

Publish

OCTOBER 2023



Distribution Issue

THE ASSOCIATION OF COMMUNITY PUBLISHERS

acp



Look Great, Spend Less.

Yeah, looks matter. We live in an intense visual age where print publishers are competing for eyeballs with a zillion images on phones, tablets, laptops, smart TVs, you name it. To get noticed, to be relevant and to be profitable you need to stand out, make a statement and grab readers with compelling design.

If your publications look like 1983 or 1993 you'd better fast-forward soon to 2023. We can make your newspapers and magazines snap, crackle and pop – getting them the attention they need and deserve. Make your content pretty and compelling – a must-read. When you do your design with us, **a modern redesign is no extra charge**. Your print and web ads will look a world better. Better designed ads get more readership which leads to more response and that makes for happier advertisers who'll spend more money with you.

The best part? **You can save 50-75%** versus the cost of doing your pages and ads in-house or even with local freelancers. World-class art direction at a fraction of the cost. You also get:

- ✓ **FREE** unlimited spec ads.
- ✓ **FREE** changes and corrections.
- ✓ **FREE** charts and infographics to embellish your stories.
- ✓ **FREE** stock photography.
- ✓ **FREE** e-book files.
- ✓ **FREE** posting and uploads to your CMS.
- ✓ **FREE** design of your promotional, marketing and media kit materials.
- ✓ **AND MORE!**

It's our 19th year serving more than 310 newspapers and magazines each week. 100+ full-time, highly-talented designers will make you look great and save you a bundle. Tons of references available.

Design2Pro

We Make Publishing Prettier and More Profitable.

Call Howard Barbanel today at 516-860-7440 to get started.
Howard@Design2Pro.com • Design2Pro.com

Publish

PUBLISHED BY
Association of Community
Publishers, Inc.

EXECUTIVE DIRECTOR
Douglas Fry

8119 Circuit Rider Path
Cicero, NY 13039
Office: 877-203-2327

Email: Loren@communitypublishers.com
Douglas@communitypublishers.com
Cassey@communitypublishers.com

ADVERTISING CONTACT
Douglas Fry
Douglas@communitypublishers.com

EDITORIAL CONTACT
Loren Colburn
Loren@communitypublishers.com

DESIGN AND PRODUCTION
Design2Pro
www.design2pro.com

Howard Barbanel
516-860-7440
Email: howard@design2pro.com

Publish is a monthly publication dedicated to covering the people, events and companies that are the community publishing industry.

Nothing may be reprinted in whole or in part without permission of the publisher.

Publish is mailed free of charge to community publications all across North America. Other businesses may subscribe for \$20 annually.

Publish is not responsible for unsolicited manuscripts. All letters and photos received become the property of the publisher.

Cover Photo:
mipan/shutterstock.com



IN THIS OCTOBER ISSUE...

- 7 FROM THE TOP by Manuel Karam
COMMUNITY PUBLISHING IS WHAT BINDS US
- 9 THE ONE THING by Douglas Fry
GOOD MANAGERS DON'T WEAR LEVIS
- 11 PERSPECTIVE by Loren Colburn
THE GOOD OLD DAYS
- 13 DELIVERY FEATURE by Greg Burns
MORE NEWSPAPERS CONSIDER PIVOT TO POSTAL DELIVERY TO CUT COSTS AND EASE HEADACHES
- 16 THE SURVEY SAYS...
- 18 DRONE DELIVERY by Douglas Fry
DRONE PUBLICATION DELIVERY
- 19 IN THE NEWS
- 20 ADDITIONAL RESOURCES
- 22 A WALK DOWN MEMORY LANE by Terry Burge
MAKING A DIFFERENCE IN OUR READERS LIVES
- 25 RISING STAR by Carmen Campbell
WHAT DISTRIBUTION MEANS TO ME
- 26 THE LEADERSHIP INSTITUTE by Jim Busch
SPEEDY DELIVERY
- 27 AD-LIBS by John Foust
FOUR WINS ARE BETTER THAN TWO
- 28 GRAPHIC HOOKS by Ellen Hanrahan
DESIGN 101
- 29 BUSINESS & SERVICE DIRECTORY

COMING NEXT MONTH

The November *Publish* will take a look into the current status of legal notices and print publications. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

WHY JOIN ACP?



WE CAN GIVE YOU HUNDREDS OF REASONS TO JOIN!

- **CIRCULATION AUDITS** - Included in several membership levels through Circulation Verification Council (CVC).
- **ANNUAL CONFERENCE & TRADE SHOW** - Extensive discounts for attendees to participate in this networking and educational event.
- **ONLINE EDUCATIONAL PROGRAMS** - Courses available on your schedule and from the comfort and affordability of your own office.
- **THE LEADERSHIP INSTITUTE** - Industry specific training and professional certifications for sales and management staff.
- **NETWORKING OPPORTUNITIES** - Invaluable sharing of information, ideas and operational tips only available from people who are doing what you do.

For more reasons to join or to get your membership started, contact the ACP office at 877-203-2327 or go to www.communitypublishers.com



2023 ASSOCIATION OF COMMUNITY PUBLISHERS BOARD



PRESIDENT
Manuel Karam
Genesee Valley Publications
 1471 Route 15
 Avon, NY 14414
 ManuelKaram@gvpennysaver.com
 585-226-8111



PAST PRESIDENT
John Draper
The Free Star
 P. O. Box 277
 Pipestone, MN 56164
 jdraper@pipestonestar.com
 507-825-3333



Carol Toomey
 Action Unlimited
 100-1 Domino Drive
 Concord, MA 01742
 carolaction@aol.com
 978-371-2442



FIRST VICE PRESIDENT
Joyce Frericks
Star Publications
 522 Sinclair Lewis Avenue
 Sauk Centre, MN 56378
 joyce@saukherald.com
 320-352-6577



AT-LARGE DIRECTORS

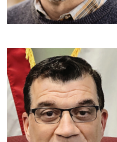
Shane Goodman
 Cityview
 8101 Birchwood Court, Suite D
 Johnston, IA 50131
 shane@dmcityview.com
 515-953-4822



Rick Wamre
Advocate Community Newspapers
 6301 Gaston Avenue
 Dallas, TX 75214
 rwamre@advocatemag.com
 214-560-4212



SECOND VICE PRESIDENT
Lisa Miller
New Century Press
 P. O. Box 28
 Rock Rapids, Iowa 51246
 lmiller@ncppub.com
 712-472-2525



Joe Nicastro
New View Media Group
 5 Dancer Dr.
 Budd Lake, NJ 07828
 joe@mylifepublications.com
 973-809-4784

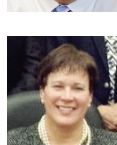


EXECUTIVE DIRECTOR

Douglas Fry
 ACP
 104 Westland Drive
 Columbia, TN 38401
 Douglas@communitypublishers.com
 877-203-2327



SECRETARY
Farris Robinson
Clay Today
 3513 U.S. Hwy 17
 Fleming Island, FL 32003
 Farris@claytodayonline.com
 904-264-3200



Jane Quairoli
 Kapp Advertising
 P.O. Box 840
 Lebanon, PA 17042
 janeq@themerchandiser.com
 717-273-8127



Cassey Recore
 ACP
 8119 Circuit Rider Path
 Cicero, NY 13039
 Cassey@communitypublishers.com
 877-203-2327



TREASURER
Greg Birkett
Dubuque Advertiser
 2966 JFK Road
 Dubuque, IA 52002
 gbirkett@dubuqueadvertiser.com
 563-588-0162



Cory Regnier
 Citizen Publishing
 260 10th Street
 Windom, MN 56101
 cory@windomnews.com
 507-831-3445



Loren Colburn
 ACP
 7719 Japine Dr.
 Liverpool, NY 13090
 Loren@communitypublishers.com
 877-203-2327

2024 ACP Board of Directors – AT-Large Director Nominees

- ✓ **Shane Goodman** – Big Green Umbrella Media, Johnston, IA
- ✓ **Joe Nicastro** – New View Media Group, Budd Lake, NJ
- ✓ **Jane Quairoli** – Kapp Advertising, Lebanon, PA
- ✓ **Cory Regnier** – Citizen Publishing, Windom MN
- ✓ **Carol Toomey** – Action Unlimited, Concord, MA
- ✓ **Rick Wamre** – Advocate Newspapers, Dallas, TX

The above nominees are presented for the six ACP Board of Director positions whose 2-year terms will commence on January 1, 2024. The official ballots will be sent via email to the designated contact person at each member publication on Monday, October 2, 2023 and must be returned by Monday, October 16, 2023. Election results will be announced no later than Tuesday, November 2, 2023 by email and in the November Publish.

Print's not dead, it's

READ

Based on national surveys of 46,054 people conducted by Circulation Verification Council (CVC):

72.4% report frequently purchasing products or services from ads seen in their community's ACP Member publication!



The Association of Community Publishers
For a PDF of this ad you can drop your logo into and run in your publication, contact the ACP Office at:
office@communitypublishers.com



January Spring

FRESH AIR FOR
DIGITAL MARKETING

It's Now or Never.

January Spring lights the way to digital revenue.

- ✓ New digital revenue in 90 days
- ✓ Full back-office support
- ✓ Proven go-to-market approach
- ✓ Sales execution
- ✓ Real-time reporting

Programmatic Display, Streaming TV and Audio, Paid Social & Targeted eBlasts.

JanuarySpring.com

PUBLICATIONS LISTED FOR SALE

KAMEN & CO. GROUP SERVICES, LLC 516-379-2797

info@kamengroup.com www.kamengroup.com

Please contact our New York office for an NDA.
This is a partial listing of titles we have available for purchase.
Need to have your publications financially valued correctly?
Want to sell your title? Contact our firm confidentially.

New Jersey free distribution 100% mailed bi-weekly Shopper close to the Pennsylvania border. In business for nearly 3 decades and extremely profitable!

Kansas weekly paid award-winning community newspaper in business 50+ years. Approximately 45 minutes from Kansas City. Outstanding editorial coverage focusing on several communities.

Northern California weekly adjudicated community newspaper on Oregon border. 2022 gross earnings \$563,000. Highly profitable, with no local competition. Fabulous rural part of country.

Kentucky weekly community paid newspaper in business decades; profitable & attractive!

Georgia weekly community paid newspapers w/regional magazines in growing, attractive part of state.

Illinois regional Jewish Magazine mostly distributed via US Mail. Long rich history serving the Jewish community.

"Of the many services offered by Kamen & Company – from valuations to brokering to labor negotiations – you won't see coaching, mentoring, counseling, or being a friend listed...but that is exactly what Kevin Kamen became to us. Throughout the inevitable highs and lows of offering our business for sale, he was in our corner each and every step of the way. He kept us up to speed, was always available, and demonstrated genuine commitment throughout. No question, he knows and understands the business side of things, but what became evident to us is that Kevin Kamen understands what's truly important. He cares about people."

