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JANUARY 2025

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# Publish

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## COMING NEXT MONTH

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**Robert Heinlein**



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BY JOYCE FRERICKS –  
ACP PRESIDENT

FROM THE TOP

# STRENGTHENING COMMUNITY PUBLICATIONS TOGETHER

**A**s I sit here holding my new 2-week-old grandbaby, writing my first column for ACP, I wonder what his life will be like. What will he encounter in the next 18 years and who will he become as an adult?

I wonder the same thing about our community publications. Will we still be printing them? Will we still be fighting this fight of print and digital? Or will we learn how to meld the two medias together to become stronger than ever?

How can we start a new chapter for our publications in the next year and attract excitement for them?

The next few years will be crucial for the publishing industry. As the new president of Association of Community Publishers, I want to emphasize the role we all play in uniting print and digital to serve our communities. Our community papers are not just a source of information; they are the hearts of our

communities. They give our businesses the opportunity to advertise affordably to their customers, and we cover on the news, events, governments and schools that the larger media outlets do not report on.

The U.S. Postal Service Office of Inspector General partnered with the Center for Neural Decision Making at Temple University's Fox School of Business in 2015 and 2019. Researchers made conclusions about the way consumers respond to digital versus print ads.

The key takeaway from the study is included in the U.S. Postal Service's article "Is direct mail advertising effective: A research study." It says, "In addition to being cost-effective, digital media is the fastest way to communicate an idea to customers. Consider using digital ads when you're looking to gain attention and quickly deliver a message. However, print materials – like postcards, catalogs

and magazine ads – have a more pronounced emotional effect on consumers. For marketers who want advertising with long-lasting impact and easy recollection, a physical ad simply has more psychological influence. Both mediums have their advantages. The most effective campaigns will use both in combination to create omni-channel experiences that excite and engage."

I personally have learned an enormous amount of information from our trade associations to help our business in the last 10 years. I believe all of us need to continue to collaborate for our industries' success. We can work together to share ideas and resources to transform our publications to best meet the needs of our readers and advertisers. We need to diversify how we deliver our content using multiple formats – print, digital, podcasts and video. We need to tell the stories in a

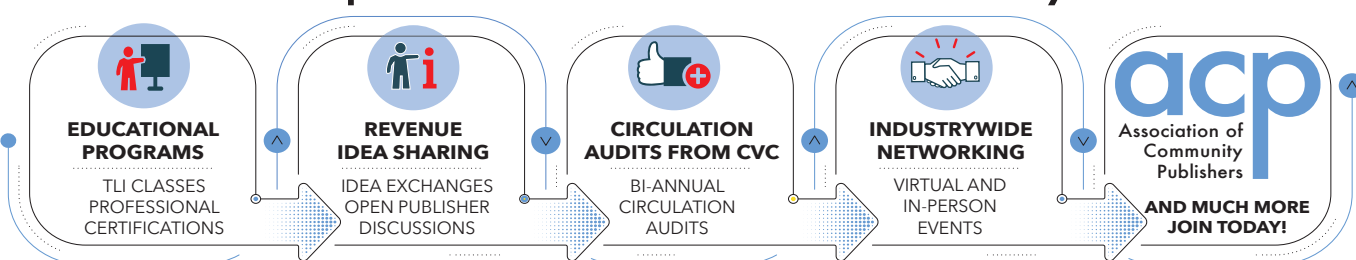
way that meets the needs of our customers.

Before I sign off on my first column for ACP, I would like to thank all the past leadership. Our past ACP presidents, John Draper and Manuel Karem, along with all the staff and board have seamlessly joined IFPA and AFPC. The road ahead may be challenging, but I believe that if we are willing to adapt and work together, we will not only survive but thrive.

For all of you who are members. Thank you for your continued loyalty to ACP. For those of you who are not members, ACP has training opportunities, in-person events and networking opportunities for our members. I urge all community publications that are not members – from weekly newspapers to niche publications – to take advantage of our 2025 "\$99 membership special".

We must be stronger and more creative than ever! ■

## Membership has its benefits - benefits you need!



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BY DOUGLAS FRY

# WRITE FOR YOUR READER

I recently finished reading the classic by Herman Melville, *Moby Dick, The Whale*. For those of us who have been living under a rock for the past 150 years, *Moby Dick* is a story about a whale. Well, it's more than that.

It's about a really nasty, angry, ill-tempered whale. Not just any nasty, angry, ill-tempered whale – this one was white. For a whale, it had to be “Einstein” smart. How does one write an 800+ page book about such a smart, fiendish white whale? I learned that writers at that time were paid by the word so it made sense to write novels with as many of those critters as possible to monetize your efforts.

You can write such a book if you have a couple of things going for you. First of all, you must have a complete disregard for your readers. After reading one chapter, which was over 40 pages about how sailors positioned themselves in the upper masts of a whaling ship, I realized Mr. Melville could have written “It was dangerous and uncomfortable in the high masts of a whaling vessel.”

Next you have to write the book with a thesaurus next to you replacing every simple word with the most obscure locution available. (See what I did there?) Why would you want to state things simply when you could approach things with magniloquence in mind? Yep, I learned me a couple of new words reading that book.

But the biggest challenge of the book is that nearly all the chapters dedicate themselves to such incredible minutia that the readers eyes become numb from reading. At one point I simply hoped that the whale would come along and destroy the ship, eat the captain, and spout on the crew so that the book would end. But it didn't.

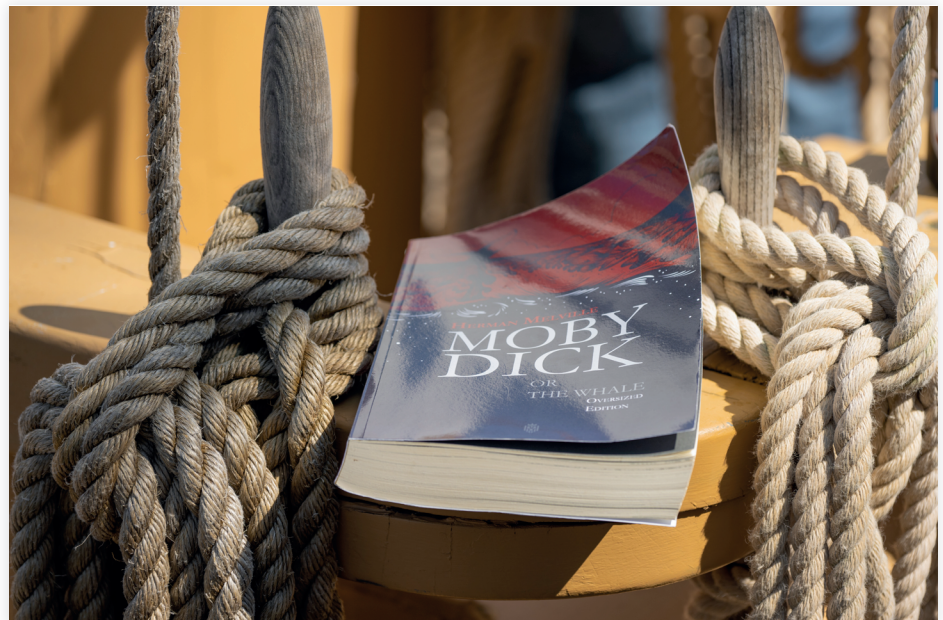
I'm glad I can now say that I read the book. At this point, if you've gotten this far, and not hoped I too would stop writing, you might be asking what this has to do with the world of the Association of Community Publishers and community based media?

