

APRIL MESSENGER VOLUME 13 - ISSUE 1

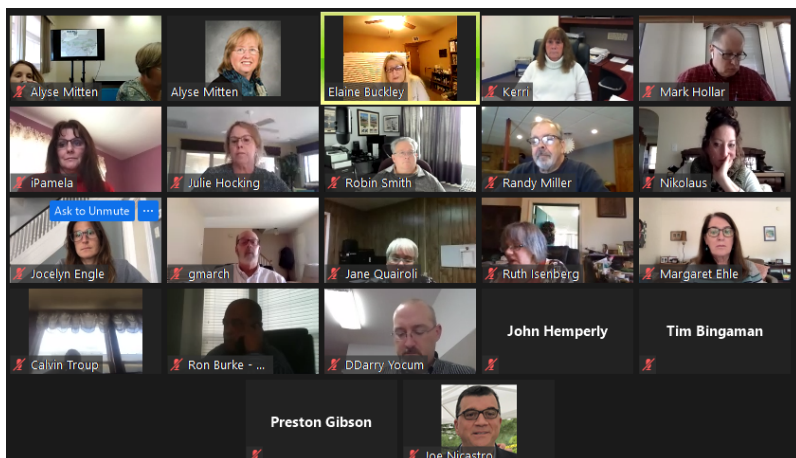


ENTER THE CONFERENCE EVENTS IN PROGRESS

MEET OUR SPONSORS

TODAY'S DOWNLOADS - REPORTS & HANDOUTS

Virtually Live Successfully Happens



With an average of 30 people attending each week for over two hours each week, we were able to provide 120 attendees with three new TLI classes.

Powered by the team of ICI, attendees were provided with an experience where they could engage with the speakers via Zoom's polls and breakout rooms.

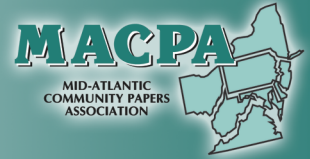
One of the highlights of the event were our...drumroll please ... winners! Winners for our cash drawings. Winners for our auction items! Winners for our three-minute idea exchange.

We are looking forward to next year when we can be together as well as provide those who can't join us with the ability to join us virtually. Do plan to attend in person for I understand there is going to be a visit from the lucky leprechaun. Can't win if you aren't present!!

See you in 22!



PRESIDENT MESSAGE: SPRING IS SPRINGING



MACPA Messenger



Hello fellow MACPA members! It's great to be experiencing longer warmer sunnier days. Along with that, I hope you are finding ad sales to be growing as well. With one year of pandemic atmosphere under our belts, it's encouraging to hear stories of our publications beginning to rebound. A long road is ahead, and networking with others in our industry can help make that road smoother.

Speaking of networking, did you tune in to our first ever virtual conference last month? The Interlace staff and conference committee hit it out of the park. Thank you Alyse and Kasey!! Our speaker, Elaine Buckley, was able to energize attendees via zoom. Many won cash, and \$526 was raised for our Education Foundation. Thanks to our sponsors: ASK CRM, SCS, and CVC who gave us details on their products and services that help ease some of the painful aspects of our business.

Details about our next virtual roundtable are on page 6 of this edition. We have hired Karen Moyer who is an HR consultant and will be speaking about "What you don't know, can hurt you". Access to this kind of FREE material is one more benefit of your MACPA membership.

In closing, I want to thank past president Claudia Christian, who was at the helm of the MACPA board the past two years and now occupies the past-president seat. We also welcome two new board members Darry Yocum with Kapp Advertising Services and Collette Jacobs with Adams Street Publishing.

May all your pages be full,
John Hemperly
Engle Publishing
MACPA President

2021-2023 MACPA BOARD OF DIRECTORS

John Hemperly, President/Treasurer
(jhemperly@engleonline.com)
(term expires 04/23)

Joe Nicastro, Vice President
(joe.nicastro@gmail.com)
(term expires 04/23)

JoyeDell Beers, Secretary
(wbbjbeers@gmail.com)
(term expires 04/23)

Collette Jacobs, Director
(cjacobs@adamsstreetpublishing.com)
(term expires 04/23)

Darry Yocum, Director
(darry@kappad.com)
(term expires 04/23)

John Schaffner, Director
(john@thebeacon.net)
(term expires 04/23)

Margaret Ehle, Director
(mbehle@pa.net)
(term expires 04/23)

Ron Burke, Director
(rburke@washingtoninformer.com)
(term expires 04/23)