Lynn Telleen, Editor/Publisher
The Draft Horse Journal, 3/7/23

**KAMEN & CO IS PROUD TO BE THE EXPERT MEDIA
FINANCIAL RESOURCE FOR FORBES 400 LIST OF
AMERICAS RICHEST PEOPLE. 2015-2023**

COMMUNITY PUBLISHING IS WHAT BINDS US



BY MANUEL KARAM

For decades AFCP and IFPA served the free community and independent free papers of America. Importantly both organizations used the terms “free” and “papers” in their name. “Free” of course meant no subscription required to read, and circulation was often driven by total market coverage in the mail or by hired carriers. “Papers” meant an end product that was a printed physical piece.

Free circulation usually brought more delivered pieces into the community versus a subscribed piece, but it also meant there was no reader revenue to sustain the publication. Advertising sales therefore drove the boat entirely. This turned many members into sales-driven organizations and the associations traditionally provided a good amount of sales training as a member benefit. Daily papers with paid circulations were the competition, and free papers differentiated themselves by showing advertisers they were missing homes by placing their marketing with dailies. Some of these features among other things were what brought free publications together to learn, grow, and benefit from membership with AFCP and IFPA.

When IFPA and AFCP came together as the Association of Community Publishers, no reference to “free” or “paper” came along with the name, and for good reason. Online disruptions influenced the board to recognize publishing might also include digital platforms and the new name reflected that reality. Taking it a step further, the ACP Board recently proposed, and membership voted in the affirmative to expand membership to officially include publications that are online and/or paid.

So now that membership is open to online and paid publications, does that change what binds ACP membership together? What new member benefits do we need to offer to serve different types of publications? By the time you read this, these will have been some of the questions our board addressed in late September at a strategic planning session in Norfolk, Virginia, the future site of our spring 2024 conference. Surely expanding membership categories will give the association a

greater base to find growth. But does expanding membership help current members?

The answer is “yes” for two important reasons. First it will provide opportunities for new types of publications to join and share what makes them successful (and vice versa). But more importantly it gives traditional member publishers the flexibility to produce the type of publication that fits any community’s needs. For example, if your community has a large number of locally-owned businesses and a smaller population living in rural areas, you might be able to afford to continue to cover the market with a mailed piece in every home. But if you operate in a suburban or urban setting and the advertising dollars are not enough to sustain a total market strategy, you might need to pivot and try another approach, perhaps online or using a more controlled print circulation. Before the recent vote, you might have been out of luck and unable to continue your membership with ACP. But if you are doing your best to adapt as a publisher, does your distribution strategy need to shut the door on being a part of the resources the organization offers?

ACP’s mission is: *Helping Members Enhance Their Profitability by Strengthening the Community Publishing Industry*. And really, strengthening community publishing should also strengthen local communities. Publications are the best means of bringing local businesses, non-profits, neighbors, voters, and any other local organizations and stakeholders together in a trusted, affordable, and sustainable way. What we do is therefore extremely important to the fabric of the communities we serve.

If you’re serving your community by publishing local and beneficial content, it shouldn’t matter how you distribute your information or advertising, ACP will be your resource for maintaining and finding new and profitable ways of doing business. Our business models will continue to thrive so long as we provide the highest quality product to our communities, in whatever form makes the most sense. Good local content is going to be in demand no matter how it’s consumed. ■

CIRCULATION AUDITS AREN'T ABOUT THE NUMBERS... THEY ARE ABOUT INTEGRITY!

Certified audits provided by CVC as part of your ACP membership cover printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies. This audit delivers the most accurate picture of a publication's reach and market penetration.

Join Today!

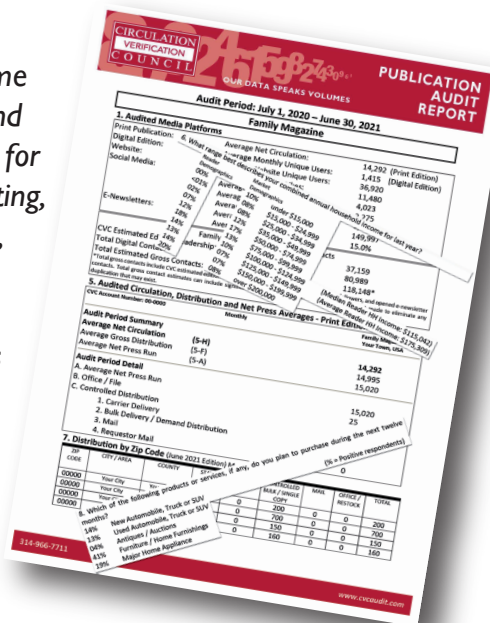
877-203-2327

www.communitypublishers.com



Audits & Readership Studies for additional publications you own at ACP rates!

Enjoy the same great data and CVC benefits for Bridal, Parenting, 55+ Lifestyle, Home, Business, or Niche Guides that you also publish.



Call now to get started! (314) 966-7711



OUR DATA SPEAKS VOLUMES

OWN YOUR MARKET, BY OWNING YOUR AD PROCESS

Call us, write us, or knock on our door. Request a demo!



303-791-3301
FakeBrains.com

Proud to be the expert media financial valuation resource for the FORBES 400 List of America's Richest People 2015 - 2023

KAMEN & CO. GROUP SERVICES, LLC

Media Appraisers, Accountants, Advisors & Brokers



626 RXR Plaza
Uniondale, New York 11556
Phone: (516) 379-2797
Cell: (516) 242-2857

Kevin B. Kamen
President/CEO

E-mail: info@kamengroup.com
www.kamengroup.com

GOOD MANAGERS DON'T WEAR LEVIS



BY DOUGLAS FRY

When I was 14 years old I was invited to join members of the Olympic Mountain Rescue Team for a winter climb of Mount Ellinor in the Olympic Mountains of Washington State. Mount Ellinor is a pretty easy climb in the summer, more like a vigorous hike. But in the winter climbing is a bit more dangerous and potentially a whole lot more fun.

It was my first real winter climb. I was told by the head of the group that we would be using ice axes and climbing ropes to scale the summit. He

further told me to wear thick boots as the snow on the mountain is usually 10 to 20 feet deep and wet snow can seep into hiking boots. He told me to pack extra socks, sweaters, and a warm coat. I figured I'd be able to take a couple of home made sandwiches to eat and a two water bottles filled with warm water so they wouldn't freeze.

I packed up my gear, food, and clothing and waited for the group to pick me up at 4:00 am to drive to the mountains. Excitement was high, as was the adrenalin, as we donned our packs, learned

how to use an ice ax, and fixed the ropes securely to our harnesses. With my warm sweater, thick socks, and new Levi 501s I started up the mountain.

Within 45 minutes I was miserable. The reason for my misery was my choice of pants. Levi button fly 501s were the style of the day made of thick, iron-like blue denim. They made you look good but weren't made for staying warm in wet snow. The snow seeped into my pants, thoroughly soaked them, and then proceeded to freeze to my thighs and calves.

I should have worn wool pants. Wool continues to insulate even when it is wet, unlike Levis. I don't want you to think the whole trip was a bust because it wasn't. We climbed to the top, where I heartily ate my sandwiches after which the fun truly began.

We descended by a method known as "glissading." It's pretty technical but it involves sitting on the snow and sliding, on your butt, to the bottom of the mountain. It's more fun than it might sound. When I think back to that first climb I remember the fun and the misery of the wrong equipment, ie Levis.

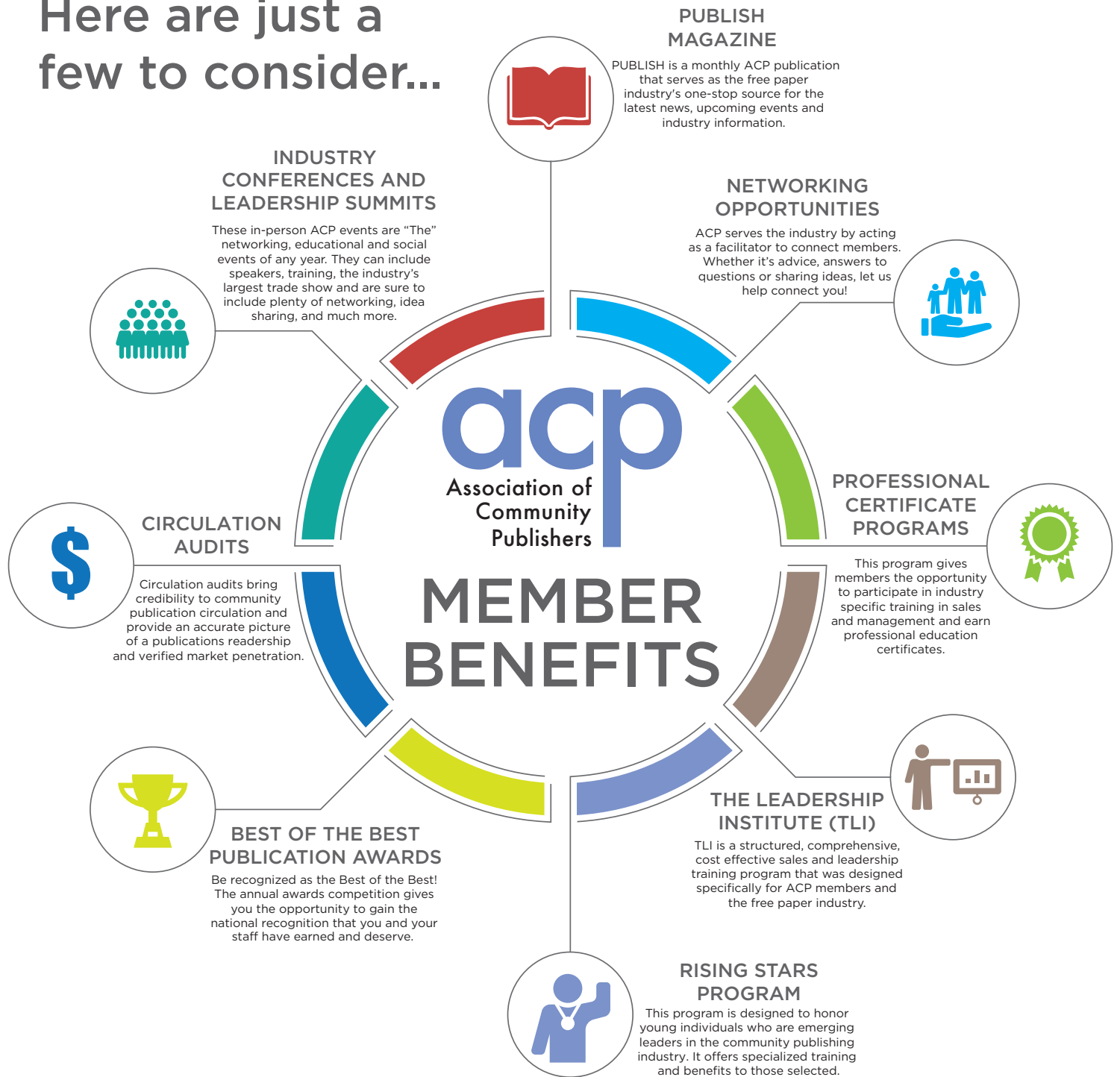
Now, do we ever send our sales professionals out into the field without the proper equipment? Do we let them go out without the right training? Do we explain why a certain approach might not give the desired results? Train your staff, teach them what they need to know to succeed. Help them sign up for, and use, Power Sales University. If you aren't sure how to do that give me a call. I'd be happy to help. But remember, don't let them wear Levis when it counts. ■



Photo Credit: Jeppe Gustafsson/shutterstock.com

Are you taking full advantage of all your member benefits?