It's really pretty simple. Look at our publications. Do we commit the same errors? Are the stories we have in our publications offering

the reader something interesting to spend time with? Have we ever tried to appear smarter or more eloquent than we really are by ramping up the verbiage or adding words to an article just to make it fill up a news hole?

Let's decide to keep our readers first in our minds. Let's write so that by reading our editorials, articles, and ads they can gain something worthwhile without breaking out the dictionary, buying new glasses because reading our publication wore out the previous pair, or inducing mass migraines.

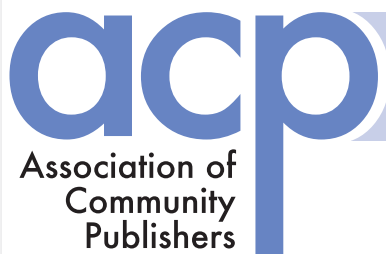
I'll try to do the same. The next article you read from me may read like a Dr. Seuss book. But Dr. Seuss never wrote about white whales. I'm glad. ■



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BY LOREN COLBURN

# 75 YEARS AND STILL GOING!

**B**y anyone’s calendar, seventy-five years spans a long time and a world of change. Life was so different back in 1950, it’s hard to imagine that much of what was introduced back then is still chugging along after 75 years. A little research proved that thought was not really on the right track, there were some important introductions in 1950 that would significantly impact the world as we know it today!

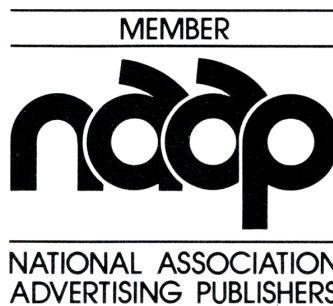
For starters, 1950 saw the introduction of the first multipurpose charge card by Diners Club. For businessman Frank McNamara, forgetting his wallet while dining out at a New York City restaurant was an embarrassment he resolved never to face again. Luckily, his wife came to bail him out and pay the tab. But little did he know that “first supper” would become an important part of a credit card industry that has exploded to over \$550 billion just 75 years later.

Then there was Robert W. Hutson, who applied for and was granted a U.S. Design Patent for the Oral B-60. The first toothbrush with soft nylon bristles. Compared to other brushes on the market, the nylon bristles were less abrasive to tooth enamel, better for massaging gums and more effective at picking up tooth powder. 75 years later, the world purchases 3.5 billion nylon toothbrushes annually, thank you Mr. Hutson.

In October of 1950, Charles M. Schulz debuted a four-panel comic

strip through United Feature Syndicate in seven newspapers. That Peanuts comic strip would eventually grow to being published in 2,600 papers in 75 countries and in 21 languages. The strips, plus merchandise and product endorsements, produced revenues of more than \$1 billion per year and have outlived its creator who passed away February 12, 2000. Charlie Brown is 75 years and still going strong!

The year 1950 also saw the first official gathering and organization of a group of free community paper publishers who would join forces with the shared goal: *“to further and promote the general interests of advertising periodical publishers, and to improve, extend and place upon a safe and more permanent foundation the general welfare of such publishers.”* John S. Morgan from Alma, Michigan was chosen as the first President and the journey had begun. By 1951 the organization reported it had grown to 67 members with a combined circulation of 231,000.



The group would formally incorporate in 1954 as National Association of Advertising Publishers, Inc.

(NAAP) – a Wisconsin Corporation. The 50’s saw the organization grow both in numbers and in geography as the word spread of the organization. The fast expansion would continue into the 60’s and 70’s as community publication popularity caught on across the country. By 1968, there were an estimated 2,000 free papers distributed in the United States with an estimated circulation of 30 million homes.



By the late 70’s, there was concern in the organization for including publications owned or purchased by daily newspaper corporations. The group was strongly divided on the issue and when the bylaws were changed at the 1980 Nashville conference to include corporate owned publications, the members who wanted to maintain their exclusivity split off to form a new organization, Independent Free Papers of America (IFPA) in 1980. The two organizations continued to grow over the years and a large number of publications who were eligible for both actually participated in both organizations.

In early 1987, the NAAP Board of Directors felt it was necessary to change the name of the organization to better align with their expanded membership that now



## PERSPECTIVE



included a variety of free distribution niche publications in the automotive, real estate and senior living industries. The name was officially changed to the Association of Free Community Papers (AFCP) in June of 1987.

As the industry continued to expand in the 1990's and early 2000's, both organizations built strong funding support from classified ad networks utilizing space in member publications. This funding allowed the organizations to provide their individual mixes of conferences, educational programs, circulation audits and an assortment of additional member benefits without adding additional expenses to member publications. Life was good!

With the opening of web access to the public in the early 1990's, the growth of the internet was meteoric! According to Wikipedia, the internet went from communicating 1% of the two-way telecommunications networks in 1993, to 51% by the year 2000, and more than 97% of the telecommunicated information by 2007. This shift in information availability has impacted almost all aspects of everyday life and print products would not go unaffected. There has been a shift from printed circulation to online availability by many publications in order to maintain readership numbers. Those that have navigated this tricky expansion successfully, have actually maintained or even grown readership numbers through the process.

The digital information growth impacted both AFCP and IFPA with a reduced number of member publications. As classified ad revenues declined due to free ads from Craigslist and Groupon, and eventually Zillow, Cars.com and Booking.com, what was a major source of revenue and readership content for local publications faded away. With this decline came the decline of the sheer number of small publications across the country and economic survival became more difficult with the increased cost of both printing and distribution.

In late 2019, AFCP and IFPA began talking about the possibility of merging the two organizations back together since many of the issues that divided the groups 40 years earlier were no longer obstacles. The outbreak of Covid-19 in early 2020 put additional pressure on the profitability of member publications and helped expedite the merger discussions. By December of 2020 both memberships had approved a plan that would unify the two organizations and the representation of the community publishing industry.



The association went through one final name change in 2021 with the completion of the merger process to become the Association of Community Publishers. The new bylaws were ratified and membership was open to any entity that publishes Community Focused Media. This shift in requirements opened the membership possibilities to subscription based publications, digitally distributed publications, as well as weekly, monthly and quarterly publications.

Having been involved with the organization since my first event in 1978, it's been all about being able to connect with peers. This invaluable resource has helped me navigate the many changes that 47 years has presented. It also has provided a much needed safe haven where I always felt comfortable openly seeking advice, help and direction without the fear of embarrassment or rejection. For me personally, it's been my source of mentors, advisors, role models and most importantly...friends. It just doesn't get any better than this.

So when National Independent Broadcasters, National Women's Press Association and Community Broadcasters Association have all fallen by the wayside in the last 75 years, the Association of Community Publishers is still performing its mission - To help its members enhance their viability and lead in strengthening the community publishing industry.

To all the volunteers and members who have participated and supported this organization over those 75 years - we offer a very sincere thank you. It is our hope that you have gained as much from the association as you have given and we look forward to the next 75 years with great anticipation. We understand that much will continue to change in the coming years, but as long as the sense of community we share stays strong, ACP will be helping publishers navigate the coming changes. You see, it's more than an association - it's a family.

