



The reduction of advertisers in the network has created the opportunity for the Conference Committee to become a bit creative with a win-win-win incentive!

**Receive a \$25 credit for every network ad
you sell for every week the ad runs.**

Hate to sell?

Send a referral to the office and receive the same \$25 credit when the ad runs!

Incentive runs from July 1, 2015 through February 29, 2015.

**For complete information and White Pages for each network go to
<http://bit.ly/ConferenceIncentives>**

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

* No limit on how many FREE night stays during the conference you can earn.
Must pay for your room up front, credit will be sent to you after conference.
No shows will not receive a credit, unless unforeseen circumstances.
Publishers still receive free registration!



Hello Fellow Members!

I'm very proud of the Conference Committee for their innovative move to incentivize the Conference stay.

We have a great Conference planned at Seven Springs on April 22nd and 23rd, 2016 and want you and your family to attend. And...we really want you to earn a free room for the Conference.

The Conference Committee has created an easy way to earn the free room. I know you are busy with your own business but I'm sure there are one or two businesses you can think of that might want to go in the full network or even one of our many micronets. Give the office a call at 800-450-7227 and provide as much information as possible about the business. The MACPA office will give them a call and take care of the rest. For every week they run in the network you will receive a \$25 credit towards your room stay.

One of our best specials with MACnet is our 8 Week Special where the advertisement runs 5 weeks at whatever the cost is for that certain network. When the advertisement runs 5 weeks they then run in the network FREE for 3 weeks. We find when advertisers run in the 8 week special, they get results and end up staying in the network indefinitely.

Should your advertiser take advantage of the 8 week special two times, you'll have credit for a two night stay at the Conference...YOUR ROOM WILL BE FREE!!!

Start to go through your advertisers. I'm sure you will find one or two that can benefit from advertising in the network.

Looking forward to seeing you at the Conference.
Ron Burke, President
rburke@washingtoninformer.com

How to Sell the Network Webinar
Monday, August 3rd
10:00 a.m.
Watch for email to register!

2015-2016 MACPA BOARD OF DIRECTORS

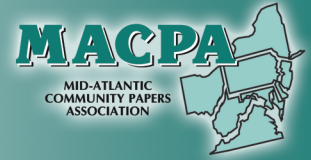
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UPCOMING EVENTS

How to Sell the Network Webinar
Monday, August 3rd
10:00 a.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

2016 MACPA CONFERENCE



MACPA Messenger

by: Ruth Isenberg, MACPA Vice President

The 2016 MACPA Conference is worth planning for in advance. You won't want to miss this family-friendly weekend at Seven Springs Mountain Resort, April 22 and 23. This beautiful resort in the Laurel Highlands of Pennsylvania will provide a mini-vacation, along with the chance to share ideas with your peers, and to learn from some of the best minds in the free paper industry. Here's a hint about what we'll be talking about—our new theme is *The Elephant in the Room; the Reality of Digital*.

We'll be telling you more about Seven Springs and the activities planned in future Messengers. If you'd like a sneak peak, the resort's website is www.7springs.com.

We hope all our members will take part in this Conference, and bring staff members and their families along. Registration remains free for any publisher who runs the MACNET ads each issue. This year, we are charging for hotel rooms at a cost of \$119/night, an extremely good rate for a resort of this caliber.

We realize this is a change, and may not be a welcome one, but a reduction in the number of network ads has decreased the amount of money the association can afford to buy down the costs of the rooms for the Conference.

We certainly don't want to make the room cost a stumbling block to attendance, so we've come up with a plan to help solve two problems at one time. Want a free room at the Conference? Sell an ad into the network. For each insertion of an ad, you will receive \$25 credit toward your room. Take advantage of the 8 Week Special - buy 5 ads and get 3 free - and you've covered the cost of one

night's stay. Or sell an ad into a micro-network and get \$25 credit for each week it runs. We also have a 12 week special!

Not sure how to go about selling a network ad? We're going to help there, too. Each month we'll be scheduling a conference call to train you, or your staff in the art of selling network advertising. We will hold the calls at different times each month so everyone has a chance to participate.