Here are just a few to consider...



Providing the tools and support needed for your publications to be more successful.

Not a member...join today! 877-203-2327 or communitypublishers.com



BY LOREN COLBURN

When I think about community paper distribution, my mind always drifts back to my very first exposure to free papers. I was a Junior in college in 1976 and had a 5 week break at Christmas between semesters. I was staying at Cindy's house (my fiancé at that time) over the break and her uncle was the circulation manager for the Scotsman Press Pennysaver. They had an opening for a full-time driver in the circulation department I could fill while they looked for a new hire and I could earn some cash to help my second semester nutritional needs.

We did everything from putting up delivery tubes the snowplows had taken issue with, to delivering bundles of papers to the carrier supervisors, to delivering open driving and carrier walking routes. I was one of three drivers in the department and as the new "temp" employee, got all the preferred tasks that the regulars hated! I even got to help hand write payroll checks with the circulation secretary for the 300 plus carriers we paid over the course of each month. All in all, it was an excellent experience and connected me with a company that later on would become my home for the next 33 years.

My next big recollection related to paper distribution is when I was Publisher at Scotsman in the mid 1990's and two of my three boys became old enough to take on delivery routes of their own. Every week the four of us boys would head out regardless of the weather, to deliver 280 papers in the neighboring three developments. Notice I said four as I ignored existing employment laws and included my youngest son for his equal share.

Truth-be-told, he always outpaced his older brothers with the most deliveries by running from house to house. We would set up an assembly line in the garage to collate inserts into the papers, bag them in plastic bags and fill carrier bags and supply boxes with papers ready for hanging on doors.

For three years straight, we performed our routes without fail. I say we, because I was out there every week with the car carrying the re-supply materials and making sure they performed as directed and were safe in the process. The important part of the experience was that what they earned was their money to do whatever they wanted to with. They could bank it or choose to spend it on anything they wanted. There were times they saved it to build a cash reserve for something that was more expensive or times where they avoided burning holes in their pockets by spending it right away – totally their call. I think the vast majority of it was actually spent on collecting sport cards and memorabilia from their travel hockey trips, but it was what was important and "valuable" to them.

I guess this is where I get to the point of this perspective. All three learned how to handle money, how to save if they wanted something and most importantly, the obligation to performing the work you commit to, even when you don't feel like doing it. Fast forward almost 30 years, they are all very successful professionals now and responsible employees. I won't give all the credit to delivering Pennysavers, but I will say that it started them down the right road complete with all the right lessons.

One of the most frustrating issues that developed over my time managing publications, was watching the disappearance of families who would commit to taking papers routes for their kids. It seemed like parents would prefer to just hand their kids a



Picture credit: Noel V. Baehler/shutterstock.com

\$10 bill rather than have them go out and earn it working an hour or so every week. Yes, it can be inconvenient at times, and yes, it isn't the most fun thing to do with your time off – but it has huge potential in building both financial understanding and work ethics in our young people that will make life so much more rewarding down the road.

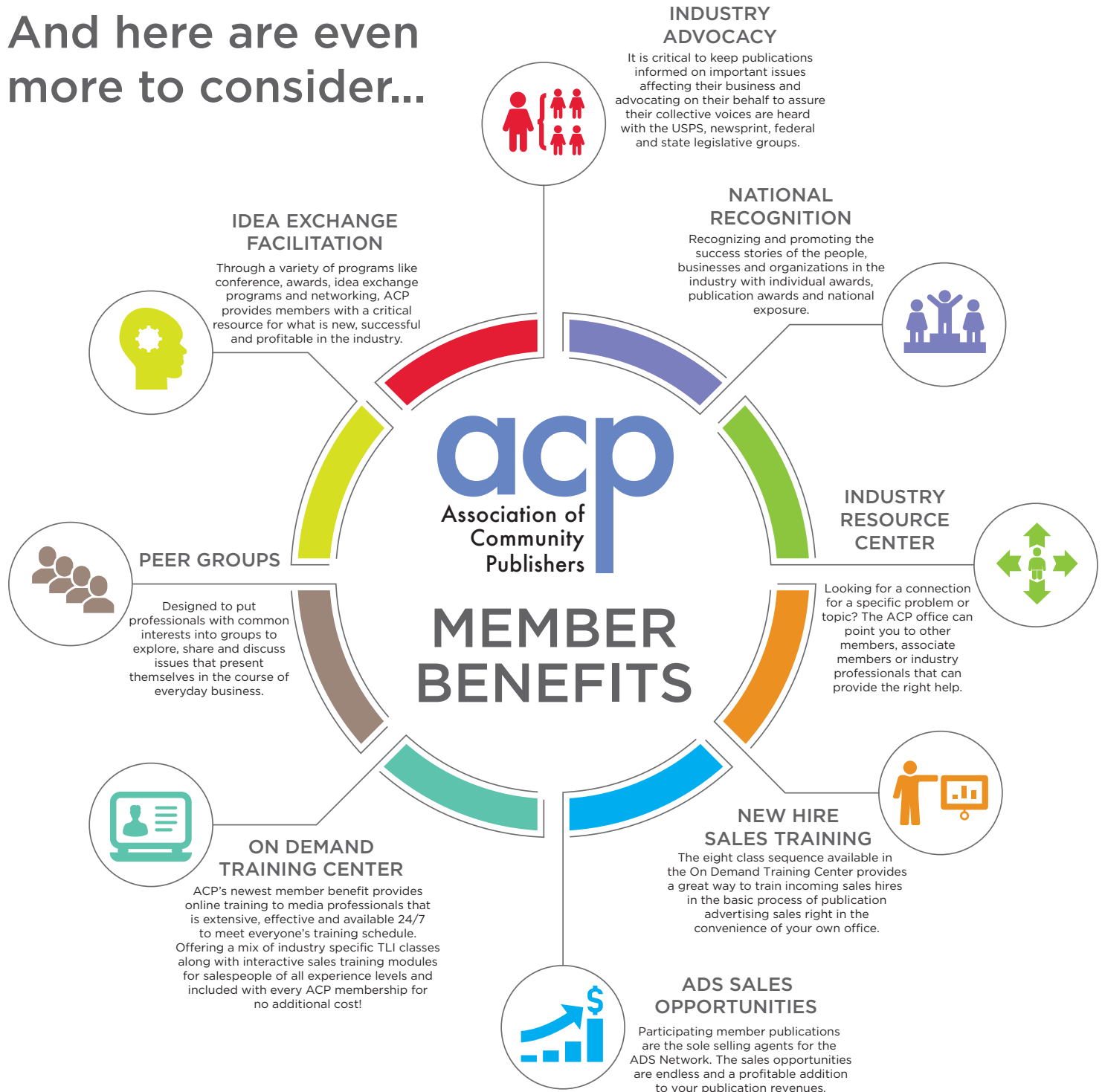
I'm not sure how we turn this shifting attitude around, but I'm pretty sure student loan forgiveness, everybody gets a trophy and not recognizing valedictorians is not going to improve the situation. In the case of student loan forgiveness, I'm sorry if it's something you disagree with, but how universities can amass over \$807 billion in endowment assets (as of 2022) but taxpayers are asked to contribute \$39 billion to help low- to middle-income borrowers with the cost of attending those same universities just doesn't seem right to me. It doesn't fix the problem where educational costs far exceed many graduate's ability to earn enough to replay those costs, it just kicks the can down the road.

I'll put my soap box away now and just be thankful my family grew up in the good old days when if you wanted a trophy or a paycheck, you had to go out in the real world and earn it. As usual, I will close with the thought that all media buyers should embrace, "if it's FREE, buy it!" ■

Again we ask you...

Are you taking full advantage of all your member benefits?

And here are even more to consider...



To get your publications on the growth track, call the ACP office about becoming a member today.

Association of Community Publishers 877-203-2327

MORE NEWSPAPERS CONSIDER PIVOT TO POSTAL DELIVERY TO CUT COSTS AND EASE HEADACHES

BUT THE RIDE TO THE MAILBOX MAY BE BUMPY

BY GREG BURNS

Reprinted with permission from Northwestern University Medill Local News Initiative and Greg Burns. For more information about local news trends and research: <https://localnewsinitiative.northwestern.edu>

Switching newspaper delivery from costly carriers to the U.S. Postal Service seemed like a no-brainer for Jordan Brechenser, president and publisher of Vermont News and Media. But things quickly got complicated, and that was before a local postmaster obtained an order of protection and moved to a new post office after a confrontation in a local bar.

The decline of print journalism has left penny-pinching publishers with fewer and fewer levers to pull. Stepping back from carriers last year enabled Brechenser to increase staff and pursue his mission of covering local news in southern Vermont. His advertisers were on board, too.

Brechenser figured out how to obtain a postal permit, label and assemble the newspapers by mail route and drop them off in individual totes before 6 a.m. at local post offices, so they could arrive in readers' mailboxes that same day.

Trouble is, not all local post offices are prepared to deliver all those papers. Shortly after Brechenser had dismissed his carriers and made the big switch, subscribers started calling to complain about missing one edition after another. Brechenser handed out credits, later discovering that prepaid postal charges aren't refundable, even if the papers were never delivered – or, as in this case, never seen again once they were dropped off for delivery.

Brechenser's Bennington Banner newspaper began covering the poor quality of the local postal service, he said, after hearing about a resident

who didn't get her medicine by mail for weeks, and another who had a car repossessed when dunning notices failed to arrive. Finally, a local confronted the postmaster at the Madison Brewing Co. pub in downtown Bennington, demanding to know what happened to his mail.

Within weeks, the postmaster had his order of protection against the local, and Brechenser was no closer to having his papers reliably delivered. The appointment of a new postmaster in Bennington has helped, but not eliminated, the service issues, he said.

Newspapers have been delivered by mail for, literally, centuries. The earliest second-class mail took shape in colonial times, and many weekly newspapers have relied on the postal service for their entire existence. A number of small dailies in rural areas got into the act after the financial crisis of 2007-08.

At major metro dailies, including standard bearers like the Wall Street Journal, it's not uncommon to provide mail delivery for readers outside primary circulation areas. Gannett, the nation's largest newspaper publisher, makes all 400-plus of its titles available for postal delivery, a spokeswoman said, primarily for readers who relocate but want to maintain connections to their previous communities.

Given the long history of newspaper-postal service interaction, you might think the formula for success would be well understood. In fact, nothing about working with the postal service is simple, according to Tonda Rush, general counsel of the National Newspaper Association and

one of the industry's leading experts on mail delivery.

As Rush noted, and Brechenser can attest, "This is not an easy shift to make." In fact, Rush's organization not long ago launched a training program for managing circulation by mail, given that, as she says, "There's no book out there that captures all of this."

Still, the economics are so compelling that many publishers are laying plans to make the change, especially as they also consider reducing daily print days. "Now we're seeing some metro newspapers looking at it," said Rush. "There are a lot of papers looking at it."