Throughout this issue you will take a walk down memory lane of our 75 year history. Enjoy the walk and until the next issue, keep telling everyone... *"Print's not dead, it's READ!"* ■

# 75 YEARS OF STRONG LEADERSHIP

FOR 75 YEARS, OUR ASSOCIATION HAS BEEN DEDICATED TO SERVING OUR INDUSTRY AND PROMOTING OUR SHARED GOALS. FOUNDED IN 1950, WE STARTED WITH A SMALL GROUP OF PASSIONATE INDIVIDUALS WHO BELIEVED IN THE POWER OF COLLABORATION. OVER THE DECADES, STRONG LEADERS HAVE ENABLED US TO MAINTAIN A VIBRANT NETWORK THAT CONNECTS PEOPLE, SHARES KNOWLEDGE, AND ADVOCATES FOR IMPORTANT ISSUES THROUGHOUT THE COMMUNITY PUBLISHING INDUSTRY. THROUGH THE MANY CHALLENGES, IT IS THESE INDIVIDUALS THAT HAVE SUPPLIED THE VISION, ENERGY AND LEADERSHIP TO BUILD A LEGACY OF SURVIVAL AND SUCCESS.

## NAAP Board of Directors 1966 – 1967



*First Row:* Robert Greene, Executive Director; Rudy VanDrie – Secretary Treasurer, Ames, IA; Victor Jose – Vice President, Richmond, IN; Max Calgrove – President, Mansfield, PA; James McLaughlin – President-Elect, Eaton Rapids, MI; Joseph Sklenar – Past President, Audubon, IA

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*Third Row:* Merrill Raymond, Athol, MA; Matthew Petersohn, Hatboro, PA; Lynn Leet, Mt. Pleasant, MI; Lyle Crowder, Charles City, IA; A. K. Fox, Des Moines, IA; Robert Graham, Platteville, WI; Jerome Remkiewicz, Rockville, CN;

*Not Present:* H. C. Van Ausdeln, Costa Mesa, CA; William Johnson, Plant City, FL; Ralph Waterhouse, Orchard Park, NY

### NAAP Presidents

Year (s)	President	Publication	City	State
1950 – 1951	John S. Morgan	Alma Reminder	Alma	MI
1951 – 1952	S.T. Barkman	Berlin Shopping News	Berlin	WI
1952 – 1953	Floyd A. House	Pennysaver	Angola	NY
1953 – 1954	H.E. Von Haden	Fort Reminder	Fort Atkinson	WI
1954 – 1955	W.J. Van Allen	The Reminder	Plymouth	WI
1955 – 1956	Lynn Leet	Buyers Guide	Mount Pleasant	MI
1956 – 1957	Mack Bennett	Shoppers Guide	Otsego	MI



# INDUSTRY LEADERS

1957 – 1958	A.K. Fox	Westside Shopper	Des Moines	IA
1958 – 1959	L.U. Tollefson	Luverne Announcer	Luverne	MN
1959 – 1960	Delbert Kistler	Fort Reminder	Fort Atkinson	WI
1960 – 1961	Victor Green	The Banner Gazette	Pekin	IN
1961 – 1962	Robert S. Kapp	Merchandiser	Myerstown	PA
1962 – 1963	Elmer H. Verneer	Sioux Center Shopper	Sioux Center	IA
1963 – 1964	Gordon Davis	Pennysaver	Skaneateles	NY
1964 – 1965	Thomas S. Wallace	Scotsman Press	Syracuse	NY
1965 – 1966	Joseph M. Sklenar	Sklenar Publishing Co.	Ames	IA
1966 – 1967	Max L. Colgrove	Pennysaver	Mansfield	PA
1967 – 1968	James McLaughlin	Flashes	Eaton Rapids	MI
1968 – 1969	Victor Jose	The Graphic	Richmond	IN
1969 – 1970	Rudy Van Drie	Ames Advertiser	Ames	IA
1970 – 1971	Dwaine C. Lighter	The Algona Reminder	Algona	IA
1971 – 1972	Gilbert M. Selznick	Reporter	Toms River	NJ
1972 – 1973	William E. Mitten	The Windsor Press	Hamburg	PA
1973 – 1974	Richard Luzadder	Osceola Shopper	Kissimmee	FL
1974 – 1975	J.R. Carson	Tip-Off Shopping Guide	Jonesville	MI
1975 – 1976	James Start	Fox Valley Shopping News	Yorkville	IL
1976 – 1977	John Holmes	Holmes Publishing Co.	Whiting	IA
1977 – 1978	Victor G. Ianno	Scotsman Press	Syracuse	NY
1978 – 1979	James O'Day	Shopper and Foto News	Merrill	WI
1979 – 1980	Roger Miller	Town Crier	Brattleboro	VT
1980 – 1981	Shirley Colgrove	Advertiser Advocate	Alief	TX
1981 – 1982	James Crosby	The Valley Shopper	West Des Moines	IA
1982 – 1983	Gladys Van Drie	Ames Advertiser	Ames	IA
1983 – 1984	Thomas Karavakis	Towne & Country Shopper	Waupaca	WI
1984 – 1985	Stan Henry	Chanry Communications Ltd.	Levittown	NY
1985 – 1986	Terry Burge	Burge Publishing Corp.	Houston	TX
1986 – 1988	Edward B. Marks	Marks-Roiland Comm.	Jericho	NY

## IFPA Presidents

1980	Tim Lighter		Algona	IA
1981	Chuck Hawken	Flashes	Stuart	FL
1982	Bob Wright		Little Falls	MN
1983	Joe Sklenar		Audubon	IA
1984	Joe Green	Green Banner Publications	Pekin	IN
1985	Jerry Wright		Three Rivers	MI
1986	Wayne Cox			
1987	Gary Godfrey	Arens Publishing & Printing	Covington	OH
1988	Brian Kovsky			
1989	Milt Helmer	Helmer Printing	Beldenville	WI
1990	Carlene Phelps	Douglas Shopper	Kingsland	GA
1991	Jeff Wells		Melbourne	FL
1992	Carol Hoheisel	Morrison County Shopper	Little Falls	MN
1993 – 1994	John Jacobs	The Reminder	Hastings	MI
1995	Joe Nicastro	MJ Media	Budd Lake	NJ
1996	Gary Rudy	Cape May County Herald	Cape May	NJ
1997	Tom Aird	Buyers Guide	Martinsburg	WV
1998	Val Stokes	Kapp Advertising	Lebanon	PA
1999	Blain Fowler	Camrose Booster	Camrose	AB
2000	Mary Nelson	Midweek	Fargo	ND
2001	Bob Munn	Green Tab Publishing	Wheeling	WV



