman of CVC who gave us information on how to report our numbers despite COVID-19. We will be able to “x” out the period we didn't publish or print from mid-March to the end of December of this year, so that our numbers are not skewed. Tim explained that we should definitely include digital numbers as much as possible.

We hope that all of our members will attend the Spring Conference. We are making a great effort to make the experience very worthwhile and cost effective for all, and a good start to 2021.

I want to end with a note that I hope that, despite the political and emotional divide of our country, and perhaps MACPA members as well, we can come together in prayer and concern for the health of our President and First Lady. We can only hope for a speedy recovery for them and for all who have been so impacted by this terrible disease.

Best,  
Claudia Christian,

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# SPECIAL: AD, EDITORIAL & WEBSITE AWARD ANNOUNCEMENT



## MACPA Messenger

The Mid-Atlantic Community Papers Association is excited to announce the 2020 Ad, Editorial & Website Awards!

This year has been very different, and with that provides some changes to the Ad, Editorial & Website Awards.

This year we added a new category to Original Writing. Division 5 COVID-19 Articles are meant to be articles are helpful tips and informational articles specific to COVID-19.

We also added a whole special category for recognition of Essential Workers & Heros during COVID-19. Within this category we have three divisions. Division 1 is for Ads, these ads include any size, black and white or full color, single page only. Division 2 is articles that are specific to essential workers and heros during COVID-19. And lastly, Division 3 is for Special Sections. The special sections can be stand alone or within the paper, any type of paper and size.

Besides adding the special category and divisions, we made a minor change in eliminating the Free Standing Insert Category.

Another major change that has happened is that we have eliminated a Chair for the

Ad, Editorial & Website Awards and are dividing all of the tasks between Alyse and Kasey. The purpose for this is because of the fact that when a member is a Chair, they are unable to enter into the contest, after much discussion we feel these tasks can be kept in house and allow for all of our members to enter into the awards. We will be working with local organizations and colleges to have our entries judge.

Just a reminder, last year we upped the amount of entries each company could enter in each division of a category. This has been increased to five entries per division.

We hope with these changes that we see some great entries coming through this year! We know how this year has been a struggle for many of our members and look forward to being able to feature and award you in a job well done this year!

Enclosed in this Messenger is this years Ad Rules and Entry Forms, they are also available on [macpa.net](http://macpa.net). Due to all of the changes, please take the time to read through all of the rules prior to collecting your entries.

Good luck and we can't wait to see all of the great entries!



*Congratulations to Joy Bramble!*  
She Won A FREE Night's Stay At The  
2021 Annual Conference!

Learn about our contest to win a FREE Night's Stay  
to our upcoming conference further in this Messenger!



## SALES CORNER: READ ANY GOOD CATALOGUES LATELY?



By John Foust

Over the years, I've heard ad professionals talk about the outstanding copywriting that can be found in catalogues. Of course, there are other approaches to advertising creativity, but catalogues excel when it comes to descriptions of product features and benefits.

Some of the best examples can be found in L.L. Bean catalogues. Let's take a look at a two-page spread featuring their famous snow boots. Even if you live in an area which doesn't have snowy winters, it's easy to appreciate this well-crafted concept.

A color photograph occupies the entire left page and half of the right page. The close-up photo shows the boots being worn in the snow. The tops of the boots are just below the cuffed jeans, demonstrating the ankle height of one of the styles. Although there is snow on the boots, it is clearly not soaking through. The headline reads, "Bean Boots for the Snow."

The sub-headline reads, "Presenting our limited-edition waterproof Bean Boots, with 400 grams of toasty PrimaLoft insulation and a breathable Gore-Tex lining to keep your feet dry and comfortable in extreme wet weather." The PrimaLoft and Gore-Tex logos appear at the bottom, along with their slogans.

The main copy to the right of the photo states, "For men and women...handcrafted in Maine since 1912, one pair at a time. Premium full-grain leather sheds snow and rain. Supportive steel shank enhances stability and comfort. Waterproof rubber boot bottom with chain-tread sole provides traction and durability."