Some newspaper executives who have relied on postal delivery for decades wonder why the change is taking so long. "It's high-quality delivery at predictable times," said Tim Price, senior vice president at Boone Newsmedia Inc., which delivers most of its 70-plus newspapers by mail, accounting for more than 85% of its circulation. "If our primary goal is to get the printed product in the hands of the readers, we can do that with the post office."

DETAILS MATTER WHEN MOVING TO MAIL

Like other changes in basic business practices, the outcome of a transition from carrier to mail delivery depends on execution.

"The cat's out of the bag for mail delivery being lower-cost than carrier delivery in almost every case, especially in smaller markets," said Brad Hill, chief executive officer at

DELIVERY FEATURE

Interlink, which provides mailing software to more than 2,000 newspapers and also consults on mail delivery. “If executed well, the shift to mail does not have to mean we’re going to lose subscribers. There has been a savings with the mail for a long time, but no one really wanted to talk about it because they didn’t need to.”

Carrier delivery has a long, storied tradition in newspapering. What’s changing isn’t just the rise in pay, fuel and other expenses, but also the difficulty employing carriers. A tight labor market has meant that newspaper chains have had as many as 20% of their routes open, meaning carriers were unavailable to make deliveries. “It forced them to reconsider,” Hill said.

Gannett has started replacing carriers with mail delivery in some local markets where recruiting is toughest. Currently, fewer than 25 of its newspapers are delivered solely by mail, representing less than 5% of total circulation, a spokeswoman said.

When the company reported a big second-quarter loss in August, it attributed part of its financial woes to delivery problems and pledged to make the investments necessary to build up its carrier force even as it imposed severe cuts elsewhere in its operations.

In announcing third-quarter results in November, CEO Mike Reed said the company had reduced the percentage of open delivery routes from 14% to 10% over the previous three months and announced Gannett would continue to convert to mail in select markets. “Our goal is to reliably deliver to the consumer and lower costs in some cases as well as eliminate unprofitable distribution routes where possible,” Reed told investors. The aim, he said, was “to improve retention, stabilize our print circulation trends and, most importantly, improve the lifetime value of our print subscriber base.”

Milking the print market for as much as possible before it eventually fades out is hardly an original idea. But as print readership dwindles, maintaining carrier delivery becomes tougher and more expensive.

Consider a carrier who delivers newspapers on a long, remote route.



As print subscriptions declined over the years, as they have throughout the industry, fewer and fewer papers were being delivered, on fewer days of the week. For carriers paid a flat rate per piece, the result was the same long drive for less money, making other job options more attractive. Subsidies and hardship allowances needed to keep carriers on less attractive routes can cut deeply into bottom lines.

The first question many publishers ask Interlink is how much postal delivery would cost, vs. carrier delivery. The postage fee for a four-ounce newspaper delivered inside a publication’s local county is 11.2 cents, Hill said, or about 18 cents for delivery outside the local county. Traditional newspaper carriers might cost between 20 and 40 cents per paper, or as much as 80 cents for those remote rural routes, he said.

Comparing those direct costs head-to-head isn’t always the best measure, Hill noted, as variables can complicate the math. Many traditional carriers deliver more than one publication on the same route, for instance, and not every newspaper optimizes its delivery practices to achieve the lowest possible postal costs.

Another wild card is reader reaction. For daily newspapers delivered first thing in the morning by carriers, delivery by postal service means the

“morning” paper might not arrive in the mailbox until late afternoon. Similarly, “Sunday” papers going the postal route typically turn into “weekend” editions delivered on Saturdays. Whatever the time and date, one advantage is that papers delivered by mail can be placed in government-protected mailboxes, as opposed to tossed onto wet lawns or driveways by carriers on the go.

The shift to mail delivery has gone hand-in-hand with the trend toward cutting back print editions. Daily newspapers making the switch to postal service have often used the occasion to cut back from seven or six print days a week to five or fewer, which can further aggravate subscribers already skeptical about mail delivery.

Along with reader reaction, publishers need to consider the future of the postal service, which faces many of the same financial pressures as newspapers with their carriers.

Service levels and delivery-force protocols are in flux, raising doubts about whether time-sensitive newspapers will continue to be delivered with the regularity publishers require. Beyond that basic concern, legislation to reform postal finances, signed into law earlier this year, has helped to pave the way for additional rate increases reflecting operational costs.



POSTAGE RATES SOARING

Periodical mail is a money-loser, though tracking its costs is so complex that even the postal service doesn't know for sure how much it's losing, according to Rush of NNA. "The postal service thinks it's covering about 50% of its costs, but I think it's better than that," she said. "It probably operates at some loss because the postal-service labor costs have gone up." Overall, the volume of mail, including periodicals, is down about 20% over the past decade, which also is contributing to rate hikes as fixed costs are spread over a smaller base.

The postal service raised its rates for periodicals by 9% in mid-2021 and another rate increase of approximately 8%-10% will kick in as of January, the amount differing among newspapers based on distance, weight and other delivery factors. On the plus side for publishers with weekend editions, a push to eliminate Saturday postal delivery is off the table for now.

Prince of Boone Newsmedia says the challenges of the postal service pale in comparison to maintaining a carrier force. "While there are some variables and unknowns, there are more with the carrier force," he said.

Still, the looming rate increase, and the promise of more in the future, could discourage news executives from ditching carriers for mail service. "If it

continues at this level, I don't know how many newspapers we're going to have in the mail," said Rush. "No matter the strategies the postal service comes up with, it is going to require Congress to put money into the system. They don't want to do that."

The Bennington experience aside, some publishers report good cooperation from their local postal representatives, including Brechenser, who said, "It's a relationship, and some of the postmasters and management do care about our delivery."

Newspapers and local postmasters have worked out systems over the years to make sure newspapers get delivered on time, Rush added. "There's a lot of goodwill between the newspapers and the people who actually deliver the mail," she said.

Savvy postmasters recognize that obtaining a large number of newspapers to deliver can result in greater rewards for them, as part of their compensation formula is based on volume, according to Prince. "You go from being just another business in town to being the postmaster's largest customer."

To the extent print advertising and subscriptions remain a critical source of revenue for running newsrooms, a delivery method will be needed. And one way or another, mail service is likely to be around for years to come. Until print revenue streams such as legal notices, obituaries and preprints have migrated online, "We will be producing a paper, which I think is great," said Brechenser. "I hope print stays around and I hope there's a small resurgence of people who want to experience reading a paper."

PRINT IN A DIGITAL ERA

Tim Franklin, senior associate dean at the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University, said he expects more local news organizations to at least explore a pivot to postal delivery, "because the potential cost savings are huge, and it eliminates the headache of carrier turnover. That said, this shift can't be seen as just a transformation of how printed newspapers are delivered. This also raises the existential question of what a printed newspaper should be in the digital era.

DELIVERY FEATURE

"If consumers who are used to getting a paper in the morning now are going to pluck it out of the mailbox in the afternoon, they're going to expect it to have a different value to their lives. What's breaking news at press time may be old news by the time it hits the mailbox," Franklin said. "So, the printed newspaper needs to be relevant in other ways – more enterprise and feature stories that are in-depth, contextual and personal; More stories that point forward, not backward. A number of news organizations already are headed in this direction as a way to differentiate their print and digital editions. But this change in delivery metabolism will force a rethinking of what's actually in the printed newspaper that's being delivered. And that can be a positive, constructive change for the newsroom, too."

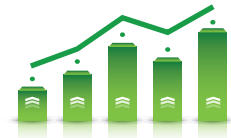
Despite ongoing problems in Bennington, the situation for Vermont News and Media has stabilized. Looking back on the switch more than a year later, Brechenser said he still would have done it because of the cost savings. But he would have phased in the delivery change, he said, starting with the outskirts of his circulation area and adding sectors one by one, to provide more time to work out delivery issues.

Still, he's proud of his communication efforts with subscribers, who appreciate his willingness to listen to their complaints and place a high value on local news coverage, he said.

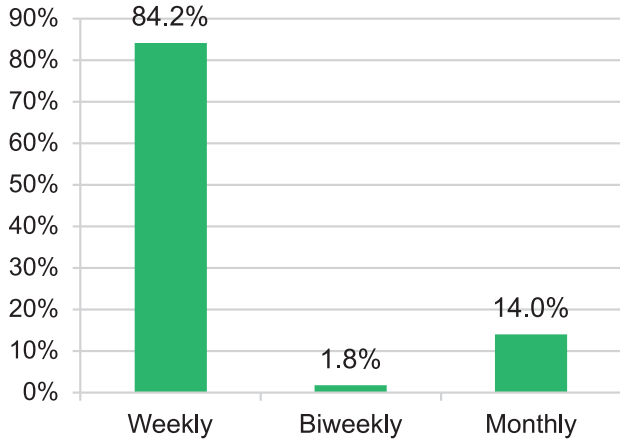
"They know I advocated for them at the post office," he said. "At least when I talk to somebody and I explain the economics of it all, I can say I have offices in all three towns where I circulate. We've increased [the number of] pages since we took over local ownership. We have a reporter and photographer at practically every school sporting event. We fixed the problem of a financially unsustainable delivery method. That allowed us to focus on ... local news that people want to read and no one else covers as we do." ■

Original Article: <https://localnewsinitiative.northwestern.edu/posts/2022/12/06/postal-delivery-newspapers/index.html>

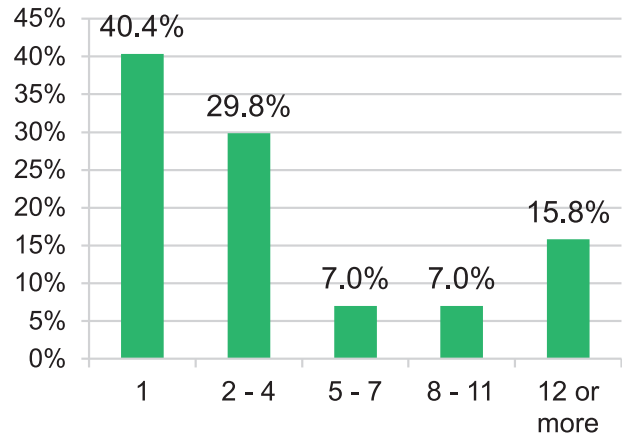
THE SURVEY SAYS...