# INDUSTRY LEADERS

2002	Deborah Pillips	The World	Barre	VT
2003 – 2004	Joe Green	Green Banner Publications	Borden	IN
2005 – 2007	Doug Fabian	Reminder Publications	East Longmeadow	MA
2008 – 2009	Dan Buendo	Reminder Publications	East Longmeadow	MA
2010 – 2011	Deborah Pillips	The World	Barre	VT
2012 – 2013	Bob Munn	Green Tab Publishing	Moundsville	WV
2014	Doug Fabian	Reminder Publications	East Longmeadow	MA
2015 – 2016	Jane Means	Kapp Advertising	Lebanon	PA
2017 – 2018	Rick Wamre	Advocate Media	Dallas	TX
2019 – 2020	Rick Wamre	Advocate Media	Dallas	TX
<b>AFCP Presidents</b>				
1988 – 1990	Craig Trongaard	Woodward Communications	Dubuque	IA
1990 – 1991	Bruce Gotts	Access Communications	Adrian	MI
1991 – 1992	J.J. Blonien	Enterprise Newspapers	West Allis	WI
1992 – 1994	Lee Borkowski	Trade Lines	Eau Claire	MI
1994 – 1996	Dick Mandt	The Flyer	Tampa	FL
1996 – 1998	Robert Barrington	Antigo Shoppers Guide	Antigo	WI
1998 – 2000	Gordon Lowry	Add Inc.	Columbus	OH
2000 – 2002	Dan Holmes	The Berkshire Pennysaver	Lee	MA
2002 – 2004	Loren Colburn	Scotsman Press	Syracuse	NY
2004 – 2006	Bill Welsh	Maverick Media	Syracuse	NE
2006 – 2008	Jim Kendall	The Flyer	Tampa	FL
2008 – 2010	Orestes Baez	Maryland Pennysaver	Baltimore	MD
2010 – 2012	Scott Patterson	Carolina Moneysaver	Charlotte	NC
2012 – 2014	Carol Toomey	Action Unlimited	Concord	MA
2014 – 2016	Greg Birkett	Dubuque Advertiser	Dubuque	IA
2016 – 2018	Shane Goodman	Big Green Umbrella Media	Des Moines	IA
2018 – 2020	Charlie Delatorre	Tower Publishing	Gainesville	FL
2020 – 2021	John Draper	Pipestone Publishing	Pipestone	MN
<b>ACP Presidents</b>				
2021 – 2022	John Draper	Pipestone Publishing	Pipestone	MN
2022 – 2024	Manuel Karam	Featured Media	Avon	NY
2025 – 2026	Joyce Frericks	Star Publications	Sauk Centre	MN

## NAAP / AFCP / ACP Publisher of the Year Recipients

ONE OF THE HIGHEST HONORS THE ASSOCIATION HAS BESTOWED ON AN INDIVIDUAL THROUGH THE YEARS HAS BEEN THE PUBLISHER OF THE YEAR AWARD. THIS AWARD IS PRESENTED GOES TO A PERSON WHO HAS MADE SIGNIFICANT CONTRIBUTIONS TO THEIR PUBLICATION, THEIR COMMUNITY AND THE COMMUNITY PUBLISHING INDUSTRY AS A WHOLE. THIS AN ALPHABETICAL LISTING OF THOSE THAT HAVE RECEIVED THIS HONOR.

**Orestes BAEZ**  
**Bob BARRINGTON**  
**Greg BIRKETT**  
**Lee BORKOWSKI**  
**Liz BRAGG**  
**Greg BRUNS**  
**Dan BUENDO**  
**Loren COLBURN**  
**Shirley COLGROVE**  
**Shirley DECKER**  
**Charlie DELATORRE**  
**John DRAPER**

**Glen FETZNER**  
**A. Kay FOX**  
**Shane GOODMAN**  
**Pete GORMAN**  
**Robert GRAHAM**  
**Vincent GRASSIA**  
**Carlos GUZMAN**  
**Steve HARRISON**  
**Jack HENDRICKS**  
**Dan HOLMES**  
**Victor IANNO**  
**Victor JOSE**

**Jim KENDALL**  
**Lynn LEET**  
**Gordon LOWRY**  
**Richard D. MANDT**  
**Edward B. MARKS**  
**Craig McMULLIN**  
**Steve MICHELS**  
**Lisa MILLER**  
**John S. MORGAN**  
**William PLANK**  
**Merrill RAYMOND**  
**Jerry REMKIEWICZ**

**Karen SAWICZ**  
**Scott PATTERSON**  
**Val SIMON**  
**Dick SNYDER**  
**James STARK**  
**Gerry & Betty TENNYSON**  
**Carol TOOMEY**  
**Don TOWNSEND**  
**Craig TRONGAARD**  
**Michael VanSTRY**  
**Raymond WALTON**  
**William R. WELSH**

# 2025 BEST OF THE BEST AWARDS



**acp**  
Association of  
Community  
Publishers

**REWARD YOUR CUSTOMERS  
REWARD YOUR STAFF  
REWARD YOURSELF!**

Enter ACP's 2025 Best of the Best Publication Awards contest and show the rest of the world your best work. Use your winning entries to promote your staff, your advertisers and your national award winning publication! **MARK YOUR CALENDARS!** Entries must be received by March 31, 2025. Forms are available for download from the ACP website, [www.communitypublishers.com/awards](http://www.communitypublishers.com/awards) or email the ACP office for more information.



## THE VITAL ROLE OF COMMUNITY NEWSPAPERS: WHY LOCAL MATTERS

BY AL DICROCE

In an era dominated by digital media and national news outlets, community newspapers remain a crucial part of our local ecosystems. These small but powerful publications are crucial for the social and cultural fabric of our communities by not only providing a platform for local voices but also fostering community engagement, promoting transparency, and supporting economic growth.

### 1. ROOTED IN LOCAL RELEVANCE

Community newspapers focus on the issues that matter most to their readers – town council decisions, local events, business openings, and school achievements. Unlike national publications that cover broad or sensational topics, community newspapers bring hyper-local stories that would otherwise go unreported. These stories inform residents about developments affecting their daily lives and help them make decisions about the issues impacting their neighborhoods.

### 2. FOSTERING A SENSE OF COMMUNITY

From spotlighting local heroes to covering high school sports, community newspapers create a sense of pride and belonging. Community newspapers highlight the events, causes and stories that bring people together building a shared understanding and connection to the community.

### 3. HOLDING LOCAL POWER ACCOUNTABLE

Just as national newspapers investigate and report on federal or state

matters, community newspapers serve as watchdogs for local government. They report on town council meetings, zoning decisions, school board developments, and other civic matters, keeping residents informed and holding officials accountable. This transparency builds a sense of trust and engagement within the community, ensuring that decision-makers are scrutinized and that public voices are heard.

### 4. PROVIDING A PLATFORM FOR LOCAL BUSINESSES

Small businesses depend on affordable advertising, and community newspapers offer just that. Advertising in a community paper reaches the right audience – local people likely to become loyal customers. Additionally, these publications often feature business spotlights, interviews with local entrepreneurs, and “Best of” contests, all of which give small businesses visibility. This mutual support between the community paper and local businesses contributes to a thriving local economy.

### 5. CHAMPIONING LOCAL STORIES AND PEOPLE

In the midst of large, impersonal news coverage, community newspapers make space for stories of the people and places that give a community its character. Whether it's an artist's new gallery, a student's academic achievements, or the retirement of a longtime volunteer, these papers celebrate the unique accomplishments of individuals who might otherwise go unrecognized. They capture the milestones and narratives that form a town's identity.

### 6. FILLING GAPS LEFT BY DIGITAL MEDIA

Social media may be quick to highlight breaking news, but it lacks the depth that community newspapers provide. Unlike social media, which can be rife with misinformation, community newspapers are rooted in journalistic integrity. They report with accuracy and focus on what benefits readers in meaningful ways.