Ruth Isenberg, Director
(journalruth@gmail.com)
(term expires 04/23)

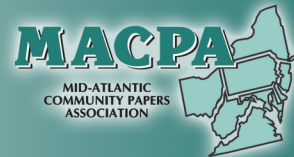
Claudia Christian, Past President
(cchristian@pressreview.net)
(term expires 04/23)

MACPA OFFICE

10 Zions Church Rd, St 202
Shoemakersville, PA 19555

1-800-450-6631
info@macpa.net
macpa.net | macnetonline.com

AD, EDITORIAL & WEBSITE WINNERS



AD, EDITORIAL & WEBSITE WINNERS

Category 1 Division 1 General Excellence Community Papers

1st Place

Engle Publishing
Mount Joy, PA

2nd Place

Hocking Printing Company
Ephrata, PA

Category 1 Division 2 General Excellence Shoppers Guide

1st Place

Kapp Advertising Services
Lebanon, PA

Category 1 Division 2 General Excellence Niche Publications

1st Place

Kapp Advertising Services
Lebanon, PA

Category 2 - Division 1 Single Ads - Small Space Black Ink Only

1st Place

Hocking Printing Company
Ephrata, PA

2nd Place

Hocking Printing Company
Ephrata, PA

3rd Place

Kapp Advertising Services
Lebanon, PA

Honorable Mention

Kapp Advertising Services
Lebanon, PA

Category 2 - Division 2 Single Ads - Small Space Color

1st Place

Kapp Advertising Services
Lebanon, PA

2nd Place

Kapp Advertising Services
Lebanon, PA

3rd Place

Engle Publishing
Mount Joy, PA

Honorable Mention

Hocking Printing Company
Ephrata, PA

Category 3 - Division 2 Single Ads - Large Space Color

1st Place

Hocking Printing Company
Ephrata, PA

1st Place

Kapp Advertising Services
Lebanon, PA

2nd Place

Kapp Advertising Services
Lebanon, PA

3rd Place

Kapp Advertising Services
Lebanon, PA

Honorable Mention

Engle Publishing
Mount Joy, PA

Category 4 Grocery Ad

1st Place

Hocking Printing Company
Ephrata, PA

2nd Place

Engle Publishing
Mount Joy, PA

Category 5

Automotive Ad

1st Place

Kapp Advertising Services
Lebanon, PA

2nd Place

Hocking Printing Company
Ephrata, PA

3rd Place

Kapp Advertising Services
Lebanon, PA

Category 6 Restaurant Ad

1st Place

Engle Publishing
Mount Joy, PA

2nd Place

Engle Publishing
Mount Joy, PA

3rd Place

Hocking Printing Company
Ephrata, PA

3rd Place

Kapp Advertising Services
Lebanon, PA

Category 7 - Division 1 Timely and Themed Sections or Guides - Newsprint Within Publication

1st Place

Hocking Printing Company
Ephrata, PA

2nd Place

Hocking Printing Company
Ephrata, PA

3rd Place

Engle Publishing
Mount Joy, PA

Congratulations!

AD, EDITORIAL & WEBSITE WINNERS



MACPA Messenger

Category 7 - Division 2 Timely and Themed Sections or Guides - Newsprint Stand Alone