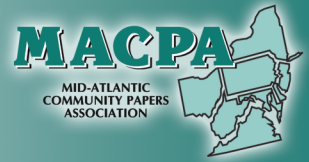
For any of the above sales, you will receive the room credit in addition to the 40% commission for classifieds, or 15% commission for display ads or inserts. Even if you don't feel able to make the sale yourself, if you provide a lead that turns into a sale to executive director Alyse Mitten and her staff, you will receive the \$25 room credit (though not the commission).

If you have any questions about this program, please don't hesitate to be in touch with Alyse, or with any member of the Conference Committee—John Hemperly, Claudia Christian or me. Suggestions are welcome. We want to make this a conference everyone will enjoy, and will make our association stronger.

**The Elephant
In the Room**
The Reality of Digital
2016 Mid-Atlantic Community Papers Association Conference
April 22-23, 2016
Seven Springs Mountain Resort
777 Waterwheel Drive • Seven Springs, PA 15622
Featuring Kevin Slimp, Keynote Speaker
Family Friendly Conference

BRIDGE TO THE FAST LANE

Using something you already have to make work easier



MACPA MESSANGER

by: Kevin Slimp

When a person visits as many newspapers as I do, he starts to notice similarities. It used to be that most papers wanted staff training in InDesign (or QuarkXpress in years past) and Photoshop. I usually convince clients that they should get a little training in Acrobat while I'm around, and probably an hour's education in layout and design. After all, I'm usually on site for a full day or more.

Lately, I've noticed some interesting trends. With the inception of Adobe Creative Cloud, I began noticing more papers were interested in learning how to use the InCopy/InDesign workflow. I even dedicated a column to one such paper back in February. InCopy's not the only application getting renewed interest these days.

Last week, I spent a day with a weekly newspaper in Eastern Ohio. I even took a pic of the big building shaped like a basket to prove it. After lunch, the publisher asked something I've heard quite often in my visits with 100-plus newspapers this year, "Could you take a little time to teach us some things about Bridge?"

Adobe Bridge isn't exclusive to the latest version of Adobe products. The Bridge and its predecessor, the Photoshop Browser, have been around since Photoshop 7.0. Ask your parents or grandparents about it. They probably remember the Browser.

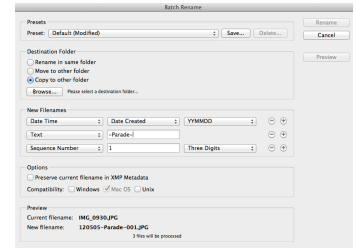
With the advent of Creative Suite in 2003, the Photoshop Browser made way for Adobe Bridge, which worked in much the same way. The difference is that Bridge works with more than just Photoshop, although it's still most commonly used in association with the photo manipulation application.

Why the sudden resurgence of interest in Bridge? My guess is that word has gotten around that Bridge is one of the most useful tool in Adobe's arsenal, especially when it comes to automating processes to save time. And while your newspaper may have all the time in the world, a lot of folks are looking for ways to save time, without cutting corners when it comes to quality.

Let's look at a few of my favorite Bridge features:

• Batch Rename:

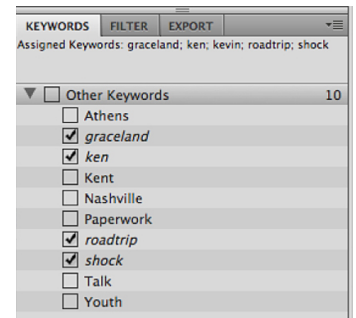
Upon opening Bridge and selecting a folder, the user sees thumbnails of each of the items in that folder on the screen. When selecting a camera or card reader, the user will see thumbnails of the pics on the camera card. When selecting all, or a select group of files on a card, thumbnails will appear in Bridge. By right-clicking on any of the images, a list appears which includes the option, "Batch Rename."



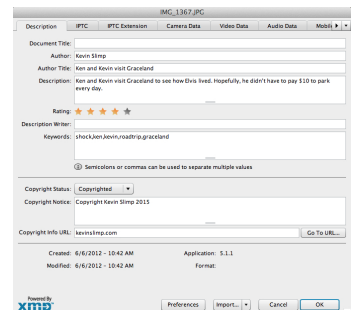
Using Batch Rename, Bridge users can rename hundreds of images at once, using several naming options.