Under that is a section which provides details on sizing for lined and unlined styles. There are six more photos, three of men's boots and three of women's boots. Each photo is

accompanied by a few words of additional information on boot heights, available colors, linings and prices. At the bottom right corner of the page, there is a box which encourages readers to "See more styles and colors at [LLBean.com](http://LLBean.com)."

What else do you need to know? It's all right there on those two pages: A succinct five-word headline, a photo that shows the product in use, features and benefits in the copy, product details to help you choose the right size and style, and where to go for more information.

This is just one product in the catalogue. Descriptions like this appear on every page. In addition, L.L. Bean enhances their marketing efforts with generous discounts, guarantees and delivery policies – all of which are designed to provide consumers with reasons to trust (and buy) their products. Because they don't resort to shallow claims and exaggerations, you won't find words like "unbelievable," "fantastic" or "awesome" in their descriptions. By keeping the focus on relevant features and benefits, they essentially let the products do the selling. And it's no secret that they sell a lot.

Obviously, not all advertisers are planning to publish a catalogue. But many of them can increase sales by using these catalogue techniques.

In other words, if the shoe fits, wear it.

### COPYRIGHT LINE

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### CREDIT LINE

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

# SPECIAL REPORT: DAILIES VS. WEEKLY 2020 Publisher Survey: Examining The Difference



By Kevin Slimp

## MACPA Messenger

Each year, I survey U.S. publishers and general managers about the health of their newspapers. During the late spring/early summer of 2020, I received completed surveys from participants representing 500 newspapers or groups. In my previous column, I discussed some of the overall results of the survey, especially those related to financial health. In this column, we're going to look at some of the differences noted between daily and weekly newspapers.

In some areas of the survey, there were little differences between weeklies and dailies. For instance, when compared to two years ago, both groups report similar health. While 58 percent of weekly newspapers indicate worse overall health than two years ago, 63 percent of dailies gave the same response. Most newspapers in both groups answered "not bad" to "very healthy" when asked about their overall health, while 14 percent of weeklies and 19 percent of dailies indicated they were in poor health.

When it comes to page count, again we see some similarities. 68 percent of dailies answered they had reduced pages compared to two years ago, while 61 percent of weeklies responded similarly.

Digging into other questions, we begin to see differences between dailies and weeklies:

- 71 percent of weekly newspapers are independent, with local owners, while only 27 percent of daily newspapers are owned and operated in their local communities.
- The primary source of revenue for 98 percent of weekly newspapers is print advertising. The same is true for 81 percent of dailies, with subscriptions and digital advertising bringing in a higher percent of revenue than at weeklies.
- While only 7 percent of weekly newspapers answered that their digital efforts were financially profitable, 22 percent of daily papers see a financial profit on digital platforms. 30 percent of weeklies and 43 percent of dailies indicate they see other benefits besides financial profit from their digital efforts.
- 30 percent of daily newspapers report that more than 20 percent of their revenues come

from "non-newspaper sources." Only 6 percent of weeklies responded the same way.

Speaking of digital, only 32 percent of daily newspaper publishers/managers responded that it "might be true" that they would be better off without a digital version of their newspaper. That number jumps up to 44 percent for weekly papers, with an additional 15 percent indicating they believed they "would be better off" without a digital version. Add those together and 59 percent of weekly respondents answered they might, or would, be better off without a digital version of their newspaper.

One answer that has changed significantly since I began surveying newspapers six years ago is "How long do you think you will continue to produce a printed newspaper?" In 2015 and 2016 surveys, more than 90 percent indicated they would be producing newspapers more than 20 years into the future. In this most recent survey, roughly 48 percent of weeklies and 39 percent of dailies expect to be printing papers more than 12 years from now.

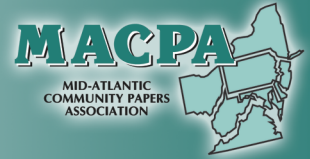
What about all that "fake news" we keep hearing about? Fortunately, fake news is "fake news" in most places. While it is a problem for many daily newspapers where 21 percent of respondents answered that more than 25 percent of the folks in their communities consider them to be fake news, weekly newspaper seem to be more trusted by their communities. Only 2 percent of weekly newspapers answered, "more than 25 percent," while 39 percent of weeklies responded, "That's silly. None. Zero." 51 percent of weeklies answered, "Somewhere between 1 and 10 percent."