### 7. PROMOTING CIVIC ENGAGEMENT

Local newspapers encourage civic engagement by educating the public on local issues. Whether it's voting in municipal elections, attending town hall meetings, or simply volunteering, these publications provide the context that helps people understand why their participation matters. An informed and engaged population is the backbone of any community, and newspapers play an essential role in making that happen.

### 8. SUPPORTING LITERACY AND HABITUAL READING

Community newspapers cultivate reading habits within the community, fostering literacy and lifelong learning. Many readers, young and old, develop their knowledge of current events, history, and civics through local news. This not only strengthens individuals' understanding but also enriches the collective knowledge of the community.

### 9. A SOURCE OF CONTINUITY AND TRADITION

Community newspapers often have a deep-rooted history within their towns. Many have been around for generations, telling the stories of the

## COMMUNITY NEWSPAPERS ROLE

community's growth, struggles, and triumphs. They create a thread that connects past, present, and future generations, giving residents a sense of belonging and continuity.

### **SUPPORTING COMMUNITY NEWSPAPERS: AN INVESTMENT IN LOCAL IDENTITY**

Local newspapers are essential to maintaining an informed,

connected, and empowered population. Supporting them through subscriptions, readership, or advertising is an investment in your community. So, the next time you pick up a community newspaper, remember you're holding a piece of local culture and identity, keeping you connected to what's happening in your own backyard.

Al DiCroce is the Director of Advertising at Trib Total Media. Additional information can be found at: <https://mediakit.triblive.com>

Original Article Link: <https://mediakit.triblive.com/blog/the-vital-role-of-community-newspapers-why-local-matters/>

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Community  
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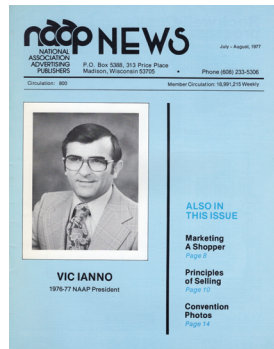
877-203-2327  
[www.communitypublishers.com](http://www.communitypublishers.com)



# PUBLICATION HISTORY

## 75 YEARS OF KEEPING PUBLICATIONS INFORMED!

Even in its early beginnings, NAAP produced a publication to keep members informed of what was going on in the industry. From newsletters as early as 1951, we see the association provide members with current events, best practices and industry information. Here are a few of the many looks the publications have gone through over the years.



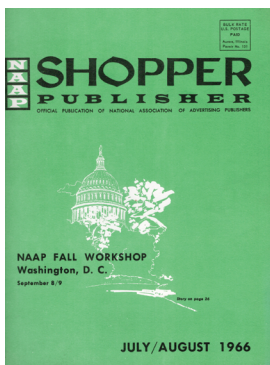
1977 – NAAP NEWS redesigned (28 pages, black + 1 color FBC, gloss stock)



2003 – Free Paper INK renamed, redesigned (28 pages, black + 1 color all pages, 70lb. gloss)



2011 – IFPA TIP (32 pages, gloss cover, offset inside, process color all pages)



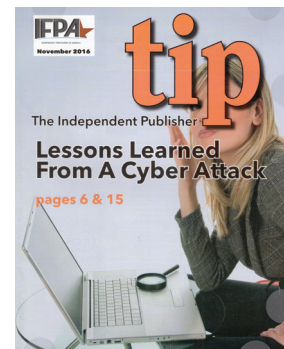
1966 – NAAP Shopper Publisher (36 pages with 60lb. cover stock)



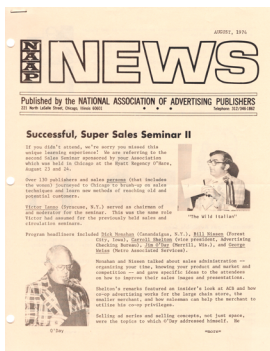
1981 – FREE renamed (44 pages, gloss stock)



2004 – Free Paper INK added process color all pages



2016 – IFPA TIP (24 pages, process all pages, 70# gloss)



1974 – NAAP NEWS (6 pages, single sheets, collated and stapled)



1999 – AFCP INK renamed, redesigned (16 pages, process cover, black + 1 color inside, 70# offset)



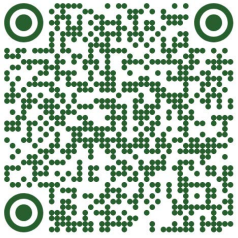
2011 – Free Paper INK redesigned



2021 – Publish renamed, redesigned (32 pages, process color all pages, 70lb. gloss)



## ADDITIONAL RESOURCES



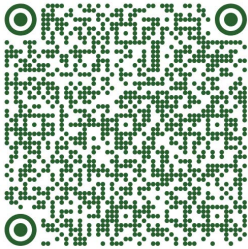
### 288 Page Book

#### **The Free Paper in America: Struggle For Survival**

By Victor Jose

This former NAAP President wrote this chronical of free papers history. As graduate of Swarthmore College and Northwestern University with a masters degree in journalism, this may be the only book that details the history and workings of free papers.

🏠 <https://www.amazon.com/Free-Paper-America-Struggle-Survival/dp/0970313306>



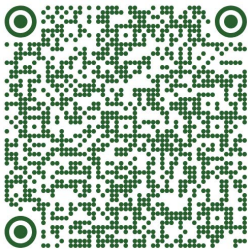
### University of Alabama Repository – Dissertation PDF Download

#### **A History of Weekly Community Newspapers in the United States: 1900 to 1980**

By Beth H. Garfrerick

This 313 page offers a very comprehensive review of the history and impacts weekly papers have had in America. Each of the 8 chapters deals with a different decade and details the changing roles papers have played in their communities.

🏠 <https://ir-api.ua.edu/api/core/bitstreams/d6dccc13-37e1-4ff3-a194-34760a7c3574/content>



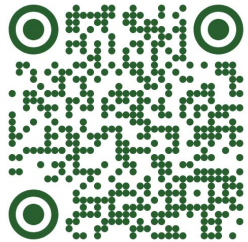
### Poynter – Article

#### **Thinking of starting a local digital news site? Do it, but be aware of the pitfalls.**

By Rick Edmonds

This article explores the opportunity to start a local news digital startup based on the decline of legacy newspapers and the abundance of journalism talent that is available as a result. Probably the most valuable part of this article is the information on funding sources.

🏠 <https://www.poynter.org/locally/2021/thinking-of-starting-a-local-digital-news-site-do-it-but-be-aware-of-the-pitfalls/>



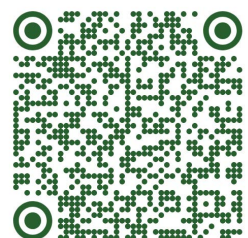
### Peter Lang – Book

#### **Twentieth Century Weekly Community Newspapers in the United States**

by Beth H. Garfrerick

This book gets the story of community weekly newspapers out from under the over-emphasized focus most books have on metropolitan dailies. A great review of the twentieth century history and impacts of weekly newspapers. Cost to purchase is \$47.95

🏠 <https://www.peterlang.com/document/1312674>



### Computer History Museum – Blog Article

#### **The Lisa: Apple's Most Influential Failure**

By Hansen Hsu

If you were in the industry in early 1980's, you will find this an interesting refresher of the predecessor to the Apple Macintosh that single-handedly changed the graphics world. This article includes some of the back-story behind how the development of both computers played out at Apple.