1st Place

Hocking Printing Company
Ephrata, PA

2nd Place

Engle Publishing
Mount Joy, PA

3rd Place

Kapp Advertising Services
Lebanon, PA

Honorable Mention

Engle Publishing
Mount Joy, PA

Honorable Mention

Kapp Advertising Services
Lebanon, PA

Category 7 - Division 3 Timely and Themed Sections or Guides - Glossy

1st Place

Kapp Advertising Services
Lebanon, PA

2nd Place

Kapp Advertising Services
Lebanon, PA

3rd Place

Engle Publishing
Mount Joy, PA

Category 8 - Division 1 Original Photography

Editorial

1st Place

Hocking Printing Company
Ephrata, PA

1st Place

Hocking Printing Company
Ephrata, PA

2nd Place

Columbus Messenger
Columbus, OH

3rd Place

Columbus Messenger
Columbus, OH

Category 9 - Division 1 Community Service Within Publication

1st Place

Hocking Printing Company
Ephrata, PA

Category 9 - Division 2 Community Service Separate Section

1st Place

Hocking Printing Company
Ephrata, PA

Category 10 - Division 1 Original Writing Personal Column

1st Place

Columbus Messenger
Columbus, OH

Category 10 - Division 3 Original Writing - News

1st Place

Columbus Messenger
Columbus, OH

2nd Place

Columbus Messenger
Columbus, OH

3rd Place

Columbus Messenger
Columbus, OH

Honorable Mention

Columbus Messenger
Columbus, OH

Category 10 - Division 4 Original Writing - Feature

1st Place

Engle Publishing
Mount Joy, PA

2nd Place

Columbus Messenger
Columbus, OH

3rd Place

Columbus Messenger
Columbus, OH

Honorable Mention

Columbus Messenger
Columbus, OH

Honorable Mention

Engle Publishing
Mount Joy, PA

Category 10 - Division 5 Original Writing - COVID-19

1st Place

Columbus Messenger
Columbus, OH

2nd Place

Columbus Messenger
Columbus, OH

3rd Place

Columbus Messenger
Columbus, OH

Honorable Mention

Columbus Messenger
Columbus, OH

Category 11 - Division 1 COVID-19 Recognition of Essential Workers & Heroes - Ads

1st Place

Kapp Advertising Services
Lebanon, PA

2nd Place

Kapp Advertising Services
Lebanon, PA

Category 11 - Division 2 COVID-19 Recognition of Essential Workers & Heroes - Articles

1st Place

Hocking Printing Company
Ephrata, PA

2nd Place

Engle Publishing
Mount Joy, PA

3rd Place

Engle Publishing
Mount Joy, PA

Category 11 - Division 2 COVID-19 Recognition of Essential Workers & Heroes - Special Sections

1st Place

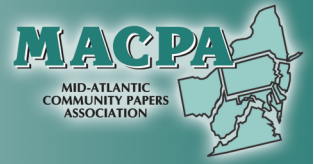
Kapp Advertising Services
Lebanon, PA

2nd Place

Hocking Printing Company
Ephrata, PA

The 2020 Ad & Editorial Awards Presentation
is available to watch on the Mid-Atlantic Community
Papers Association YouTube Channel!

ANNOUNCEMENT: ADOBE ANNOUNCEMENT FORCES NEWSPAPERS TO MAKE LONG-TERM PLANS ABOUT FONTS



MACPA Messenger

By Kevin Slimp

“Out with the old and in with the new!”

We’ve all said it, and the idea of replacing outdated technology with something new is sometimes exciting, sometimes frightening. Keeping up with technology comes with a cost, however, and one of those costs is letting go of familiar, albeit antiquated, tools.

In 1994, I stood in front of an audience in Nashville, Tennessee and announced the Syquest drive would soon give way to the smaller, less expensive, Zip drive. The group almost laughed me out of the convention ballroom.

How many Mac users remember the SCSI interface? For that matter, how many PC users remember the parallel port? Does anyone remember the Apple FriendlyNet? Be careful before admitting it. You’re bound to age yourself.

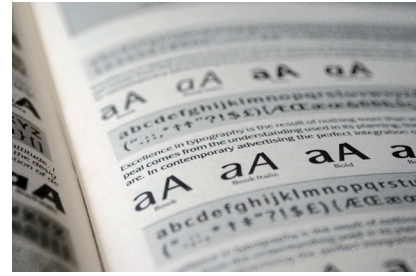
Like many, I screamed (metaphorically) at the top of my lungs when it was announced that FireWire was going the way of the Syquest. How would we connect our external hard drives? Certainly not with USB.

My latest computer, a Macbook Pro, came with four ports, all the USB-C variety. How was I supposed to connect four external hard drives, three monitors, and all the other devices connected to my earlier computer?

Who knew we wouldn’t need cables much longer? The new \$28 speaker that arrived on my doorstep today is wireless. At the same time, it’s clearer and louder than the wired speakers I paid more than \$200 for six years ago.

So, when GXpress managing editor Peter Coleman wrote to me all the way from Australia and asked if I would be writing something about Adobe’s recent announcement concerning Type 1 fonts, I felt like I was back in front of that convention audience in Nashville.

Yes, Peter, it’s true. Type 1 fonts are on their way out...at least as far as Adobe is concerned. Say it ain’t so, Adobe!



Okay, hang on. It’s not that bad. Remember VGA ports? What about DVD drives? We all thought

Apple had lost its senses when they removed DVD drives. How would we install software?

Don’t panic. You’ve got until 2023 to figure out what you’re going to do about fonts. I wouldn’t wait that long, however, if it were me.