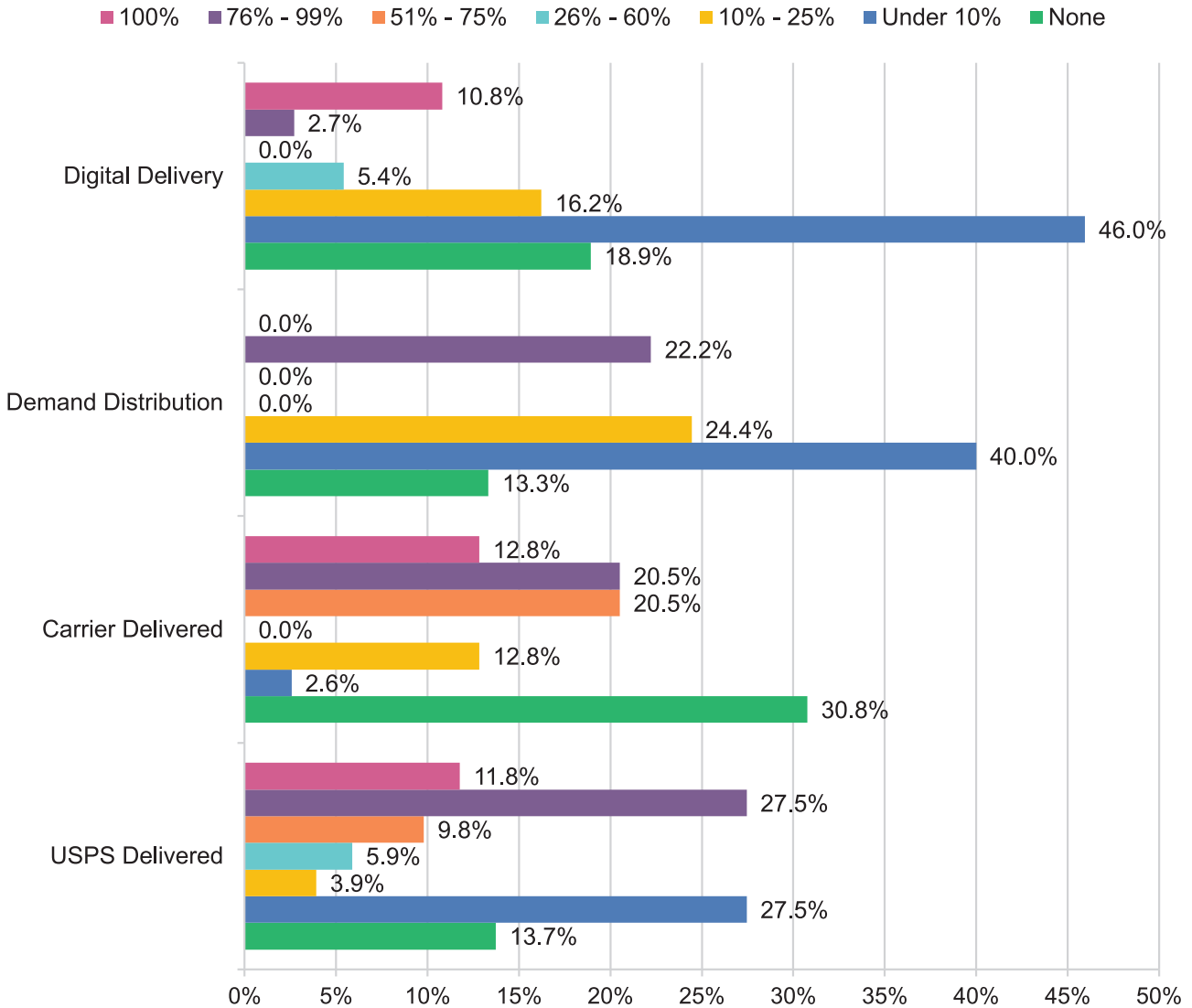
What is the frequency of your core publication?



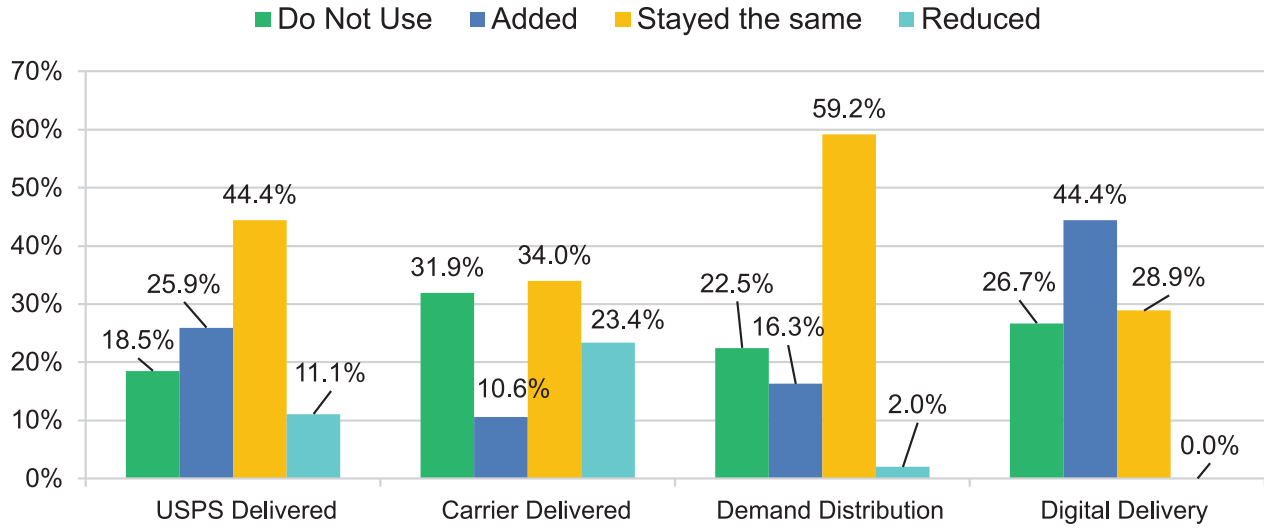
How many separate editions do you produce?



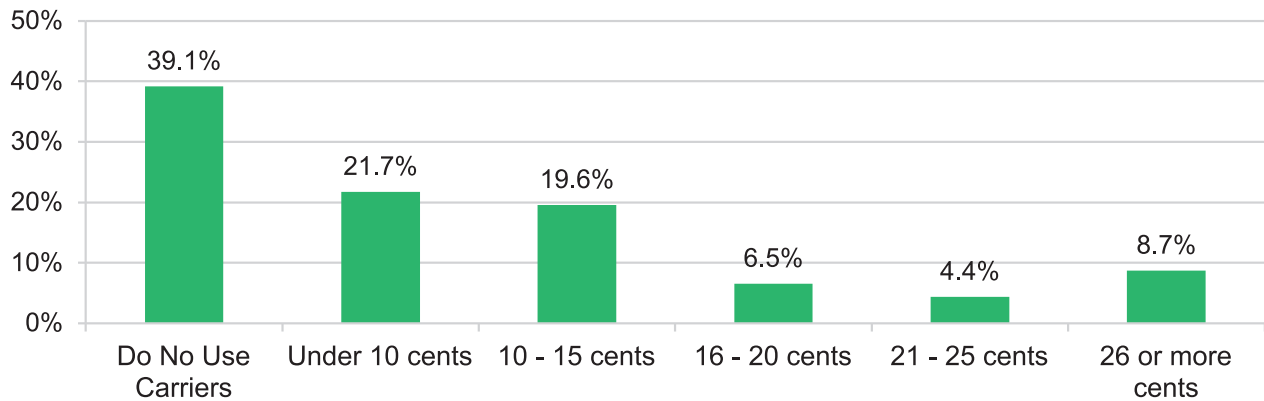
How does distribution of your core product breakdown?



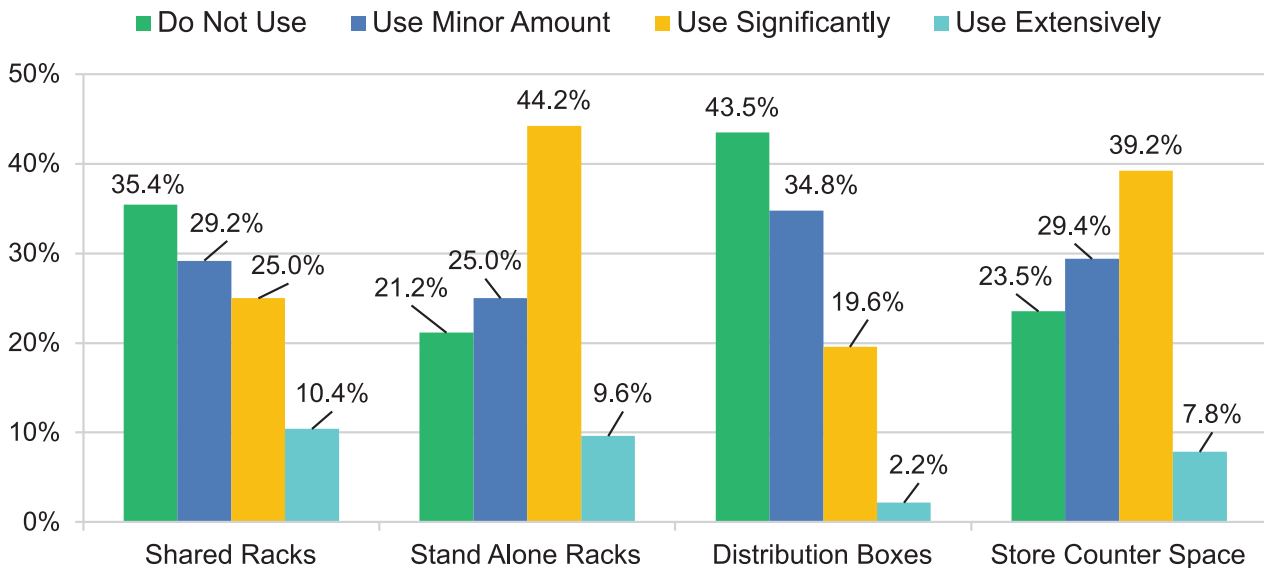
In the last 3 years, how has your distribution shifted between the following?



If you use carrier distribution, what is the average rate you pay carriers?



If you use demand distribution, which of the following do you use?



DRONE DELIVERY

DRONE PUBLICATION DELIVERY

BY DOUGLAS FRY



You may remember that in junior high school, 7th and 8th grade, I delivered afternoon papers for the local newspaper, the Bremerton Sun. It was the only job a 12 year old could get at the time. Using today's standards my parents would have been put in jail for allowing me to work at that tender age. But I learned lots of life lessons delivering papers.

For example:

- **Never be late.** No matter the excuse, the papers had to be on the doorstep of my customers before they got home from work.
- **Never let the paper get wet.** Nothing would elicit complaints more than soggy newsprint.
- **Always put the paper where the customer requested.** If a customer wanted the paper tucked in the arm of the garden gnome that's where I put it.
- **Err on the side of doing more rather than simply what was required.** Customers never complained if the paper was early, dry, or exactly where and how they wanted it. That is what I wanted, no complaints.

I also enjoyed putting together model airplanes and even flying/crashing them (depending on how lucky I was). My only flying model was a Stuka dive bomber with a Cox .049 cubic inch gas engine. I spent a lot of time and money purchasing the model, putting the Stuka together, installing the tiny engine, and testing that engine to make sure I could start and stop it. The engine was louder than a V-8. My mother was not amused when I tested the engine in the basement.

The first flight of the Stuka started with the roar of the tiny engine, the slow taxi as I held the controls in my hand. Then the takeoff as it climbed into the sky. I adjusted the trim down a bit and the Stuka nosed over and, as only a dive bomber can, plummeted to the earth. I tried adjusting the trim up a bit but didn't accomplish anything before the plane crashed into the ground. It was destroyed. It was like Humpty Dumpty, no one could put it back together again. All my time and money resulted in one flight of about 10 seconds. I believe the Concorde was cheaper to fly.

It may seem that I am rambling but let's put all this together as we discover what the future of delivering publications might look like. I promise, delivering newspapers as a youth and crashing a model airplane is a good metaphor for drone or autonomous delivery.