🏠 <https://computerhistory.org/blog/the-lisa-apples-most-influential-failure/>

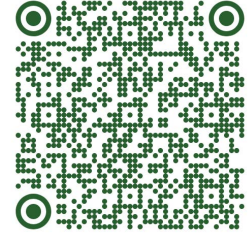
# ADDITIONAL RESOURCES

## Purple Fusion – Article

### Remembering a classic - Border Tape

This short article covers an item you found in every art department at every paper in the country. If you weren't in an art department in the 1960's and 70's, you may want to better understand what you're missing!

🏠 <https://purplefusion.wordpress.com/2010/09/20/remembering-a-classic-border-tape/>



## Prepress Equipment History!

### 1950 – History of Pre-Press

🏠 <https://www.prepressure.com/prepress/history/events-1950-1959>

### 1966 – VariTyper Headliner 820

🏠 <https://www.prepressure.com/prepress/history/events-1966>

### 1969 – Compugraphic 7200

🏠 <https://www.prepressure.com/prepress/history/events-1969>

### 1970 – The Mergenthaler VIP

🏠 <https://www.prepressure.com/prepress/history/events-1970>

### 1971 – Compugraphic Compuwriter

🏠 <https://www.prepressure.com/prepress/history/events-1971>

### 1977 – Compugraphic EditWriter 7500

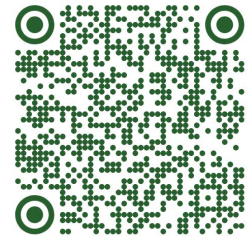
🏠 <https://www.prepressure.com/prepress/history/events-1977>

### 1983 – Apple Lisa / Compugraphic 8400

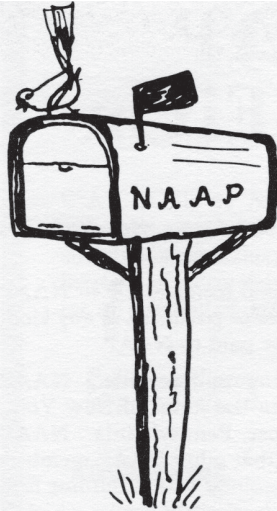
🏠 <https://www.prepressure.com/prepress/history/events-1983>

### 1984 – Apple Macintosh

🏠 <https://www.prepressure.com/prepress/history/events-1984>







Mail!

**NAAP NAME CHANGE**

**EDITORS NOTE:** The proposed amendment to the NAAP Constitution, changing the name of NAAP to "Shopper Publishers of America", was voted down by the General Assembly at the NAAP national convention on May 20 in Chicago.

The new name was originally proposed at the Minneapolis convention in 1965, and in accordance with the by-laws, was laid on the table for one year for final action. Earlier, the NAAP Board had reviewed the pros and cons for the name change, and had recommended that the new name not be adopted at this time. Among other reasons, the Board felt that too many prospective members did not favor the "shopper" terminology, and that the growing group of free newspapers would not want to join an organization which apparently devoted its sole efforts to the promotion of "shopper papers".

Following the vote, president Max L. Colegrove announced that a "name change" committee would be appointed to continue study of possible names which would better fit the industry and the association. He named Victor Jose of Richmond, Ind., chairman.

Just this week I have had a couple of instances which only make it plainer to me that we are missing the boat for every month and year that we stall on the question of changing the name of our association to INCLUDE the word SHOPPER!

I had occasion to write to a bindery company in regard to a special job which a customer of mine was seeking. This was my first contact with this company. In their answering letter, both the envelope and the address at the top of their

letter was to *The Algona Shopper's Guide*. I think it is clear from my letterhead, that the name of my paper is *The Algona Reminder*, with a descriptive subtitle of "*Shopper's Guide*." To this company, I was a *Shopper*, and that is the manner in which he addressed me!

Then, one of my merchants was discussing a company-sponsored promotion which is coming up soon. This company has a new district man, not acquainted with the advertising media available here in Algona, but one of his first questions to the local merchant was, "Do you have a SHOPPER here?"

For years now we have been striving, cajoling, conniving, and doing everything which we thought would help to gain recognition for the fact that we ARE SHOPPERS and we offer 100% COVERAGE IN A GIVEN AREA.

LET'S NOT TAKE A STEP BACKWARDS AND UNDO ALL OF THE GROUNDWORK OF SO MANY DEVOTED PEOPLE, MAKING IT NECESSARY TO TRY TO SELL OURSELVES, AND EXPLAIN OURSELVES ALL OVER AGAIN!

DWAINE LIGHTER  
*The Algona Reminder*  
*Algona, Ia.*

**SHOPPERS "A REAL ALTERNATIVE MEDIUM"**

I noticed with interest a short comment on free circulation newspapers which appeared in the January issue of *Media/scope*. The magazine cited your organization in stating that there are now at least 1500 free circulation newspapers.

I am now studying the advertising rate policies of daily newspapers, and at least the local rates charged for retailer advertising will be affected by the presence of shoppers in the dailies' markets.

It has been my impression that these shoppers were quite common prior to World War II but died during the war period, especially due to newsprint limitations. Apparently they have revived in the postwar period and offer a real alternative advertising medium for local and classified advertising.

It would be most interesting to know the date each one started, to indicate the geographic pattern of the postwar developments.

JAMES M. FERGUSON  
*Associate Professor of Law*  
*and Economics*  
*The University of Chicago*

**SHORT COUNT**

To: Theodore A. Serrill  
Executive Editor  
*Publishers' Auxiliary*

In the April 9 issue of *Publishers' Auxiliary* you carried a story, "NAAP Guide On Market". We appreciate your telling your readers about our new directory of independent shopping guides and free newspapers.

Unfortunately, your reporter's arithmetic was faulty. The article correctly says: "The directory lists about 400 shoppers and newspapers in 38 states . . ." It then goes on to report the number of shoppers listed in New York, Michigan, Iowa and Wisconsin, ending up with the statement "Twenty-six of the states list fewer than 10; 22 list only one, two or three."

It is hard to count accurately the listings in any directory, but I am wondering how your reporter could have missed the following states, all of which list more than ten shoppers:

- Connecticut.....14
- Indiana .....12
- Florida.....13
- Minnesota.....14
- Massachusetts..... 16
- Illinois.....17
- Pennsylvania.....22

Shopping guides, like radio, billboards, direct mail and other local media, are giving the newspapers a good run for their money, or should I say for the advertiser's money.

Thanks again for your otherwise excellent coverage of the 1966 NAAP Rate & Data Guide.

ROBERT S. GREENE  
*Executive Director, NAAP*



## THE FREE CIRCULATION COMMUNITY PAPER INDUSTRY\* and THE NATIONAL ASSOCIATION OF ADVERTISING PUBLISHERS\*\*

### \* KEY CHARACTERISTICS

- FREE CIRCULATION.
- SATURATION COVERAGE.

\*\* Founded in 1950, NAAP is the oldest and largest national trade association representing free-circulation community papers.