I guess it just goes to show, there are always a few crabby readers out there.

In the 2020 survey, hundreds of respondents sent in advice and suggestions about things that have worked at their newspapers. In my next column, we'll take a look at ideas newspapers have come up with to increase revenue and readership. Yes, 12 percent of weeklies and 17 percent of dailies report being in better overall health than two years ago. We're going to find out why.



# OUR ASSOCIATE MEMBERS



# MACPA Messenger

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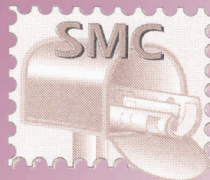


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## Saturation Mailers Coalition

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.



**Donna Hanbery**

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Fax: 612.340.9446  
Email: Hanbery@hnclaw.com

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## Ask- CRM

Robin Smith

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### MACPA MEMBER SPECIAL

**BUY 1 WEEK & GET 1 WEEK OF SAME AD FREE!**

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March 19th & 20th  
Comfort Suites Downtown Carlisle  
Learn more at [macpa.net](http://macpa.net)!*

*Questions? Give us a call! 1-800-450-7227*

\* Publications with good standings will be entered into the drawing.  
Room Rate and Tax are covered for one night, any incidentals or  
extra nights will be your responsibility.  
Free room is available for anyone at the publication to utilize.  
Must attend the conference to receive free room.

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# AD AND EDITORIAL AWARDS

## RULES AND CATEGORIES

ENTRIES MUST BE PUBLISHED BETWEEN  
JANUARY 1, 2020 AND DECEMBER 31, 2020

### CONTEST RULES FOR PRINT ENTRIES

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1. Only regular MACPA members' publications in good standing with current dues paid are eligible to enter.
  2. Entries or ideas that have previously won MACPA awards for your company may not be entered.
  3. Advertising agency or camera-ready advertisements may not be entered.
  4. Choose the category for your entry carefully. Send a FULL-PAGE TEAR SHEET, showing publication name and date of issue. If the item to be judged occupies less than a full sheet, mark or outline the ad/item that you wish to be judged. Complete the appropriate entry label and tape it to the UPPER RIGHT-HAND CORNER of the BACK side of the tear sheet. NO MATTING ACCEPTED!
  5. A brief explanation, if necessary, may be attached to the back of the entry, below the entry label.
  6. Limit of five entries per division of a category for your company. Additional entries will be disqualified. Any ads not showing publication date will be disqualified.
  7. In the event that three or fewer entries are received in any category they may be moved to another appropriate category.
  8. **Entries for Category 11 (Editorial) MUST be submitted electronically as well as a hard copy version. Please submit the files to kasey@gomaava.com. Any entries that are not submitted electronically will be disqualified.**
  9. Mail entries via USPS to MACPA, P.O. Box 408, Hamburg, PA 19526, or via FedEx/UPS MACPA C/O Interlace Communications 10 Zion Church Road, Suite 202, Shoemakersville, PA 19555. All entries become the property of MACPA and are not returnable.
  10. No entries will be accepted at the conference, as judging will be completed in advance.
  11. A \$5 fee for each entry must accompany entries. Please make checks payable to MACPA and mail along with entries
  12. **Deadline: Entries must be postmarked by January 15, 2021.** All entries received afterward will be disqualified.
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### ADVERTISING CATEGORIES

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#### ENTRIES WITHIN YOUR PUBLICATION(S)

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##### 1. General Excellence

Only one entry per company, per division is allowed in this category. Please choose one copy of your publication for each of the quarters listed below for a total of 4. Two divisions based on amount of advertising content - Shoppers Guides are greater than 75% advertising and Community Papers are less than 75% advertising. The third division, Niche Publications, includes publications that are designed for a specific audience.