The future of all delivery, if we are to believe some prognosticators, involves drones. The day will come when you will order the newest personal communication device and moments after the payment is accepted a drone will deliver it to your waiting hand. They are saying the same thing about publication delivery. In their future we won't have to struggle finding people to deliver routes, or pay high prices for that work. A drone will simply pick up your publications and drop them to your customers.

The reality is that a drone that could carry just 100 of your papers or magazines would have to be huge. To generate enough lift to carry that many papers the drone would be larger than a car. Do you really want

a car sized drone hovering over your customers home making more noise than a helicopter attempting to locate that pre-designated spot to drop the paper? I love technology but would not want that distraction in my life.

The drone would not care if the paper got wet, nor would it feel guilty or sorry if the customer complained. This is because, well, there are no feelings to start with. The drone wouldn't and couldn't go beyond the average to deliver exceptional service. Again, because well, it's a drone. The best delivery system is one that is invisible and inaudible. A drone is neither. Again, customers never complain if the delivery is early, dry, or exactly where and how they wanted it.

In the world of autonomous delivery ours would be inundated with drones: your pizza delivery, your weekly paper, your daily mail, USPS, UPS, FedEx, Amazon, Wal-Mart, Starbucks, Sahara, DeliverEEE, and other made up companies will be zipping around the skies much to the detriment of society.

For now, regulations, safety, range and payload, weather, and cost are some of the limiting factors that will keep us on the ground for the foreseeable future. But more importantly, the drone delivery system will not learn life lessons from the experience nor will it keep from crashing when it encounters an unregistered branch on the neighbors tree. Just like the Stuka. The result of all that is that there will be no one to write an article like this because there will be no life changing experiences to draw upon. No afternoon paper deliveries, no crashed model airplanes. Who would ever want that? ■

KLOBUCHAR CRITICIZES NEW USPS SACKING POLICY FOR PUBLISHERS

BY RAY SCHULTZ

Former editor of DM News, Chief Marketer, Direct, Circulation Management and other marketing titles.

Publishers who still mail print editions to subscribers are facing challenges on at least a couple of fronts.

For one, new statistics released by the U.S. Postal Service show that 86.1% of periodicals were delivered on-time against the USPS service standard in Q4, a decrease of 2.8% from the prior quarter.

In contrast, 91.4% of first class mail was delivered on-time, a 1.2% decrease, and marketing mail held steady with a 95.2% on-time delivery rate.

This may or may not have any real impact given recent postal policy changes, which U.S. Senator Amy Klobuchar (D-MN) is speaking out against. She says the changes are hurting local and rural newspapers.

In July, Klobuchar pointed out that the USPS eliminated the use of sack

containers for newspapers and other periodicals and is now only accepting those publications delivered in bulkier containers that are more labor intensive and expensive to organize and handle.

“Local newspapers in Minnesota have found this new policy to be overly burdensome, especially those serving rural communities,” Klobuchar wrote in a letter to Postmaster General Louis DeJoy earlier this month. “Rural newspapers have informed me that this new rule has increased the number of containers needed to deliver the same number of newspapers, and some now require additional trucks to deliver their newspapers to local post offices for distribution.”

As if it needed to be said, Klobuchar noted, “Minnesotans depend on local newspapers not only to find

out the weather forecast or who won the big high school sports game, but also to keep them well-informed about local issues and hold local government officials accountable.”

It was not clear at deadline if any changes to this policy were in the offing. But that, combined with recent postal rate hikes, could accelerate decisions by publishers to convert to digital, either partially or in full. ■

Reprinted with permission from MediaPost Communications. For a complete array of resources for media, marketing and advertising professionals – got to MediaPost.com

Original article: <https://www.mediapost.com/publications/article/388637/klobuchar-criticizes-new-usps-sacking-policy-for-p.html>

COLUMN & TAMPA BAY TIMES PARTNER TO MODERNIZE PUBLIC NOTICE

Column is delighted to announce the Tampa Bay Times as a new publishing partner, among the latest cohort of newspaper groups to adopt our public notice software platform.

“We’re proud to partner with Column for delivery of public notice advertising,” said Bruce Faulmann, the Tampa Bay Times’ vice president of Advertising and Marketing. “Column helps modernize and streamline our services to government and private customers that place public notices.”

The Tampa Bay Times is a long-time leader and innovator in publishing across Florida, in addition to its award-winning journalism. For Column, working with the Times is a meaningful opportunity to provide

their organization with an important technological investment across this category of business.

Following the passage of HB7049, Florida became one of the few states in the country to allow the publication of certain public notices on designated government websites. In response, Column announced it would double down its efforts to support Florida publishers by offering a bundle solution that enabled governments to manage online placement and continue to place some notice categories with their local newspapers.

“This new partnership with the Tampa Bay Times gives me great hope for the future of public notice in Florida. We have been iterating on this bundle solution in our work with

Hometown News in Brevard County and Neves Publishing in Bay County, and are thrilled to be expanding it with Tampa Bay,” said Jake Seaton, CEO of Column. “We see an opportunity to provide their staff and their customers among county and local governments, law firms, and private parties with the best-in-class software for the public notice process.”

Throughout 2023, Column has released a suite of new features designed to deliver an industry-leading customer experience for the public and legal notice process. As a Column publishing partner, the Tampa Bay Times staff will be equipped with automated affidavit services, a library of notice templates, and dynamic reporting dashboards and analytics to measure category performance. ■

ADDITIONAL RESOURCES

Reference Link

Federal Election Commission – Advertising and Disclaimers

With elections in full swing this fall, the site provides the dos and don'ts for disclaimers in political advertising and printed materials. This one is well worth bookmarking for regular reference.



Reference Link

USPS Marketing Mail

By Luke Huigsloot

This web page provides links to information, pricing and a calculator for commercial mail. If your publications are utilizing marketing mail through the USPS, this is one you will want to bookmark.



Reference Link

USPS Periodical Mail

This web page provides links to this special rate class designed for newspapers, magazines, and other periodical publications whose primary purpose is transmitting information to an established list of subscribers or requesters.



Reference Link

USPS – Contact Us

This web page provides links to contact information, finding a post office, checking postal holidays and more. If you utilize USPS delivery for you publication, this is another site you should bookmark.



Reference Link

Independent Contractor Defined

This IRS website provides information and links relating to the federal independent contractor regulations. You will also want to see what state regulations apply for your state as well.



ADDITIONAL RESOURCES

Reference Link

Independent Contractor or Employee?

This link connects you with a downloadable brochure (Publication 1779) from the IRS that walks through the differences between employees and independent contractors from the federal perspective.



MANSI Media Website

Why Newspaper? The Most Trusted Media

This page has some very useful stats on newspaper readership, readers and the power of the advertising messages delivered by newspapers. A number of quotable numbers in this to build your case for print is alive and well.



Tampa Bay Times – Article

How a drone from a Tampa Walmart makes deliveries

By Bernadette Berdychowski

Interesting look at how Walmart’s pilot program is testing drone delivery in the Tampa market. Just when we think there are too many hurdles, it’s interesting to see how they are working through the many issues.



News Journal – Article

2023 Newspaper Study shows local papers continue to play vital role in the community

By Trevor Sherman

A solid article steps through some good talking points for why newspapers are important to communities and local advertisers who want to connect with their primary customers.



Newest addition for your “Advertiser Help Page” Listings

America’s Newspapers – Reference Link

America’s Newspapers – 2023 Local Newspaper Study

This downloadable PDF offers loads of good statistics on newspapers and newspaper readers. There is a great case to be made here for making sure papers are included in everyone’s media mix!



A WALK DOWN MEMORY LANE

MAKING A DIFFERENCE IN OUR READERS' LIVES THE STORY OF HOUSTON'S LEADER NEWSPAPERS

BY TERRY BURGE

Having been born the same year as NAAP, the early forerunner of ACP, and spent virtually my entire career with ink on my fingers, I have a lengthy (though not particularly distinguished) perspective on our industry.

The community newspaper that I published for 43 years was established in 1954 by two former Houston Chronicle staffers. It was distributed without charge to homes in the Heights, Garden Oaks and Oak Forest neighborhoods on the city's northwest side. My father, Lee Burge, was hired to increase lagging advertising sales a couple of years later. Within months, when one of the partners died, Lee took out a small loan and bought the Leader for little more than the value of its one desk, typewriter and file cabinet.

It proved to be a financial struggle, but my Dad's background as both a commercial artist and printing sales rep enabled him to run a lean operation, with only a receptionist and a handful of young delivery boys on the payroll. It was a six, often seven-day work week, and he seldom returned home before dark. He was a warm, wonderful, endlessly creative man who made friends easily and thrived on hard work.

He quickly converted to offset printing, allowing him to do much of the prepress, laying out and hand lettering many of the ads. At seven, my first job--aside from delivering papers--was using a fine nib speedball pen to ink the detail lines on grocery store ads that he had blue-lined: "Del Monte 303 Can", etc. The weekly workload was somewhat alleviated when Lee convinced a small-town daily an hour away to do our typesetting at a cut-rate fee to acquire our print job.

Even with the change to offset, composing each week's edition was laborious. T-squares, x-acto knives, and waxers were the tools of the day. While you could type justified text



The Leader staff in 1978.

on Varitypers, display copy had to be painstakingly selected o-n-e l-e-t-t-e-r at a time on a Headliner or Strip Printer, then developed in a processor. Ads of that era typically suffered from small unvaried fonts because the typesetter resisted changing font wheels and never wanted to have to go back and reset type that was too big.

Over time, I performed every task in the operation from janitor to ad sales (plus I was editor of my school paper, the only high school daily in the country). So when my father unexpectedly died a few weeks after my 19th birthday in 1969, I had just enough experience to keep the tiny operation running. And tiny it was: a twelve page tabloid with 12,000 circulation and a whopping staff of two, myself and a loyal receptionist/bookkeeper.

Ah, those were the days: a full-time job, a full college course load, drum-

ming in a rock band, and very little sleep. I vividly remember the euphoria of selling my first double truck supermarket ad only to be sobered by the realization that I now had to lay the damned thing out every week with only my wits and a handful of tattered hand-me-down Metro art books to rely on. Buzz kill.

But we were fortunate, and we grew. We expanded into new neighborhoods, hired a professional editor to concentrate on community news, grew a sales staff, and relentlessly promoted our classified ads. I was blessed to attract dedicated coworkers, many of whom remained with us for decades and are friends to this day.

With our hyperlocal focus we became an integral part of the civic, social and commercial fabric in the communities we covered. At our peak we reached over 90,000 homes, averaged well over 120 tabloid pages

A WALK DOWN MEMORY LANE

weekly and distributed over five million preprints annually.

Certainly, the energy and ideas I gained from NAAP/AFCP contributed to our success, and I treasure my relationships with those incredibly committed, collegial and often colorful colleagues. Gradually our publications became consistently recognized in the annual awards competition and I was honored to serve as the organization's president in 1985.

