



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

Family friendly Conference

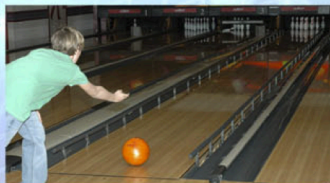
\$25 room credit for each network ad sold!
<http://bit.ly/ConferenceIncentives>

Keynote Speaker, Kevin Slimp
Publishers Round Table with David Crawford
TLI Training Courses
Idea Exchanges
Executive & 3-Minute

*Lots of learning, fun, and games
at this MACPA Conference!*



Family Fun Competitions *All are welcomed to participate!*



**Thursday Evening
Bowling Competition**
*Highest Score
and Lowest Score
receive special prizes!*

**Friday Evening
Mini Golf Competition**
*Highest Score, Lowest Score,
and Hole-In-Ones
receive special prizes!*

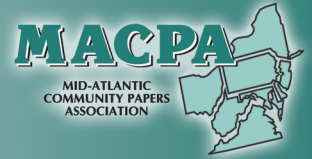


2015 Ad, Editorial, and Website Awards *Saturday during lunch.*



Register today at
<http://bit.ly/2016MACPAConference!>

2016 UPCOMING CONFERENCE



MACPA Messenger



Are you ready to learn, network, and have some fun? This conference will provide just that, with the excellent line up of speakers, the opportunity to be with your peers, and all the fun we will have at Seven Springs Resort, Pennsylvania's four-season family resort.

Friday is going to be jam packed with creativity. You will certainly want to make sure you bring along your production staff to fine tune their skills with photo editing, In-Design, and much more with Kevin Slimp. Kevin also promises to provide valuable information for your sales staff, too. Kevin will continue on Saturday with a combination of sharing what's happening around the industry and diving back into educating our production staff on more In-Design and Bridge training. It's a must attend line up of training just with Kevin.

Back by popular demand is Tom Cuskey with The Leadership Institute. Our sessions with Tom will be excellent for your sales and sales management staff. I'm sure many of those coming to our Annual Conferences are very close to being able to take the final exam for your certification with TLI. I understand there will be more information concerning how to go about taking the exam to obtain your certification.

Family Fun! Yes. Bring your family. This is not your normal Conference with the sit down dinners. Our Thursday and Friday evening activities will be a bit competitive in a fun way. Thursday will be our bowling party with awards being presented to both the best and not so best. There will be awards for those surprises, like three strikes in a row and hitting only one pin on your first ball. For our avid golfers, bring along your putters. We're going to have fun at indoor miniature golf. It will be a great time for all with prizes for hole-in-ones, high score and low score. I understand these awards will be for the kids, too.

What I look forward to more than ever with the Conference is the fellowship and opportunity to meet new publishers and reconnect with those I have met in the past. I encourage all of you to join us for the Conference.

See you there,
Ron Burke, President
rburke@washingtoninformer.com

2015-2016 MACPA BOARD OF DIRECTORS

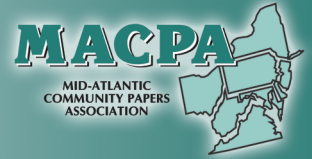
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UPCOMING EVENTS

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

SCHEDULE OF EVENTS



MACPA Messenger

Thursday, April 21

- 1:00 p.m. Board of Directors Meeting
- 6:00 p.m. Bowling Party

Friday, April 22

- 7:00 a.m. Registration Opens
- 8:00 a.m. General Membership Meeting with Plated Breakfast
- 9:30 a.m. Photo Editing & Color Corrections | Kevin Slimp | *Graphics*
10 Steps of Superior Leadership | Tom Cuskey | *Publishers/Managers*
- 11:15 a.m. Design Ad & Page Design Tips | Kevin Slimp | *Graphics*
7 Mistakes Your Business is Making on Social Media *And How to Fix Them! | Allison Kloster | *Publishers/Managers*
- 12:00 p.m. Lunch
- 1:00 p.m. InDesign Tips | Kevin Slimp | *Graphics*
Hiring and Recruiting | Tom Cuskey | *Publishers/Managers*
- 2:30 p.m. Break
- 2:45 p.m. Customer Service A Common Sense Approach | Kevin Slimp | *Graphics*
Executive Idea Exchange
- 6:00 p.m. Miniature Golf Outing with our Associate Members
Heavy Hors D'oeuvres