\*January-March      \*July-September  
\*April-June        \*October-December

**Division 1: Community Papers**

**Division 2: Shoppers Guides**

**Division 3: Niche Publications**

##### 2. Single Ads - Small Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be 1/4 page or less of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

##### 3. Single Ads - Large Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be more than 1/4 page of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

##### 4. Grocery Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

##### 5. Automotive Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

##### 6. Restaurant Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

#### ENTRIES PART OF YOUR PUBLICATION(S)

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##### 7. Timely and Themed Sections or Guides

Fair Days, Moonlight Madness, Sidewalk Sales, Oktoberfest, Vacation Guide, Wedding Planners, Home Improvement, etc - includes editorial material

**Division 1:** Newsprint - within publication

**Division 2:** Newsprint - Pull outs, stand alone,  
multiple pages

**Division 3:** Glossy Medium/Magazine

#### OTHER

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##### 8. Original Photography

Best original photo or series of photos taken by a member of your own staff.

**Division 1:** Editorial

**Division 2:** Advertising

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## EDITORIAL

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### 9. Community Service

Entries included serving the community through news, advertising columns, and/or aiding or promoting community projects. The beneficiary may be an individual, group, or entire community. Please note that this category does not include self-promotion.

**Division 1:** Run as sequential pages of publication.

**Division 2:** Run as separate section or insert.

**ALL ENTRIES FOR CATEGORY 11 MUST BE SUBMITTED ELECTRONICALLY AS WELL AS A HARD COPY VERSION. Any entries not submitted electronically will be disqualified. Please provide a pdf as well as a word document to kasey@gomaava.com. Entries must be labeled by their Category and Division numbers. (Example: A personal column written by the publisher with three entries: Cat11Div1\_Article1)**

### 10. Original Writing

Entries should be original articles written by the publisher or member of your staff and published during the contest period. Syndicated or mat service items are not eligible. Judging is based on originality of content, quality of writing and layout. Please include byline for each entry.

**Division 1:** Personal Column - Submit three different columns by a single writer with different topics.

**Division 2:** Editorial - An opinion article by a writer on a single topic.

**Division 3:** News Story - A newsworthy event concerning a particular item, product, place or thing.

**Division 4:** Feature Story - A human interest story where timeliness is not a factor.

**Division 5:** COVID-19 Articles - Helpful tips and informational articles specific to COVID-19. (Articles pertaining to essential workers and recognition, please submit your entries in Category 11, Division 2.)

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## SPECIAL

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### 11. COVID-19 Recognition of Essential Workers & Heros

entries in this category must feature recognition of local essential workers, heros, and success stories during and after COVID-19.

**Division 1:** Ads - Any size, single page.

**Division 2:** Articles

**Division 3:** Special Sections - Multiple pages, any type of paper and size.

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## INTERNET

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### CONTEST RULES FOR INTERNET ENTRIES

1. Website pages will be judged via internet connection.
2. Send a link to your website to kasey@gomaava.com by January 15, 2021.
3. Include the following information with the email:  
*Name of Publication*  
*Website Address*  
*Webmaster name & email address*  
*Special Webpages, Comments for the judges to aid them in experiencing your website.*
4. Please mail the entry form found with the other entry forms along with \$5 for each category entered.

### WEBSITE CATEGORY

#### 12. Site Design

Entries for this category include:

- Attractive Site
- Easy to navigate
- Mobile Friendly
- Provides timeliness of news
- Easy to find advertisements of both classified and display ad
- Online version of publication
- Overall community involvement
- They have a way to feature display advertisers

#### 13. Social Media

Provide a link to your social media accounts showing engagement with your readers and advertisers. Provide a screenshot of a weeks worth of analytics showing engagement on your posts. (Any week in 2018 qualifies.)

#### 14. Email Marketing

Provide up to three email marketing campaigns with a screenshot of the results showing the open rate and click throughs.

**Division 1:** Self Promotion

**Division 2:** Promotion for Advertisers

*Good Luck to those  
who enter!*



Category 1...General Excellence

- ☐ Division 1 - Community Papers  
☐ Division 2 - Shoppers Guide  
☐ Division 3 - Niche Publications

**1ST QUARTER**

**JANUARY - MARCH ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.

USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 2...Single Ad - Small Space

- ☐ Division 1 - Black Ink Only  
☐ Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- ☐ Division 1 - Community Papers  
☐ Division 2 - Shoppers Guide  
☐ Division 3 - Niche Publications

**2ND QUARTER**

**APRIL - JUNE ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.

USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 3...Single Ad - Large Space