Beginning January 2023, Type 1 fonts will no longer appear in Adobe font menus, nor will they operate in Adobe software. Existing Type 1 fonts in documents will appear as “missing fonts” when you open a document.

The good news is that fonts embedded into your PDF and EPS files are safe. They will still work when placed on a page in InDesign. However, don’t try to open them in Illustrator or Photoshop for editing. You’ll be welcomed with that same “missing fonts” error.

My advice:

- Start planning now. Don’t wait. Make a long-term plan for dealing with Type 1 issues in your documents. Some Adobe products, including InDesign, now remind you that you have Type 1 fonts when opening documents. It’s a regular occurrence on my screen.
- Keep Track of the Type 1 fonts used in your workflow. When a message comes up, reminding you that you’re using a Type 1 font, take note. Within a few weeks, you should have a good idea of which fonts will need to be replaced.
- Make a plan right away. Determine what to do about documents with Type 1 fonts. Your templates will require tweaking. Two years – well, less than two years now – will pass before you know it.
- Consider a re-design. It’s the perfect time to create new templates, while you are replacing fonts.

Continued on next page..

MANAGER'S CORNER: HR TRAINING: MAY 17 @ 3:00 PM



MACPA Messenger

Invite your managers and HR staff to learn...

What You Don't Know About HR CAN Hurt You

on Monday, May 17th at 3:00 p.m.
with Karen Young

This is one of Karen's more popular training sessions and a must attend for any business owner whether you have one to hundreds of employees.

She will discuss the following and
much more in this 90 minute presentation:

Overview of the basics of HR
Take aways based upon size of the Company
Tips for what to worry about and what to not worry about

Register Today at bit.ly/MACPAHRtraining



Karen Young is the award-winning founder and President of HR Resolutions, a full-service human resources management company. With over 25 years of experience in personnel and human resources, Karen has worked with distribution, service and manufacturing organizations along the East Coast to lower their HR costs and increase their bottom line.

She is also the author of *Stop Knocking on My "Door: Drama-Free HR to Help Grow Your Business."*

Kevin Slimp continued

- Begin replacing fonts. Can't live without Palatino? You'd better find an OpenType version of the font before 2023 arrives.

If you're using Adobe products, and who among us isn't, there are plenty of fonts to choose from in the Creative Cloud font library. That gives you a good place to begin. If you've purchased Type 1 fonts from Adobe and other foundries, contact them to learn if there's an upgrade path to OpenType versions of the same fonts.

I suspect this could speed the move of some newspapers away from Adobe to other software options. Hundreds of newspapers have attended my recent Affinity webinars, and most say they're considering a move away from Adobe software in the near future. I'm not

recommending a move from Adobe software. But if you are considering a move to Affinity or something else, now is a good time to look seriously at your options. Let's face it, if you're replacing fonts and redesigning your templates, now might be the proper time to have a discussion about software.

It's not the end of the world. The worst-case scenario is we have to spend a few hundred (or a few thousand) dollars and replace a few fonts. But like the move from Ethernet cables to wireless networks, the move away from Type 1 fonts has been a long time coming.

Gather your staff together. Consider your options and make a long-term plan. You've got a little more than a year. Don't be surprised when 2023 arrives.

ASSOCIATE MEMBER CORNER: SCS DELIVER 'PAPERLESS OFFICE' TO COMMUNITY NEWSPAPERS



MACPA Messenger

SOFTWARE CONSULTING SERVICES

www.newspapersystems.com

Times Review Media Group once relied on a traditional production workflow system that involved paper-based ad tickets and invoices, triplicate forms, job jackets containing scraps of clip art and ad copy, and wire baskets that organized production work. This inefficient approach resulted in poor interdepartmental communication, process bottlenecks, and delays, which frustrated the newspaper publisher's sales team and the art department.

"Everything was being walked around the building manually," said Andrew Olsen, owner and publisher of Times Review Media Group in Mattituck, NY. "There looked like a problem that could be solved that could make us run the business more efficiently and streamline the workflow that we had."

Times Review Media Group already had an established relationship with SCS and relied on our modern tools for production workflow management, order entry, and accounting. However, the publisher had been using the tools in a way that still involved a lot of physical documents and manual steps.

During a meeting with SCS, Times Review Media Group realized that a digital version of its manual workflow would be far more efficient. The companies then discussed a path forward for the publisher to achieve a more dynamic, paperless workflow.