### NAAP MEMBER PAPERS

700

### NAAP ASSOCIATE MEMBERS

49 (industry suppliers and services).

### CIRCULATION

18 million homes weekly.

### DISTRIBUTION

20% by third-class mail.  
80% by carrier and privately-owned distribution systems.

### TYPES OF PUBLICATIONS

20% Community newspapers  
80% Advertising/shopping guides.

### TYPES OF MARKETS SERVED

Metro/inner-city	10%
Metro/suburban	30%
Urban Communities	40%
Rural	20%

### MARKET COVERAGE

95-98% saturation of area served, which can be documented by third-party circulation audits. (This is in opposition to the 40-50% saturation of paid-circulation newspapers in the same areas).

### READERSHIP

90% plus, which can be documented by third-party readership studies.

### NAAP PAPERS WITH CIRCULATION AUDITS

36% (by firms such as Certified Audit of Circulations, Inc., and Verified Audit of Circulation).  
11% (by United States Postal Service receipts).

### SIZES

Broadsheet, tabloid, and mini-tab sizes, with tabloid most common, and slight trend toward broadsheet.

### AVERAGE NUMBER OF PAGES COMPOSED ANNUALLY

1.5 million.

### AVERAGE NUMBER OF PAGES PRINTED ANNUALLY

52 billion.

### AVERAGE PAPER USE

3.7 tons weekly; 3000 tons of newsprint/year. (4-5 times more for those who do outside printing work.)

### PUBLISHERS WITH OWN PRESSES

162

### AVERAGE PUBLICATION

Published:	weekly
Circulation:	35,000
Pages:	40 plus

### NAAP MEMBERSHIP GEOGRAPHICALLY

East Coast	18%
Upper Midwest	45%
West Coast	4%
Southeast	19%
Plains States	14%

### LARGEST CIRCULATIONS

50 NAAP members have circulations of over 80,000; 39 of these are over 100,000, with six over 300,000, including:

THE PENNYSAYER, San Marcos, CA  
circulation: 984,096

HOUSTON COMMUNITY NEWS  
Channelview, TX  
circulation: 583,565

PENNYPOWER, Wichita, KS  
circulation: 561,032

DONNELLY PUBLICATIONS, INC.  
St. Louis, MO  
circulation: 484,568

PENNYSAYER, Tempe, AZ  
circulation: 385,000

VAN NUYS PUBLISHING  
Northridge, CA  
circulation: 300,000

# IS EVERYTHING NEGOTIABLE?

BY JAMES A. BAKER – FOUNDER, BAKER COMMUNICATIONS

“EVERYTHING IS NEGOTIABLE”



**W**e have all heard this so many times that we probably don't stop to think about it anymore. It might be worthwhile to take a moment to really consider that statement: "everything is negotiable." Is that true? Is everything really negotiable? And if so, what does that mean for us?

## WHEN CAN YOU NEGOTIATE?

In some cultures, it is considered normal to haggle over everything - prices at the market are considered a starting point for negotiations, not a number that's set in stone. This is

a foreign to the way people in our culture think, which is one of the reasons American tourists have a reputation for being easy to fleece. We tend to take things at face value and pay the stated price, even if it's much more than the vendor would actually be willing to accept.

Even those of us who would haggle overseas usually don't think about doing it at home. Since it isn't a part of our regular mindset that "everything is negotiable" it never occurs to us that we might be able to get a better deal.

It's actually surprisingly easy, in many cases, to negotiate a better deal, but the trick is that you have

to ask! When you go to the check-out counter with a garment that has a snag or a package that has been opened and reclosed, very seldom will the cashier offer to knock the cost down for you. However, if you point out the issue and ask for a discount, you may be surprised at how often you will get it. Just remember: you can't get what you don't ask for.

Negotiating terms in a new job is one place where it can really pay off to get creative. Don't just negotiate your pay rate - try to get the hours you want. Negotiate about flex time, vacation, insurance, parking, the type of work you will do, even how and when you will expect raises or promo-

tions. You are likely to end up with a much better situation than if you simply accept what the company offers.

In your career, the ability to negotiate can be invaluable. Try negotiating for a better compensation package at your current job. Ask for a promotion, a more flexible work schedule, better insurance, or higher-status assignments.

You can often cut a deal when purchasing or renting if the only available offering has more than you actually want. If you're buying a car and the only model on the lot has a skylight and you don't really want or need a skylight, don't pay extra for it. If you are renting equipment by the hour and you only need it for an hour and a half, negotiate to pay only for the time you are using rather than the full two hours. If you are renting a two-bed, two-bath apartment but aren't interested in having the second bathroom, try negotiating for a lower monthly rental rate, or to have the application fee waived.

## HOW SHOULD YOU NEGOTIATE?

If you are polite and personable, you will find that you can negotiate in many situations and get what you want just by asking. A discount, a better seat on an airplane, something extra thrown in for free - just ask nicely and see what happens.

Approach is everything - a polite or funny request is more likely to be well-received in many situations than a demand. If you can point out the benefit to the other party, it may also be helpful. A vendor is trying to make a sale and please customers, and sometimes that's all it takes to motivate them to accommodate your request.

## THE NEGOTIATION MINDSET

Try to adopt the negotiation mindset: "everything is negotiable." Instead of seeing a price tag as set in stone, try thinking of it as a first offer in a negotiation. You must also

work to overcome your reluctance to challenge the status quo and your fear of rejection.

Make it a habit to ask for a better deal every time you have the opportunity. You won't always get what you ask for, but you will be surprised at how often you do. Remember that the worst thing that can happen is that they say no - and even if they refuse initially, you may still be able to negotiate! Adopt the negotiation mindset and start getting more of what you want out of life - you can discover for yourself whether everything is really negotiable.

Baker Communications offers leading edge Negotiation Training solutions that will help you address the goals and achieve the solutions addressed in this article. For more information about how your organization can achieve immediate and lasting behavior change that leads to bigger wins during negotiations in any setting go to: <https://www.bakercommunications.com/negotiation-training-solutions.htm> ■

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Lighting the Way

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- 8 Additional Industry Specific Classes
- 140 Individual Training Modules

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# GRAPHIC DESIGN IN A NICHE INDUSTRY

SHELBY PALMER

**W**hen I started in the graphic design industry, my college courses set me up for doing everything in one job, print, social media, video, branding, generally being able to be everything for a brand and for yourself as a brand. This holistic, 'full-service' type of design is what's pushed as the bulk of the industry. Coming onto the Exchange team was a bit of a learning curve! Newsprint is a very specific type of paper to design for. Our goal is always quality and consistency, to honor our long-standing legacy of trust and exceptional service. Working with customers' existing design, melding their glossy magazine ad with their newsprint weekly ad, and successfully moving all that towards digital campaigns is an integral part of the quality and consistency we provide.

### ***Churning New Content with Quality & Consistency:***

Finding success in a niche industry is about consistency. Every week we produce four newsprint publications that include 1500± classified ads and display ads. They're delivered to clean and tidy racks, and our customer service, on the phone, in person, and via the web is top notch. As production & design, we strive to eliminate any mistakes while organizing display ads & classified ads to the ideal visual spot. When creating a myriad of display ads, in a short amount of time, all for different customers, it can be difficult to keep them from all looking the same. This is why our graphics team takes learning and creativity so seriously. We strive for quality work, while

also being effective. A paper full of the same visuals over and over again is not interesting and not effective. Some of these individual client styles have been cultivated since the 1970's. We work to keep the customer happy and be consistent with the ads we create with the clients existing branding.