Batch Rename makes it easy to quickly rename all the images at one time and save them to a place you designate on the computer or server. For instance, let's say you took 200 photos at a ball game. You might name them "tigersfootball-001," "tigersfootball-002," and so on. You could even include the date in the filename, using something like "150812-TigerFootball-001."

• **Keywords:** Jean Matua, Minnesota, once asked me how she could easily create a photo archive of her pics, without purchasing expensive software to do it. The answer was a no-brainer, "Use Adobe Bridge."



Keywords can be added to dozens or hundreds of similar images at once in Bridge.



Using File Info in Bridge, users can add information, including keywords, to specific photos.

MACPA Messenger

Bridge allows the user to include hidden information inside photos that can be used to simplify the search process days, months or even years from now. Let's say you took the 200 football pics from the previous example and wanted to add keywords to them. One option would be to add specific words to every image. "Football" or "Tiger" would be examples of keywords the user would want included in each pic. This could be done by two clicks of the mouse.

Other keywords, such as "quarterback" or "Smith," wouldn't be needed in every photo, but would be helpful in pics that included a quarterback or someone named "Smith." These could be added individually to the appropriate images.

Begin adding keywords to each image and before long you will have the ability to search through years of photos in seconds, using just a few clicks on the keyboard.

- **Image Processor:** The Image Processor tool in Bridge is actually based on a script in Photoshop, not that you need to know that to use it. Bridge contains dozens of tools to speed up your workflow. The Image Processor speeds things up by automating many tasks that could take hours manually.

For instance, let's say I've just receive 200

images of houses for a real estate guide that's due yesterday. I could open each pic individually and resize and save in Photoshop. An option might be to use image processor to open, resize, convert each pic to CMYK (using an Action, which is accessible by Image Processor), then saving the images as TIFF files, with LZW compression, in a designated folder. Instead of spending three hours to prepare the photos, I've spent two minutes.

That's a very brief rundown of a few of the tools in Adobe Bridge. When I spoke with Jerry Tidwell yesterday, about my trip to Texas this week, he asked me to cover a little InCopy information while at his paper. Once I arrive in Granbury, I won't be surprised if he says, "Hey, Kevin. Could you cover a little Bridge while you're here?"

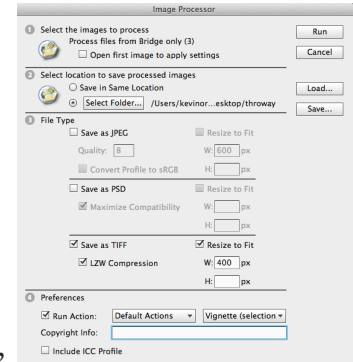


Image Processor is actually a Photoshop script built into Adobe Bridge, allowing the user to quickly edit multiple images at once.



Did you know?

You can make money selling MACnet Ads!



For more information
call 800-450-7227
www.macnetonline.com

HAPPY FREE COMMUNITY PAPER MONTH: CELEBRATE BY STOPPING THE AD TAX!



MACPA Messenger



Happy July, MACPA Publishers! Hopefully everyone is celebrating Free Community Paper Month with your readers and advertisers in some way or another. We've been instrumental in making this Local-to-National Awareness Campaign a successful project

via PaperChain. Across the country, publishers are proudly promoting their papers and our Industry, including the materials found here:

<http://paperchain.org/communitypapermonth.html>
And here in the Mid-Atlantic, it is "Officially" Free Community Paper Month -- we have the Proclamations and Resolutions to share the cheer. Please take a minute to "like" and "share" on the PaperChain social networks.

In "normal" seasons, the state governments across the Mid-Atlantic have their new budgets in place by Independence Day. By law most of them have to, and sometimes there's some post-deadline drama before the final curtain falls. Well, that's not at all the case in Pennsylvania this year, where all sides are farther apart on competing plans than they were in early springtime. For the first time in at least four decades, the new Governor exercised a blanket Veto on the Budget, along with related bills crafted by the new leaders in the House and Senate. Among all related consequences, this means for us that a Tax on Advertising is still very much at play.