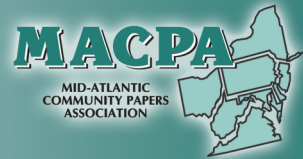
Saturday, April 23

- 7:00 a.m. Registration Opens
- 7:00 a.m. Continental Breakfast
- 8:00 a.m. What's Really Happening: What Are the Real Elephants in the Room? | Kevin Slimp
- 9:00 a.m. Streamline for Success | Allison Kloster | *Publisher/Managers*
The Key to Selling | Tom Cuskey | *Sales*
Even More InDesign Tips (*Continued from Friday's Class*) | Kevin Slimp | *Graphics*
- 10:15 a.m. Round Table | *Publishers/Managers*
Building Strong Relationships to Retain, Even with Your Most Demanding Customers | Tom Cuskey | *Sales*
Adobe Bridge and Fixing PDF Problems | Kevin Slimp | *Graphics*
- 11:15 a.m. Break
- 11:30 a.m. MACnet | Alyse Mitten | *Publishers/Managers*
Social Media Trends for Advertising | Allison Kloster | *Sales*
The Basics of InCopy and How to Use It for Your Editorial Workflow | Kevin Slimp | *Graphics*
- 12:30 p.m. *Break to allow for checking out of rooms*
- 1:00 p.m. Lunch
Ad Awards Presentation
- 2:00 p.m. 3 Minute Idea Exchange
- 3:30 p.m. Send off with Farewell Goodies

Congratulations to the following people for earning FREE nights and credits towards their rooms for the 2016 conference!!

**Joe Pelligrino
Ellen Reynolds
Engle Publishing**

UPCOMING CONFERENCE SPEAKERS



MACPA Messenger



Kevin Slimp, Keynote Speaker

Kevin Slimp has been busy since he last visited our group. He continues to speak and write about the future of print and online journalism. He's been invited to speak at the biggest conferences in the world this year on the future of our industry and continues to challenge those who try to convince the public that print is dead.

As director of the world-renowned University of Tennessee Institute of Newspaper Technology, he stays on top of the latest trends and still finds time to train newspaper professionals in the latest technology and software.

One thing that sets Kevin apart from other industry "experts," he has nothing to sell and is not on the payroll of a software or technology company. When Kevin speaks, you know he is speaking from the heart, with no ulterior motive.



Tom Cuskey, TLI Trainer

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.

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.



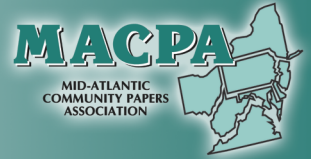
Allison Kloster, Green Sparrow PDX

Allison Kloster is a social media consultant and educator with Green Sparrow PDX. An avid social media maven and growing leader in the ever-changing world of digital marketing, Allison genuinely enjoys connecting others using the power of social media!

Allison has a deep understanding of social media marketing and has worked with business both large and small, to help them grow their online presence. She specializes in helping businesses create a map for success through planning, organization and effective implementation.

Allison is also the host of the Social Media Revamp podcast, featuring social media tips and updates on the latest platforms.

A FEW WORDS ABOUT BUYING SIGNALS



MACPA Messenger

by: John Foust

In my senior year of high school, I met the new girl in town on the first day of school. Louisville, Kentucky seemed like a world away from Greensboro, North Carolina, where I had spent all of my life to that point. And I was intrigued by the girl whose family had just moved from that exotic place.

We chatted several times between classes, although her favorite topic was her boyfriend in Louisville. My teenage brain missed the significance of that information because Louisville seemed a million miles away. After turning me down a number of times, she finally agreed to go to a movie. As we walked to the theater, she stopped in front of a wedding shop, and “oohed” and “aahed” over the wedding gowns in the window, saying she was looking forward to marrying her boyfriend.

That’s when I realized I didn’t have a chance. She couldn’t have been more obvious if she had said, “John, here’s a clue you can’t miss. I’m not interested in you. In fact, I’m planning to elope tomorrow.”

Things turned out for the best. I don’t know if she ended up marrying the boyfriend back in Louisville, but I eventually met the real woman of my dreams, to whom I am happily married.

Buying signals. If we pay attention, they will show us where we stand in the selling process. There are negative signals, like the unmistakable “no” of the Wedding Shop Incident. And there are positive signals. Some are more definite than others. Let’s take a closer look:

1. Non-verbal signals. Your prospect may be prepared to move to the next step in the sales process if he or she...

- Nods frequently, agreeing with the points you are making.
- Leans forward with an increasingly pleasant expression.
- Holds his or her pen near the advertising agreement, as if ready to sign.
- Smiles while re-examining your sales materials, especially any suggested ads you are presenting.
- Maintains good eye contact, and is not distracted by a cell phone, email, or non-related items on the desk.
- Takes possession of the ads you are presenting, by positioning them on his or her side of the desk.
- Calls for an associate to step into the room to hear your ideas.

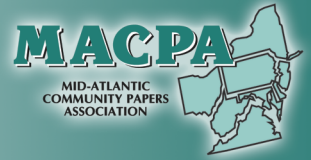
2. Verbal signals. A number of prospects won’t say, “I’m sold. Where do I sign?” But they will say other things that show they’re ready to make a commitment. Be ready to move quickly, if he or she...