The Leader enjoyed two decades of continuous growth before a variety of challenges created serious headwinds. Houston was staggered by a deep decline in the oil industry, the prime driver of its economy at the time. Then parts of our market area were ravaged by flooding during several hurricanes. Eventually entire residential communities declined; thriving shopping centers and apartment complexes became vacant eyesores. Nevertheless, we adapted and somehow managed to maintain our margins.

And then came the seismic change that rocked every traditional publisher, from the New York Times to the humble Leader: digital communications. Quickly and relentlessly, the internet became an existential threat, creating seemingly infinite new competitors and stealing our most profitable asset, classified advertising.

In a few short years, I went from a helluva bright guy with all the answers, to just another struggling businessman with a lot of questions. It was a humbling, but valuable experience that many of you shared. In the process we reinvented ourselves, learning to do more with less, mining every niche for new revenue streams and recognizing that our real product was information, not merely printed words. Our business model evolved, and we endured.

In 2012 after over four decades as publisher, I sold the Leader to Jonathan McElvy. I could not have found a better successor. Deeply committed to community journalism,

he reinvigorated the publication with fresh ideas and new products. After 10 years he received a compelling offer and himself sold the paper along with other publications he had acquired. Today, the residents of northwest Houston continue to receive the Leader each week and will celebrate its 70th anniversary next November.

In conclusion I would add that having owned and managed other businesses during my career, my greatest satisfaction unquestionably came from publishing. Its rewards were far greater than merely financial. We made a tangible difference in people's lives: we addressed the important issues in our community; we helped local businesses prosper; we marked the milestones in our reader's lives; we even reunited lost pets with their worried owners. Priceless. It became a labor of love. My hope is that despite all the pressures of our profession today, you find equal fulfillment. ■

ACP CONFERENCE TESTIMONIAL

There's no better place to find a room full of people who know EXACTLY what you're going through.

It's a chance to find solutions that can contribute to your bottom line through better sales ideas or better business practices.



acp
Association of
Community
Publishers

2023 Charlotte ACP Conference Attendee

A Member Benefit of the Association of Community Publishers (ACP)

OPEN MEMBER NETWORKING SESSIONS FOR MANAGERS

Bring your questions, find your answers!



4:00 PM Eastern - Every Other Thursday

Watch for your registration invitation in your email on the preceding Wednesday to sign up!

If you're not receiving the invitation emails or want to join ACP, call the ACP Office at 877-203-2327 or email cassey@communitypublishers.com.

WHAT DISTRIBUTION MEANS TO ME...



BY CARMEN CAMPBELL –
2020 RISING STAR

In my world, print distribution to me means delivering our publication to households and bulk delivery to specific businesses with high customer traffic. Our channels include independent carriers, USPS, digital and personal pickup.

Without these forms of distribution we wouldn't be in business. We rely on our publication getting delivered for our customers because it then gets into the hands of readers which are their potential customers. Our distribution is also based on a weekly schedule. A cycle that starts every Thursday and is completed Saturday by noon. After our 9 editions are finished printing they are then loaded up in our trucks for their next destination which is either to a storage unit for carriers to pick up their bundles, and the post office. Our digital editions are uploaded to our website on Friday's, a great way to read all editions in one place.

The ones that keep our distribution seamless are the hidden heroes of the industry in my opinion. We owe them a lot and I am thankful for their hard work and dedication. In everything we do there is some margin of error or elements we cannot control (the weather for example) but these hidden heroes jump through hoops and make sacrifices to make sure our publication is making it into the hands of readers.

I have had the pleasure of watching our production/distribution personnel in action and the best way I can describe the system is a well oiled machine. They have the routine down pat and spend a lot of time making sure the margin of error is minimal. Knowing the next step in the process of getting our product into the hands of readers helps me sell our product. We are all a team and seeing the dedication in all departments shows the passion that goes into our publication. I know distribution is a key element for my business, sometimes it is easy to forget the next step after "my job" is finished at deadline. ■

Membership has its benefits - benefits you need!

- EDUCATIONAL PROGRAMS**
TLI CLASSES
PROFESSIONAL CERTIFICATIONS
- REVENUE IDEA SHARING**
IDEA EXCHANGES
OPEN PUBLISHER DISCUSSIONS
- CIRCULATION AUDITS FROM CVC**
BI-ANNUAL CIRCULATION AUDITS
- INDUSTRYWIDE NETWORKING**
VIRTUAL AND IN-PERSON EVENTS
- acp**
Association of Community Publishers
AND MUCH MORE JOIN TODAY!

Association of Community Publishers - 877-203-2327

The Leadership Institute (TLI) is a structured, industry specific sales and management training program sponsored by the Association of Community Publishers.



**OVER THE LAST
16 YEARS**

Over 2,500

INDUSTRY PROFESSIONALS
HAVE PARTICIPATED

140

CERTIFIED ADVERTISING
EXECUTIVE CERTIFICATIONS
AWARDED BY ACP

To learn more about taking advantage of TLI classes, the new-hire training sequence or Power Sales University through ACP, contact the ACP office at 877-203-2327.

““ Speedy Delivery!

— Mr.McFeely—Mr. Rogers Neighborhood

BY JIM BUSCH

Mr. Rogers holds a special place in the hearts of several generations of Americans. Coming from Pittsburgh, he was not only our TV “neighbor,” but our actual neighbor. I had the great pleasure of meeting him on several occasions and even once sat next to him on a flight to New York in the 1980’s. The Fred Rogers everyone saw on TV was the same man we knew, a good, kind man who genuinely cared for others. Mr. Rogers was calm, quiet and very, very effective. Never loud, never brash, he delivered his message in subtle way that stuck with his audience. In many ways print is the “Mr. Rogers” of media. While television creates ever flashy graphics and radio cranks up the volume and online advertising becomes increasingly intrusive, print permits consumers to interact with us at their own pace. To borrow phrase from the digital world, print is “user friendly,” whether the paper of delivered by the mailman, a carrier, or picked up off a rack at the local market, print advertising is there for the consumer when they want to make a purchase. Print lets people go at their own pace, it gives them the information they need to decide what they want to buy and where they want to buy it. The only software required was installed in the second grade when we learned to read. While most media are trying to get our attention like a sideshow barker, print is more like a conversation with a friend. Much like a conversation with a friend, consumers trust the content they get from print far more than what they get from other media. Research indicates that print advertising is trusted far more than other media by consumers. When we speak about delivery, we usually are thinking about getting the message in consumer’s “hands.” This view neglects the most important part of the journey, taking the message from their “hands” to their brains. Print’s power to engage a consumer’s brain far exceeds that of all other media. People remember what they read, tests show that consumer’s recall of print messages is much better than with other media. We need to remind our advertisers that quantity doesn’t equate to quality. Print is a quality conversation with consumers which, like Mr. Rogers, makes them feel special and changes lives. ■

FOUR WINS ARE BETTER THAN TWO



BY JOHN FOUST
RALEIGH, NC

Jodi is a sales manager with an interesting philosophy. “We’re all familiar with win-win,” she said. “It’s a common cliché these days. In business relationships – especially any kind of negotiation – each side should benefit. I help you win, and you help me win.

“Win-win is a noble objective, but I don’t think it covers all the bases in the advertising business. I’ve heard people say that we’re dealing with four wins, not two. We talk about this all the time in staff meetings. As long as we focus on winning in four areas, we’re on the right track.”

Let’s take a look at Jodi’s four-win strategy:

1. The advertiser. “It all starts here,” she said. “Advertisers and prospective advertisers want results. The purpose of advertising is to generate sales and market awareness, so we go into every presentation with that in mind.

“After all, that’s how they judge the value of running ads with us. They constantly ask themselves, ‘Are the ads working?’ If they can’t answer ‘yes’ to that question, we have a big problem. If there’s no win for the advertiser, the other wins don’t matter.”

2. The newspaper. “When we tell prospects we’re working for a win-win, they automatically think of their business and our newspaper,” Jodi explained.

“We work for the newspaper, and everybody understands that we’re expected to keep our employer’s interests at heart. When our advertisers get good results from their campaigns, they’ll naturally run more ads. That boosts our business as well as theirs. By helping them win, we win right along with them.”

3. The consumer. “This is the first of the additional wins,” Jodi said.

“Even though it doesn’t apply to every industry, it’s a big part of what we do in advertising. In a lot of ways, you could say we’re a bridge between businesses and their customers. If it weren’t for advertising, a lot of people wouldn’t know what’s available in the marketplace.

“Around the office, we joke about being consumer advocates, but that’s our way of saying we work to take care of our audience. We’re obligated to help advertisers package their messages to help readers make good buying decisions. If an advertiser hands us a bad idea, we don’t hesitate to say it’s a bad idea. Our ad team knows principles of effective advertising, and they do everything they can to steer clients away from weak ideas.”

4. The salesperson. The fourth win hits close to home. “We want the people in our ad department to enjoy their work and celebrate their successes,” she said. “When someone lands a new client, renews a contract or sells a campaign, it gives their confidence a big lift. We believe each victory is a stepping stone to more accomplishments.

“The better our team members feel about their work, the more valuable they become – to the paper, to advertisers, to our readers and to themselves.

“In our business, two wins are not enough. We go for the win-win-win-win.” ■

(c) Copyright 2023 by John Foust. All rights reserved.

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

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 10/2023

DESIGN 101: As I looked back on the articles I have written for **ACP**, I realized that I never really addressed the fundamentals that are used in the design process.

So this month and next, I hope to rectify that oversight. For some of you it will be a review, for others it may provide a better understanding of ad development.

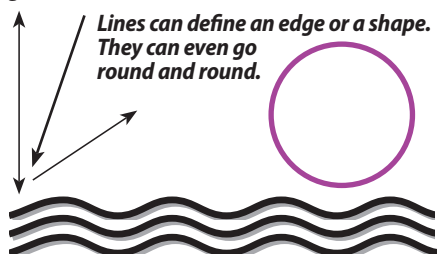
Elements of Designs

The elements of design are the building blocks that support the structure of the design—used in any design applications: architecture, interior, industrial, clothing as well as graphic design. So it stands to reason that we should all be familiar with the elements so we know how to control them. These elements are a part of everything that we design—Line, Shape, Space, Color, Texture, Size, and Value.

Line

Any mark that connects two points is a line. Lines are everywhere, and range from straight geometric lines found in buildings to soft, curving lines found in nature. Lines direct, separate, define, create rhythm or suggest movement.

Lines can be broken.
Lines can be thin or thick.
Lines can separate information or create grids. Lines can direct or create movement.



Lines can create pattern and rhythm.

Shape

Anything that has height and width is a shape. From early on we learn to identify shapes. When we read, we are recognizing the shapes of the letters until they form a pattern—words—in our minds. Shapes define objects but also communicate ideas, whether it be through shapes of words or shapes of symbols that we've learned to recognize. Shapes fall into three categories.

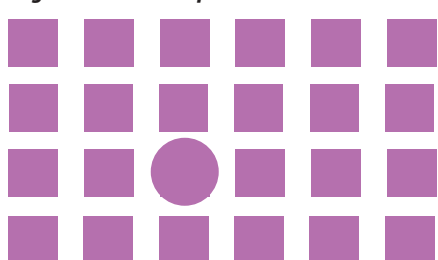
- **Geometric shapes** are regular or structured: triangles, squares, rectangles, or circles.
- **Natural shapes** are irregular and more fluid: plant, animal or human.
- **Abstract shapes** can be symbolic, simplified versions of natural shapes: handicap, recycle, dining areas, recycle, etc.