We are on High Alert now, fearing that the longer and messier the Budget Stalemate, the more chances there will be for odd and unpredictable Grand Bargains. The House had previously rejected an Expansion of Sales and Use Tax as part of a scheme to Swap School Property Tax -- instead, they *only* raise Existing SUT and PIT. The Senate has been non-committal, and it appears that a simple majority there could trade support for the just-reintroduced SB 76 that "closes loopholes" like Advertising and Printing -- same as in the Governor's Proposed Budget. The key difference is in the Level of Local Property Tax Reductions versus Total Eliminations.

MACPA weighed in again as an association, providing more testimony to the State Senate -- with arguments incorporating responses to the Tax Survey, making the compelling case any Ad Tax would be a disaster. And the severity of the threat is why we have

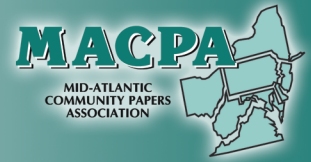
been urgently rallying All Hands on Deck in grassroots Publisher Outreach to Senate -- three Alerts have now gone out, with positive response so far. Until now, the House and Senate majorities have essentially just negotiated with themselves, bypassing the minority -- and had not had substantive, good faith negotiations with the Governor prior to Vetos. That's according to all sides, no budging so far by anyone. So a Budget far below the Gov's Education requests, with one-time funding including Liquor Store Privatization, and controversial Pension Reform passed essentially on party-lines -- and the Veto Threat became a Veto Delivered.

Not to diminish all the sincere legislative work that lead into July, but for practical purposes it was just theater -- a public prelude to actual back-and-forth, give-and-take on priorities that must really happen now. As Vetoed, no new taxes were in the Budget-and-Related mix -- no expansions, no increases -- but that is likely to change as we approach incremental Government Shutdown. And the longer the wrangling goes on -- and the more All Sides look to shake coins from the sofa cushions -- the more We, Publishers, are at risk as vital professional services, like Advertising, to look like tasty "loopholes" ripe for picking. For example, if the Governor caves on Pensions and PLCB sell-off, the Senate could offer either a Shale Tax or Expanded SUT for higher levels of Education Funding -- that could also include some School Tax Swapping Schemes directed to local. Or if there's an impasse that goes on long enough, so-called loopholes could even just be used to backfill the Structural Deficit -- with all sides agreeing not to call it new taxes.

For now, though, any Advertising and Print Tax is still paired with local school funding. At this "early stage" of Budget Shutdown-Showdown, every Pennsylvania Publisher's vocal, impassioned opposition to Ad Tax needs to land on State Senators. If you haven't yet, reach out today -- and if you have, but haven't heard back -- reach out again asking for their assurance of "No Ad Tax!" Happy Free Community Paper Month -- Let's Celebrate By Stopping The Ad Tax!

Yours Truly,
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NEW STUDY SHOWS THAT U.S. CONSUMERS PREFER TO READ ON PAPER



MACPA Messenger

Survey highlights that 88% of respondents indicated that they understood, retained or used information better when they read print on paper compared to lower percentages (64% and less) when reading on electronic devices.

A new survey into the preferences of consumers for printed versus digital communications has been published today by Two Sides, the global organization created to promote the responsible production, use and sustainability of print and paper. The survey, which was commissioned by Two Sides and undertaken by international research company Toluna, sought the opinions and preferences of UK and U.S. consumers on a number of issues relating to the change from paper-based to digital media.

Results of the U.S. survey highlighted that 88% of respondents indicated that they understood, retained or used information better when they read print on paper compared to lower percentages (64% and less) when reading on electronic devices. The same trend was found for reading complicated documents with 80% indicating a clear preference for reading print on paper, and reading on screens showing a much lower preference than print at below 16% across all age groups.

The survey also revealed 81% found printed media more relaxing to read, while 62% of mobile/smartphone users (rising to 73% among the 18 – 24 year olds) were concerned about how these devices were damaging their health (eye strain, headaches, insomnia). Overall, the survey reported that 81% of respondents preferred to read print on paper when given the choice.