Striving for perfection is a constant practice. When you produce a product weekly, and know that this time next week it will be gone, it can be very easy to skimp on quality. Our graphics department strives to create a visually pleasing, expertly organized & successful classified paper. We do this by double checking our work, by asking questions, and by keeping our minds sharp. We aren't afraid to collaborate with each other and with our sales team to find the best message for our advertisers. My team watches one new learning video a week, sometimes about new features to products we use, sometimes the videos are shortcuts, or simply some creative inspiration. This keeps our eyes and minds open to new things, and keeps our designs fresh.

### ***Being a Print Designer:***

Design school doesn't have an emphasis on print like it used to. Print is niche and some forward thinking design schools tend to focus on more holistic design or 'full service' design. More than 80% of my work is for a print product. We don't do everything for a customer, though we can, but more often we're focusing on their print advertising. It's important to keep an open mind. While we're successful with one specific

thing, print, we are constantly working on and learning other tactics. We've jumped feet first into digital ads this year, have learned a lot and been successful in some good areas.

### ***Print & Digital Holding Hands:***

Having a successful print ad campaign transitions smoothly into partnering print and digital. When your customers see your name in print, they trust the printed product. Then when they see your ads in digital spaces, they know, and recognize you and your products. It goes hand in hand. As a designer our team is consistent in our designs regarding online and print packages because this representation leads to recognition. The consistency here through multiple avenues leads to credibility and trust for us and our customers.

### ***Own Your Niche***

I think it's key to take a breath and focus on what's important. Be confident in your niche, and know where you're headed. In an industry like community publishing, we know the world is always changing and we're always working to adapt to it. We need to know who we are and what we're providing the community with. When we know that we can adapt without changing our whole identity as cornerstones of our communities. The quality of our print products, the consistency of our customer service quality and our passion for providing our customers with a useful print product is what keeps us moving forward. ■



BY JOHN FOUST  
GREENSBORO, NC

## READ ANY GOOD CATALOGUES LATELY?

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

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

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

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

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

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

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

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

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

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

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

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

# Graphic Hooks

By Ellen Hanrahan

hanrahan.in@att.net © 01/2025

One of my favorite songs is from a group called **The Byrds**, an American rock band of the mid 1960s, called **Turn! Turn! Turn!**

*To everything turn, turn, turn*

*There is a season turn, turn, turn*

*And a time to every purpose under Heaven*

Now, I am not going to go through all the lyrics, but the general theme is change, and I have come to that point in my life where I will be making changes.

This is a hard article for me to write because one of the changes that I will be doing is stepping away from doing my monthly design articles. Granted, I only started doing articles for **Publish** in February of 2021, but before that I was contacted by Robert W. Munn about doing an article for the **Independent Publisher (Independent Free Papers of America (IFPA))**, in 1995. In 2010, Douglas Fry from **SAPA (Southeastern Advertising Publisher's Association)** contacted me and I wrote monthly articles from 2010–2018 for **SAPAtoday**; and finally I had a monthly article for **The Informer**, a Michigan publication from 2012 until January of 2025.

All of this is to say that I have many articles on file and as Douglas Fry pointed out in the October 2024 issue of **Publish**, it's to "Leave Instructions." So if you need a refresher or a past article, my email is the same.

I am still relatively healthy for an older person, but, gosh darn, steps just seem to be getting steeper, so a one-story residence seems ideal and I am falling way behind on my Ancestry information.

## Resolutions from 2021

I thought I would look at the first article I wrote for **Publish** and share some of my resolutions from just a few years ago. A lot has changed in the past few years... we've experienced new working norms, become more dependent on online experiences and seen many changes in the tools and the ways that we conduct our business.

When I started as a Graphic Designer in the 1980s, we were just at the beginning of seeing how our industry was changing... and I also saw the reincarnation of our jobs as we relied more on technology and saw massive changes in information distribution.

Although, to be sure, there will still be challenges, triumphs and renewals, these past year have changed us, how we live, how we work and perhaps a more profound respect for the family, friends and connections we have made over the years.

## A Few Resolutions

I am grateful for "Zoom," because we were still able to connect, albeit a virtual experience. However, now it appears to be a more convenient way to stay in touch (in my

opinion, especially since driving at night has become more of a challenge).

At the end of 2016, I wondered whether to join Adobe Creative Cloud, which I did, but still am way behind on most of the improvements and innovations that have occurred since then (read that as giant steps in AI and new Adobe programs!). The following were my takes on some of my software programs at the time. Here's an update...

**Adobe InDesign:** My page layout program is still **InDesign**, but there are now so many features that offer users to design for multiple platforms. I am probably not going to change programs or go beyond what I need.

However, I am seriously considered getting **Affinity Designer/Affinity Publisher** (and I did get the programs, just haven't tried them since I purchased them!).

I do a newsletter for our Camera Club and this seemed to be a better option— it is way less expensive and it can open InDesign documents. So this is very doable... but still haven't done it!

**Adobe Acrobat:** Same as above... this program has gotten more powerful and interactive! I have begun to create more interactive PDF files for my newsletters and articles. So still working on this!

**Adobe Dreamweaver:** Yep, tried it, took a class—too intense, too many numbers, too many other programs. Bottom line, it's over. Plus I believe that there are other Adobe programs that can achieve this effect. That's on my to-do list for the coming year.

**Adobe Photoshop/Illustrator:**

I've put both programs together because there have been a slew of advancements for both. Let's put it this way, it's been difficult to stay current with all the new options in both of these programs.

However, I am most interested in learning the programs for the iPad! So that will also be an undertaking for 2021... and now 2025.

**... and a few new programs:**

**Adobe Fresco** is worth a look as well as finally getting around to looking at AI that is becoming a part of Photoshop as well as some plug-ins (**ON1, Topaz Studio** and **Nik Filters**).

## Final Thoughts

As we know from our industry, change is inevitable. So too is this point in my life. I will be turning to other endeavors in the future, and unfortunately preparing these articles is taking time from things that I need to do— such as "downsizing" as my husband and I think about our future. We plan to move next year and with all the changes that are developing with the software and other tools I use, it's just becoming more complicated... and time-consuming.

I've come a long way since Robert W. Munn contacted me about doing an article for the Independent Free Papers of America (IFPA), in 1995 and I have so many people to thank... Vic Jose and Gary Rudy from IFPA; Douglas Fry from SAPA; Jack Guza and Don Rush from Michigan; and Loren Colburn and Douglas Fry for exposing me to all the members of the publishing industry... as well as numerous individuals who have encouraged me these last 29 years.

Most of all, I owe a debt of gratitude to all the readers. I am grateful for all the years I have hopefully helped anyone in understanding the design process, and I am thankful for all those in the publishing industry who have read some of the advice I have given.

Saying goodbye isn't easy, but it's a necessary part of the journey... and I hope it's not goodbye; it's just 'see you later'!





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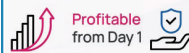
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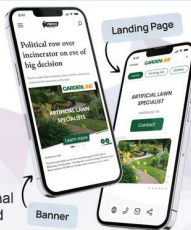


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