- ☐ Division 1 - Black Ink Only  
☐ Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- ☐ Division 1 - Community Papers  
☐ Division 2 - Shoppers Guide  
☐ Division 3 - Niche Publications

**3RD QUARTER**

**JULY - SEPTEMBER ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.

USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 3...Single Ad - Large Space

- ☐ Division 1 - Black Ink Only  
☐ Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- ☐ Division 1 - Community Papers  
☐ Division 2 - Shoppers Guide  
☐ Division 3 - Niche Publications

**4TH QUARTER**

**OCTOBER - DECEMBER ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.

USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 4...Grocery Ads

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 2...Single Ad - Small Space

- ☐ Division 1 - Black Ink Only  
☐ Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 5...Automotive Ads

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

<p>Category 6...Restaurant Ads</p> <p>Company _____</p> <p>Advertiser in Ad _____</p> <p>Graphic Designer _____</p> <p>Sales Rep _____</p> <p>Data Entry Published _____</p>	<p>Category 8...Original Photography</p> <p>__ Division 1 - Editorial</p> <p>__ Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>
<p>Category 7...Timely and Themed Sections or Guides</p> <p>__ Division 1 - Newsprint - within publication</p> <p>__ Division 2 - Newsprint - Pull out, stand alone, multiple pages</p> <p>__ Division 3 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Data Entry Published _____</p>	<p>Category 9...Community Service</p> <p>__ Division 1 - Promotion run in sequential pages of publication.</p> <p>__ Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>
<p>Category 7...Timely and Themed Sections or Guides</p> <p>__ Division 1 - Newsprint - within publication</p> <p>__ Division 2 - Newsprint - Pull out, stand alone, multiple pages</p> <p>__ Division 3 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Data Entry Published _____</p>	<p>Category 9...Community Service</p> <p>__ Division 1 - Promotion run in sequential pages of publication.</p> <p>__ Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>
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<p>Category 8...Original Photography</p> <p>__ Division 1 - Editorial</p> <p>__ Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>	<p>Category 10...Original Writing</p> <p>__ Division 1 - Personal Column</p> <p>__ Division 2 - Editorial</p> <p>__ Division 3 - News Story</p> <p>__ Division 4 - Feature Story</p> <p>__ Division 5 - COVID-19 Articles</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>



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<p>Category 10...Original Writing</p> <p>__ Division 1 - Personal Column</p> <p>__ Division 2 - Editorial</p> <p>__ Division 3 - News Story</p> <p>__ Division 4 - Feature Story</p> <p>__ Division 5 - COVID-19 Articles</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>	<p>Internet Entries</p> <p>__ Category 12 - Site Design</p> <p>Company _____</p> <p>Website _____</p> <p>Webmaster _____</p>
<p>Category 10...Original Writing</p> <p>__ Division 1 - Personal Column</p> <p>__ Division 2 - Editorial</p> <p>__ Division 3 - News Story</p> <p>__ Division 4 - Feature Story</p> <p>__ Division 5 - COVID-19 Articles</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>	<p>Internet Entries</p> <p>__ Category 13 - Social Media</p> <p>Company _____</p> <p>Website _____</p> <p>Webmaster _____</p>
<p>Category 11...COVID-19 Recognition of Essential Workers &amp; Heros</p> <p>__ Division 1 - Ad</p> <p>Company _____</p> <p>Advertiser in Ad _____</p> <p>Graphic Designer _____</p> <p>Sales Rep _____</p> <p>Data Entry Published _____</p>	<p>Internet Entries</p> <p>Category 14 - Email Marketing</p> <p>__ Division 1 - Self Promotion</p> <p>__ Division 2 - Promotion for Advertisers</p> <p>Company _____</p> <p>Website _____</p> <p>Webmaster _____</p>
<p>Category 11...COVID-19 Recognition of Essential Workers &amp; Heros</p> <p>__ Division 2 - Article</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>	<p>Internet Entries</p> <p>Category 14 - Email Marketing</p> <p>__ Division 1 - Self Promotion</p> <p>__ Division 2 - Promotion for Advertisers</p> <p>Company _____</p> <p>Website _____</p> <p>Webmaster _____</p>