SCS had plenty of experience helping new and existing newspaper customers shed dependence on limiting paper-based workflows, and Times Review Media Group was one such customer. Within a few short months, the publisher achieved its goal of going paperless, and the results delivered benefits and efficiencies beyond the elimination of paper shuffling.

"The big surprise for me," said Olsen, "was how large a benefit it represents for all the

different departments. I'm really happy with how much we've been able to accomplish in a relatively short amount of time." SCS provided the suite of software products, upgrades, and missing modules that helped fulfill the Times Review Media Group's objectives.

Since the completion of Times Review Media Group's incremental, company-wide rollout of SCS's digital workflow solution, sales reps are no longer tethered to manual processes and moving around hard copies in the office. Instead of waiting for others to enter data into the system, sales reps can upload the necessary information themselves, even if they're at home or on the road, which has improved the turnaround for the production of online advertising.

"I asked my head of production, who was initially reluctant: 'Do you like it better?'" said Olsen. "He said: 'I absolutely love it.'" The digital workflow process SCS developed has also benefited the art department. Ad copy and design elements are now electronically transmitted and routed directly to designers without waiting for the display coordinator to key in hard-copy information. Additionally, the workflow also includes paperless tearsheets and billing. Departments can now send an invoice with the click of a button. "We're able to collect faster because people are getting the digitized invoices sooner, increasing our cash turn," said Olsen.

Olsen attributes much of Times Review Media Group's success with the new workflow to SCS. He considers it an advantage that he didn't have to integrate software from multiple companies to accomplish his goals, but rather, he had one company with different elements to be integrated, and the result was a solution that worked seamlessly. "There are tons of different software companies out there that do these sorts of things, but you have to get them all to work together," said Andrew. "That's where I've

OUR ASSOCIATE MEMBERS



MACPA Messenger

Enhance your **PRINT PRODUCT** with a new **MOBILE SOLUTION** from Bar-Z



- Connect with Locals
- Broaden Audiences
- Gain New Advertisers
- Generate Additional Revenue

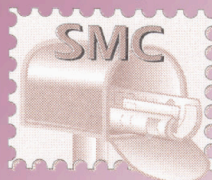


BAR-Z MOBILE DEVELOPMENT

512.732.0135 | info@bar-z.com | bar-z.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.

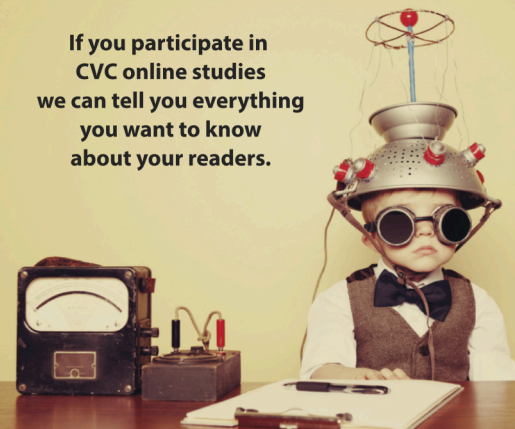


Donna Hanbery

33 South Sixth Street, Suite 4160
Minneapolis, MN 55402
Direct Dial: 612.340.9350
Fax: 612.340.9446
Email: Hanbery@hnclaw.com

**We're Not
Mind Readers, but...**

If you participate in
CVC online studies
we can tell you everything
you want to know
about your readers.



Call (314) 966-7711 for more information, or look at the sample study at www.research.net/r/MACPA19



OUR DATA SPEAKS VOLUMES

JB Multimedia, Inc.

Justin Gerena

P.O. Box 704 | N. Bellmore, NY 11710
888-592-3212 x710 | 888-592-3212 (main/fax)
www.jbmultimedia.net

Ask- CRM

Robin Smith

18903 Island Drive | Hagerstown, MD 21742
301-859-4777 | 301-800-275 | www.ask-crm.com

MACPA MEMBER SPECIAL

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

Do you have an advertiser that would be a perfect match for one of our Classified Networks?

Have them try out the network with this amazing MACPA Member Discount!

Contact the office today for more details!



1-800-450-6631
info@macnetonline.com
www.macnetonline.com

CREATE. SELL. PROFIT.



METRO

800-223-1600

metrocreativeconnection.com

SCS

Software Consulting Services, LLC
SCS builds trusted newspaper systems

Community Advertising System

Software that fits your business,
your culture and your budget

www.newspapersystems.com
800.568.8006