“The results of this U.S. survey will be useful for all those who choose the way in which information is distributed, particularly for advertisers, marketers and educators who need to understand how information is being delivered, received, processed and retained,” explains Phil Riebel, President of Two Sides North America. “While on-screen reading occupies an increasing amount of consumer time, people’s preferences are still for reading print on paper which they believe to be more informative, less distracting and less harmful to their health. Results also show that many people are concerned about the effects on learning and literacy due to the switch from printed books to digital media in our school system.” The Two Sides survey shows that 68% of respondents believe that books are more likely to encourage learning and the

development of other skills than using screens, and that 63% of respondents worry that children are not going to learn as much without books.

While acceptance of digital media is generally stronger among younger age-groups, there is also a strong preference for print on paper existing across all ages.

The full U.S. survey report can be downloaded at <http://www.twosidesna.org/US/Reading-from-Paper-or-Reading-from-Screens--What-do-Consumers-Prefer>.

Key findings from the Two Sides U.S. Survey

1. 88% of respondents believe that they understand and can retain or use information better when they read print on paper. There were only minor differences between age groups. Reading on screen shows lower preference with the lowest being 41% indicating that mobiles and smartphones were useful for understanding and retaining information.
2. When given a choice, 81% indicated that they prefer to read print on paper. These percentages drop to 39% for screens, laptops and PCs, 30% for e-readers and 22% for mobiles or smartphones. The preference for print on paper is seen across all age groups and is strong at over 77%.
3. 81% indicated they are most relaxed when reading print on paper. Age group differences were minor. Mobiles or smartphones are seen as the least relaxing way to read with only 30% preferring this method. Younger age groups indicated that they are more at ease with reading from screens than the over 45 age groups.
4. 71% indicated that they were more relaxed and receptive when reading a newspaper in print compared to 36% who felt more relaxed and receptive when reading a newspaper from a screen. There were differences across age groups, however even younger age groups clearly preferred print over online.
5. 75% indicated that they were more relaxed and receptive when reading a magazine in print compared to 26% when reading a magazine on screen. Differences among age groups were minor, with over 73% of all age groups preferring to read a magazine in print.

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6. 80% stated a clear preference for reading print on paper for complicated materials in contrast to only 13% preferring to read complicated materials on a computer screen. Mobiles and smart phones were preferred by only 3% for reading complicated materials. Reading on screens showed a much lower preference than print at below 16% across all age groups.

7. The preference for reading long documents in print was also clear with only 32% indicating they prefer reading documents of 3 pages or more on screen.

8. Only 23% indicated that they are easily distracted when reading print on paper whereas electronic media showed higher distraction ranging from 66% for mobiles and smartphones to 42% for e-readers.

9. Many respondents print out documents. The main reasons are:

74% believe printed documents are easier to read.

55% believe printed documents are more secure

56% believe printed documents are better for storage and archiving

47% believe printed documents are less likely to be lost

10. The preference for printing increases with increasing age. However, over 68% across all age groups indicated that they print because it is easier to read.

11. 44% to 57% indicated that they prefer paper bills by mail for their financial services, utilities, telecoms, mobile or smartphone and TV.

The over 45 age groups showed a higher preference for paper bills than the under 45 groups.

12. Advertisements in print are clearly given more attention than their online equivalent:

64% pay more attention to advertising when reading magazines in print /26% pay more attention to advertising when reading magazines online

60% pay more attention to advertising when reading newspapers in print / 29% pay more attention to advertising when reading newspapers online

48% pay more attention to advertising when reading leaflets received by mail or dropped at the door

26% pay more attention to general online advertising

13. There are clear concerns that switching from printed books to digital methods is affecting education:

68% believe that books are more likely to encourage learning and the development of other skills than using screens

63% worry that children are not going to learn as much without books

59% believe that learning from books is the best way to learn

58% would insist that their children learn from books

42% believe that learning from screens, PCs, tablets etc. is just as effective as books

14. 62% of mobile or smartphone users, 59% of computer users and 50% of e-reader users are worried that these devices may be damaging their health (ex: eyestrain, headaches, insomnia). Reading in print had the least health concerns with 22% concerned that it may be damaging their health.