Space can create dimension when items overlap.

Space

A distance/area around an object or item helps to define that object or item. When you arrange items, careful consideration should be given to the placement of text, graphics and logos. Space helps to set off important items or create areas where the eye can rest. Space is necessary to separate lines of words for easier reading.

Space can form positive and negative relationships.



Space can suggest pattern and create ties between elements. Changing the shape or altering the space can emphasize an area.

Color

Color helps to identify objects and can also relay messages and evoke emotional responses. Color will also help create contrast, make elements appear to vibrate, tie a variety of items together and help organize the layout and the information. It can also work to change perceptions.

We also can work with spot and process colors to create illusions that there may be depth on a flat surface.

There are books written that just deal with color concepts, so the possibilities that color creates can change our focus in a design.

Color placement can alter the focus of an element.



Understanding these elements makes it easier to design ads that are consistent, clear and unified for effective advertising.

Texture

Texture defines the look and feel of a surface. Rough, silky, smooth, hairy, sharp, etc. are terms used to describe surfaces that we can touch—tactile sensations. Visual patterns can create the illusion of texture.

Blocks of type can even create a visual texture. The rhythm of a repeated item adds dimension or relates an image to its background—a floral pattern will emphasize flowers on sale at the florists. Screens in the background can soften the look—and also add more contrast.



Repeating patterns creates texture and can even add a three-dimensional quality.

Size

Size can be relevant...how big or small is the item, text, photo... all can be critical in understanding the message.

Size helps organize, and gives a hierarchy to objects or information. A layout uses a variety of sizes, from the size of the artwork to the size of the type. All these size relationships must work together in the communication. Size can add depth, give a sense of scale, add contrast, break up space, make all the elements work together and establish a consistent look throughout.

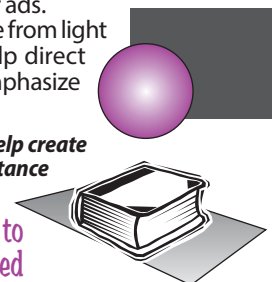


Value

The lightness or darkness of an area, value helps define shape and creates texture. Value can visually separate information. High contrast—black vs white—is still one of the best ways to add impact or highlight an item or idea. Contrast can control the focus in our ads.

Value change from light to dark can help direct attention or emphasize an element.

Value can also help create an illusion of distance or depth.



Community Publications Business and Service Directory

ADVERTISING SERVICES & SOLUTIONS

CREATE. SELL. PROFIT.



METRO
metrocreativeconnection.com

CREATIVE SERVICES



- PRINT DESIGN
- WEB AD DESIGN
- BILLBOARD DESIGN
- LOGO DESIGN
- PAGINATION
- CUSTOM SOLUTIONS

855-614-5440 WWW.TCSDIRECT.COM

DIGITAL REVENUE CONCEPTS

START A BUSINESS DIRECTORY WEBSITE

ideal directories

Launch your BIG idea today!

Perfect add-on to your Wedding & Home Improvement Special Sections

www.idealdirectories.com

From the owners of Page Flip Pro & SiteSwan

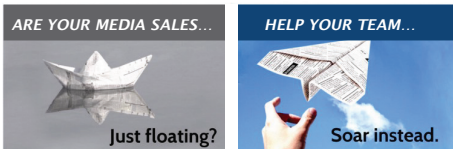
APPRAISALS & BROKERING

Newspapers
Magazines - Shoppers
Book Publishing

Confidential
Customized - Comprehensive

KAMEN & CO. GROUP SERVICES
516-379-2797 WWW.KAMENGROUP.COM
For more information - see our ad in this issue.

CUSTOMER RELATIONSHIP MANAGEMENT



ASK-CRM ASK-CRM is a newspaper-centric CRM designed to maximize your sales efforts.
tools to streamline media selling
robin@ask-crm.com, 301.800.2275, www.ask-crm.com

DIRECT MAIL AND PRINTING

Direct Mail?

Turn-Key Saturation
Direct Mail Programs
• Easy • Fast • Profitable

jeff@ultimateprintsource.com 909-947-5292 x-320
www.UltimatePrintSource.com

AUDIT & READERSHIP STUDIES



**CVC Audits and
Readership Studies**

Third Party Print & Digital Verification
Increased Exposure to Media Buyers
Learn What Your Readers Want

Call 800-262-6392 or visit www.cvcaudit.com

DESIGN SERVICES



Ad Design - Print/Digital/Video
Pagination/Design/Layout
Turnkey Specialty Publications/Magazines
Prepress Services

ADROITSQUARE.COM
919-653-8160 | hello@adroitsquare.com

FULL SERVICE PRINTING

We specialize in the art of printing!
Newspapers * Publications * Shoppers
Catalogues * Magazines * Directories * Coupon Books

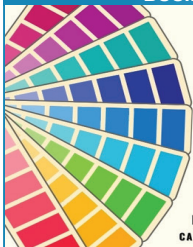


205 Spring Hill Road, Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com

BUSINESS SERVICES



ADDNECTAR
Unparalleled Performance
www.addnectar.com
We pride ourselves in providing

Editorial Page layouts

Cover/Rd Design

Web Design & Development

Digital Marketing

FAST | RELIABLE | ON-TIME....ALWAYS!
CALL- 609-318-3356 | CREATIVE@ADDNECTAR.COM

DESIGN SERVICES

**THE LEADER IN OFF-SITE
PAGE AND AD DESIGN**



Howard Barbanel
516-860-7440 / Howard@Design2Pro.com
www.design2pro.com

HOME DELIVERY

GlobalHD

The Home Delivery Experts

khigdon@globalhd.com
214-550-0154

CONTENT AND DATA MANAGEMENT

Digital Publishing Solutions For
News and Media Organizations



www.townnews365.com

800-293-9576

Online Solutions.
Bottom-line results.

DIGITAL MARKETING

FRESH AIR FOR DIGITAL MARKETING

WE DO THE SALES & OPERATIONS
HEAVY LIFTING

New digital revenue in 90-days
Proven go-to-market approach
3 to 5 x margin

January Spring

INTEGRATED SOFTWARE SOLUTIONS

INNOVATION. LONGEVITY. SERVICE.

Find out why our customers call us
"the best tech support team"
and say "we wish we could contract with
SCS to support all our products."



phil@newspapersystem.com
800-568-8006

COMMERCIAL REAL ESTATE

BELLCORNERSTONE
Commercial Real Estate BellCornerstone.com

**Turn Your Real Estate into CASH
Reduce Operating Expenses**

- Pay Down Debt
- Find Potential Sub-Tenants
- Free Up Capital
- Right-Size Your Footprint

1,000+ Newspaper Real Estate Transactions Completed
Expertise in Press Facilities!

DIGITAL MARKETING

SMALL PUBLISHER BREAKS \$800,000 MARK IN NEW DIGITAL SALES



The story and text message are now LEGENDARY.

A small publisher in the South with three reps partnered with us to grow her digital revenues - the goal was to double their money.

By partnering with our team of digital experts, benchmarks were set, and sales calls were made. What unfolded in about eight months is a testament to B2B collaboration - and the "legendary text" to our Vice President is real.



adcellerant

If they can do it, why not you? Scan the QR code to book a demo.

LEGAL & PUBLIC NOTICE AUTOMATION

Your Legal Notice Experts



Our proprietary system automates the entire process, saving time, money, and manpower.

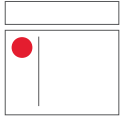
866-672-1600
info@legalnoticeservice.com

Your Go-To Guide for Community Publication Business and Service Support

Community Publications Business and Service Directory

MEDIA CONSULTING

**Design. Content. Ideas.
Software. Training.**



Providing the knowledge, experience and technology to help publishers grow and thrive!

401-455-1555

www.creativecirclemedia.com

PUBLICATION DELIVERY

VERICAST

DELIVER YOUR PUBLICATION FOR A FRACTION OF THE COST OF SOLO MAIL AND EXPAND YOUR REVENUE POTENTIAL!

VERICAST SAVE DIRECT MAIL IS THE SOLUTION.

CONTACT US NOW TO SAVE ON POSTAGE & DRIVE REVENUE!

860-930-7286

david.cesaro@vericast.com



PUBLISHING SOFTWARE

M THE NEWSPAPER MANAGER

How Publishers Profit

CRM · SALES · PRODUCTION · BILLING
INTEGRATED MARKETING

Ph: 954-332-3204 | KCASKEY@mirbeltechnologies.com

www.newspapermanager.com

MERCHANT CARD PROCESSING

Payment Processing



MSG PAYMENT SYSTEMS

msgpay.com/publishing

PUBLICATION PLANNING



The first name in publication planning.

- Open issue template.
- Import ad list. Place ads.
- Open in InDesign®.
- Place editorial.
- Have coffee.

info@cognitiveinc.io



PUBLICATIONS PRINTING

Cummings
Publication Printers Since 1914

- ✓ MAGAZINES
- ✓ JOURNALS
- ✓ CATALOGS
- ✓ GUIDEBOOKS
- ✓ HIGH QUALITY
- ✓ SHORT-RUN PUBLICATIONS

800-647-0035

CUMMINGSPRINTING.COM

PAID CONTENT

**MODU
LIST**

Publish life's stories.

Low-cost, turnkey solution to publishing paid content on all platforms.

devlyn@modulist.news
701.412.8733
modulist.news

PUBLISHING SOFTWARE

- × FULLY INTEGRATED
- × EASY TO USE
- × AFFORDABLE
- × FREE DEMO
- × DIRECT MAIL
- × COMMERCIAL BILLING
- × GENERAL ACCOUNTING
- × PAYROLL



603-323-5077 WWW.MERRSOFT.COM

SOFTWARE SYSTEMS FOR PUBLISHERS



Track everything with sales:
Advertiser emails, Bills,
Marketing, Forecasts and Proofs

303-791-3301
FakeBrains.com

PRINTING & PROMOTIONAL SUPPORT



800-270-1769

PUBLISHING SOFTWARE

CRM - Scheduling - Billing
Call Chris Sedlak for a demo
386.984.0081
maxpropublishing.com

?????

THIS SPACE AVAILABLE

CONTACT
DOUGLAS FRY

877-203-2327

Still the brightest idea
to build any business!



**Advertising
In Print Publications**



If you believe this message - you should join this association!

www.communitypublishers.com/why-join-acp



If you embrace digital advertising...



there is no competition, It's just **You vs You!**

Print's not dead, it's

READ



Publish

5701 E. Circle Dr. - #347
Cicero, NY 13039-8638

PRSR STD
U.S. Postage
Paid
Permit #22
Slayton, MN

Publish is a monthly magazine produced by the Association of Community Publishers.

The mission of *Publish* is to cover the people, companies and events that shape the community media industry - one issue at a time.

MARK YOUR CALENDAR FOR NORFOLK, VA!



ASSOCIATION OF COMMUNITY PUBLISHERS
CONFERENCE & TRADE SHOW

NORFOLK • 2024

“ALL HANDS ON DECK” - MAY 1-3, 2024