- Asks about the agreement.
- Asks when the ad campaign can start.
- Asks about your billing procedures.
- Requests clarification of earlier sales point. For instance, “Tell me again how you can reach my target audience.”
- Requests a change in the ad copy you are presenting.
- Indicates a willingness to close, by asking, “What’s the next step?”
- Stops referring to THE ads and starts referring to MY ads. This is one of the strongest buying signals of all, because it shows that he or she already owns what you are selling.

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CLOSER TO HOME

HEALTH OF NEWSPAPER LARGELY DEPENDS ON OWNERSHIP MODEL



MACPA Messenger

by: Kevin Slimp

It sounds like the beginning of a bad joke: “What do you get when you gather 760 newspaper executives and ask them how things are going at their papers?”

That’s just what I did in late January, and a few of their answers came as a surprise to me.

Continuing a practice begun in late 2014, I contacted newspaper publishers, CEOs, owners and other top management throughout the U.S. and Canada to get information about the state of their newspapers. After a week, I’ve received just shy of 800 responses. I suspect that number will increase even more by the time I finish summarizing all the information.

It’s an arduous task, compiling and going through this much data. In the time it took to write those first two paragraphs, three more publishers responded. By the time I finish writing this column, a few more will arrive.

Truth is, after about 300 responses, it is clear what the results are going to be. Answers don’t change much after that. So with nearly 800 responses, it’s safe to say we have a good idea what is happening in the industry on this day in February 2016.

Interestingly, this particular survey had the best response of any I’ve conducted. Papers of all sizes and types are represented in statistically reliable numbers. There are plenty of metro dailies, as well as tiny weeklies, and everything in between. Even a few monthly and online only publications took part.

The most responses came from the Midwest and Southeast United States in nearly identical numbers, which is usually the case. Very few responses came from Eastern Canada, which is also normal. It’s also interesting that newspapers in the Midwest and Southeast U.S. appear to be

the healthiest, which may (or may not) be an indication of why there are more papers in those areas.

One of the most interesting aspects of conducting these surveys is the ability to break the numbers up in a variety of ways. For instance, I can tell you how advertising sales at metro papers on the West Coast compare to those at independently owned weekly papers in Texas.

It’s fascinating to speak at a newspaper association convention and share how their papers compare to newspapers in other areas. It’s even more interesting to see how different types of papers in the same area are doing, based on their size, ownership and other variables.

I knew that newspapers were doing well overall. I just didn’t know how well. As with other places I’ve visited recently, publishers I spoke with at a Michigan convention this past weekend shared that they were having very good years and their numbers are steady or growing. I visited with owners of free papers, paid circulation papers, community papers, collegiate newspapers, daily papers and weeklies. I spoke with several publishers who had started new papers that are doing quite well. It was inspiring to hear their stories.

I had planned to deliver an overview of this survey, so you could see for yourself how papers are doing in North America. However, I was struck by the results of one question and would like to spend the rest of this column sharing those responses with you.

The question: “Compared to three years ago, how would you describe the overall health of your primary publication(s)?”

My interest was peaked when I took screenshots of responses to that lone question, based on the types of newspapers.

MACPA Messenger

By sheer coincidence, I laid out the various responses by group on my screen. The groups included:

- Independent newspapers, locally owned and operated.
- Part of a small group (5 or fewer papers).
- Part of a midsize group (6 to 20 papers), but act much like an independent paper with most of the work done locally.
- Part of a midsize group, with much of their work directed or done at a central location.
- Part of a large regional group (20 or more papers in one geographical region).
- Part of a large national group, covering more than one geographical area of the country.

While 26 percent of newspapers affiliated with large national groups and 21 percent of those in large regional groups indicated better health than three years ago, that number, represented by a green bar on my screen, increased as the newspapers indicated more local control:

- 26 percent : Large National Group

- 21 percent: Large Regional Group
- 33 percent: Midsize Group with Central Control
- 36 percent: Midsize Group with Local Control
- 40 percent: Independent, Not Part of a Group

With almost 800 responses so far, it seems that newspapers locally owned and operated are almost twice as likely to have experienced improved health over the past three years compared to large regional groups. As the control of the newspaper gets closer to home, so do improvements in its health.

These findings are still preliminary and it's almost guaranteed that there will be plenty of surprises awaiting me as I dig through the numbers over the next few weeks.

One thing is clear: Newspapers are doing better than they were a few years ago, and most are reporting they feel good about the future. We seem to have turned a corner, and attitudes and numbers indicated a solid future ahead.

So much to report. So little space.



The top bar represents percentage of papers in each group that indicate improved health over the past three years.

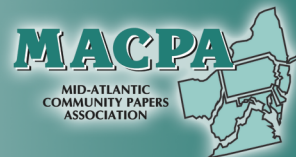
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Contact **David Crawford** at 770 614 0588 or David.Crawford@kantarmedia.com

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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