About Two Sides

Two Sides is a global initiative by companies from the Graphic Communications Industry including Forestry, Pulp, Paper, Inks and Chemicals, Pre Press, Press, Finishing, Publishing, Printing, Envelopes and Postal Operators. Our common goal is to promote the sustainability and attractiveness of the Graphic Communications Industry and dispel common environmental misconceptions by providing users with verifiable information on why Print and Paper is an attractive, practical and sustainable communications medium. For more information about Two Sides North America, please contact us at 1-855-896-7433 or info@twosidesna.org. Visit the Two Sides website at www.twosidesna.org and follow Two Sides on Facebook, LinkedIn, Twitter and YouTube.

Source: Two Sides North America



by John Foust

I remember stopping for directions to a golf course. “How do I get to Sea Palms?” I asked. The young man behind the counter of the convenience store responded with his own question, “From here?” I almost laughed out loud at the absurdity – and the profoundness – of his comment. Directions always start from where we are at the moment.

The game of golf provides us with a fine advertising parallel. Let’s say you hit your drive into the trees (I’ve been there, done that many times). You’re in trouble and need to get out. Since you can’t start over, you have to take the next shot “from here.” Let’s take a look at some steps to take when your golf ball – or your advertiser – is in the trees:

1. Find the ball. In other words, figure out where “here” is. Analyze the advertiser’s original goals and marketing tactics. What has worked in the past? Can you pinpoint what made things veer off course? Has the budget been wisely allocated or has it been spent on an impromptu basis? What about external forces? Have new competitors entered the market? Where are your potential customers spending their time and their money?

2. Pick a target. Obviously, the long range objective is to put the ball in the hole. But for now, the task at hand is to move closer to that goal, not necessarily put it in the hole with one swing. Should you go for the green and try to blast it

through a gap in the trees? Or should you punch it laterally into the fairway, to create a better lie for your next shot?

What’s best for your advertiser? Should you invest a big piece of the budget in an effort to go for the green? Or play it safe with a higher-percentage shot?

3. Pick the right club. Once you decide where and how far you want to hit the ball, the next step is to choose a tactic. If you go for the green, you can propose a big blow-out sale – with substantial savings on a number of products and/or services.

If you play it safe, you can: (1) run image ads while you work out a better long-term strategy, (2) dust off and re-use a former offer that worked well, or (3) best of all, test some offers in smaller doses to determine what you should incorporate in a larger promotion.

4. Have a solid swing. A bad swing can result in an even worse location for your next shot. So make sure to pay careful attention to fundamentals. A great concept won’t work if it is introduced with a weak headline. A compelling offer will flop if the expiration date is too soon. And a message which is loaded with claims and exaggerations will be ignored by consumers.

It’s not unusual for ad campaigns to go astray on occasion. When that happens, it’s an ad

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for Local Advertisers & Consumers

Put your publication at the forefront of today’s dynamic media landscape with creative ad development solutions from Metro. From sales planning tools that help you identify and capitalize on valuable promotional opportunities to coordinated print, online and mobile offerings that equip you to expand sales, Metro’s innovative suite of services gives you the resources you need to meet the evolving demands of today’s readers and advertisers, taking ad sales to the next level.

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FEATURED AD & EDITORIAL WINNERS



MACPA Messenger

Body and Taser cameras a nice step, but not the answer

Category 24 – Original Writing – Editorial – 1st Place
by Patrick Taylor – East County Times

On July 17, 2014, Eric Garner was choked to death by New York Police Department officers on the street. While the narrative goes that he was selling loosey cigarettes, he had no contraband on him at the time of his death.

In fact, he had just broken up a fight when officers approached him and asked him if he was selling loosies, as he had a history of doing so. He claimed he wasn't, was pulled to the ground by officers and put in a chokehold while he eeked out the words, "I can't breathe" before dying on the Staten Island sidewalk.

His killers won't be facing a trial.

Officers not facing trial for their actions happens extremely frequently. Regardless of what your beliefs are about the whole Mike Brown/Darren Wilson incident in Ferguson, this was an issue that seemed very clear cut.

When you combine the fact that he had no contraband on him with the fact that the medical examiner ruled the death a homicide, you already have a clear enough case to at least get this thing past a grand jury and to trial. When you consider that chokeholds are a tactic that is banned by the NYPD (but executed – no pun intended – flawlessly by NYPD officers), you have even more evidence of impropriety. And when video exists that shows just how awful this entire situation was, you have enough for a clear-cut conviction, right?

As we all know, that isn't the truth.

Somehow, some way, Eric Garner's killers walked free while his family mourns his death and struggles to come to terms with that fact.

Even with video evidence, a grand jury still wouldn't indict. So with that said, what good will body cameras and Taser cameras actually do?

Baltimore County Executive Kevin Kamenetz recently announced that he has given Police Chief Jim Johnson the task of studying the use of body cameras. After the 90 day study, the county council will vote on whether or not officers will have to wear cameras, and funding will be put aside for that endeavor for the following fiscal year.

The county is also going to spend just over \$100,000 to add cameras to the Tasers used by police, which will begin recording as soon as they are turned on.

All of this sounds nice, and I do have to applaud both Kamenetz and Johnson for their willingness to do so in the name of transparency.

Finish reading
Body and Taser Cameras today
by going to <http://bit.ly/1CJghzN>!

June is **Dairy Month!**
Stop in and treat yourself to
PA Dept. of Ag. Approved
Farm Fresh Raw Milk
\$3.00 \$1.65
gallon 1/2 gallon
Free gifts for the children!
Open 7am-8:30pm, Monday-Saturday
Conestoga Valley Dairy
Herning Family
947 Mertindale Rd.
Ephrata, PA 17522
(717) 445-6757

Category 18 – Small Space Ad – 2nd Place
The Shopping News of Lancaster County

Did you have any articles or ads lately that are award worthy?
Save time later and set it aside today
for the 2015 Ad, Editorial and Website Awards!

ASSOCIATE MEMBER OF THE MONTH

BOOKWORM SEZ



MACPA Messenger



“Mumpsy Goes to Kindergarten.”

That’s the first book I recall loving to the point of wanting to read daily. It was a Mary-Had-a-Little-Lamb-ish tale of a kitten that followed its young mistress to school one day (it was against the

rules) and I can still remember rubbing its flocked cover all those years ago. It was a cheap (probably 15¢) Rand McNally kids book and it was undoubtedly the best money my mother ever spent.

The point is that I’ve always been a Bookworm and for as long as I can remember, in every home I’ve occupied, there’s been a shelf (or more) filled with books just a few steps away. I now live with two spoiled Lhasa boys and 14,000 books – the latter of which are because of The Bookworm Sez.

Just about fourteen years ago, my then-husband-now-ex spent a considerable (and exhausting)

amount of time telling me how we had “too many books around here.” As any Bookworm knows, the words “too many” and “books” don’t belong in the same sentence, right?

I was working a full time job then, and a part-time gig at a bookstore, which allowed access to promotional book freebies; you know - the kinds that come to your office sometimes. I quickly understood that they were not merely gifts of goodwill, and I realized that there were more where those came from. That was about the time I saw a Big City article about a woman who was paid to review, and I knew there had to be a way I could do it, too: my “day job” was writing

commercials for a radio station group. Why couldn’t I expand what I was doing – if nothing, but for fun?

I started reviewing just for the enjoyment of it and I did a good amount of research, which led to the realization that not everybody used a paid newswire service – and that included most of the continent’s small papers. AHA! I started making calls and mistakes, learning and absorbing, and I launched The Bookworm Sez.

Not quite two years later, I left my day job.

A few months after that, I left Mr. Too Many Books.

Today, I work with just over 250 newspapers, magazines, and websites (the number varies, depending on deadlines). I read four or five books a week, a mixture of all genres for all ages; I also

write for The Grit magazine and I’ve been a contributor to several trivia books. I’m a busy girl.

When you work with me, you work with ME, and I’m passionate about literacy. Ain’t nuthin’ better than getting someone excited

about a book (I once hugged a teenager at the bookstore after I heard her sigh, “Oh, I love books SO much!”). But I’m also a lousy cheerleader: if a book isn’t worth reading, I’ll tell you; there’s no sense spending good money on a bad book.

Here’s the best part: YOUR READERS READ! They do, and you can become a valuable asset for them by giving them great ideas through reviews. Want to get started? Email me at bookwormsez@yahoo.com or call me at 608-782-BOOK.

And in the meantime, Happy Reading!



The Bookworm Sez

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