

FREE PAPER

INK

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JUNE 2015
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Innovative Ideas

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Postal Prices Approved

May 31, 2015

SPOTLIGHT ON PERSONNEL

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“From the Basics to the Innovative”



Dave Neuharth

DAVE NEUHARTH
EDITOR

Advertisers have a friend in **Free**

IN THE OLD DAYS THE DAILY NEWSPAPERS were well respected in their communities. The editorials carried a lot of weight, local news ruled and a picture of someone you knew was the talk of the town.

There were more locally-owned daily newspapers than we have today. An example is when Al Neuharth in the 1970's took over as president of Gannett Company. He set a goal for the company to own 100 daily newspapers. Before he retired he did get close to that goal.

My first employment in this business was with The Union in Grass Valley, Calif., a daily newspaper owned by Robert Ingram. After a few years his son, Peter, became publisher, and I worked my way up the chain to editor. We used Associated Press for national news but it was the local content that won us numerous awards from the California Newspaper Publishers Association. The readers not only read the news but used the advertising to make The Union a very profitable business. There was not a free paper or shopper in the area.

When it came to politics we had an editorial board, the owner, the publisher, the editor and other editorial members. We interviewed candidates for political office, we looked at the propositions on the ballot, and we did our best to make a decision that was positive for the community we lived in. And we all were long time residents of the community.

Life was good.

When it was time to retire the Ingrams sold the newspaper to a chain, Scripps League Newspapers. It was a good company but it certainly changed the way we did business. We had visits from management personnel from out of state that had input on how we ran the advertising, editorial, graphic and press departments. It was a new world. Some of the input was positive, some made no sense; but it was their paper.

With the large part of daily newspaper ownership by corporations, we have to look at the editorial content. In most case publishers assigned by the corporation spend little time in a community. If they do well they are moved on to a larger paper.

If profit expectations are not met, they are soon replaced. The question we have is during the political process, is local autonomy used or are the decisions directed from the out-of-state corporate offices?

As you know, over time the chains continued to purchase daily newspapers. Most of the community publications that remained locally owned and managed were the free papers that existed or were started during these times.

We have experienced the daily newspaper counter free paper competition by starting publications that were distributed to non subscribers. In most cases their attempts failed. In some cases they purchased the free papers.

The great thing about the free paper associations and their members is that they continue to grow and to survive. Despite going against giant corporations that control most of the dailies, with unlimited funds, the entrepreneurs in the business we know have the talent and fortitude to make their niche in their communities.

Daily newspapers face continued declines in circulation. Without a doubt, the major advertisers have to be looking at this situation. Will major advertisers continue to spend millions on Sunday newspaper inserts?

Yes, the advertisers can save millions by pulling their ads and using the web. We know that several years ago, two major companies tried this and the results were devastating. They soon went back to print media. Will the younger generation, which seems to be tuned into the new digital age, allow the advertisers to change to digital in the future?

Meanwhile, without question, if major advertisers want to increase the percentage of homes that read their advertisements, they have a friend in the free paper industry. Not only do they provide distribution to the homes the major advertisers want to reach, in most cases the rates are more affordable. And thanks to most of the free paper associations, these numbers are audited by Circulation Verification Council (CVC). **INK**

July is Free Community Paper Month

by ED COATS, Event Chairperson

ALL TOO OFTEN THESE DAYS WE HEAR "PRINT IS DEAD." In reality, however, print is far from perishing. Nowhere is this more evident than in the free community paper industry.

In our busy everyday world, we sometimes forget to boast about how important and relevant our community papers are. They are significant not only in aiding advertisers to share their message with potential customers but also in delivering local community news of interest to readers in homes across the country.

PaperChain is the common link between all free community papers across the country. For that reason, we feel it is the responsibility of PaperChain to be the leader in expanding awareness of the free community paper industry, and letting people know print is not dead but very much alive and well.

This July we again celebrate Free Community Paper Month. During this time, we ask that all the state, regional and local free community paper organizations get together and celebrate.

To do this, PaperChain will be providing materials to help you promote this event.

Here is the agenda for the 2015 celebration roll out:

1. Shown here is the PaperChain logo. Please use this logo often on your masthead, folios, promotional ads, articles and as fillers throughout your paper leading up to and during the month of July. For original artwork and PDFs visit: <http://paperchain.org/freepapermonth.html>

2. Also shown (at right) is a sample ad from the 2014 Free Community Paper Month celebration. They will also be available on the website noted above on or about the first of June, and distributed by your state, regional and national associations.

4. Publishers are asked to not alter the logo, but to use it often. We encourage you to localize the ad and draw your reader's attention to the important role your paper and staff play in this industry and how this industry stimulates the local and national economy.

5. We are all so very busy these days but we also encourage you to brainstorm with your staff and find ways to use the month of July to highlight your organization's accomplishments and the many ways your publications help drive and support the local economy.

6. The 2015 celebration is a national event but you can provide the local flavor. Ask your town fathers, city council and county government to consider taking action

on a local proclamation formally recognizing Free Community Paper Month. Suggested proclamations can also be found at <http://paperchain.org/freepapermonth.html>.

Your paper has made a great investment in your community and this industry. Only you and your staff can help us bring that story to your readers in this consolidated industry-wide effort. Please consider active participation in the July 2015 Free Community Paper Month. Visit us on Facebook and let us know your plans for Free Community Paper Month.

Thank you in advance for your support with this project and for all you do to enhance the industry with every issue you publish. **INK**

The best things in life are free

Free community papers like the one you're reading today are thriving. In fact, free community publications have been able to maintain nearly 99% of their readership since the turn of the millenium. We love the neighborhoods we serve and we couldn't do it without your support.

Thank you!

FREE - COMMUNITY - PAPER MONTH

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CIRCULATION VERIFICATION COUNCIL DATA MEASURING PAPERS AUDITED IN BOTH 1999 AND 2013. WWW.CVCAUDIT.COM

May 31, 2015 Postal Prices Approved

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

ON MAY 7, 2015, THE POSTAL REGULATORY Commission (PRC) approved the USPS amended prices for Standard Mail, Periodicals, and Package Services to be implemented on May 31, 2015. The PRC had previously approved the January 15, 2015 filing of the USPS to adjust First Class Mail and special service prices to reflect increases in the CPI.

For the Postal Service, the third attempt at filing proposed Standard, Periodical, and Parcel service rates proved "the charm." After two separate PRC orders finding legal deficiencies in the Postal Service filing, the PRC found the last round of rate adjustments, filed on April 16, 2015, were consistent with the law by fitting within the CPI price cap, on a class basis, provided for work share discounts that did not exceed limitations on discounts (or fall into one of the work share discount limitations) and that proposed classification changes were consistent with applicable law and regulations.

The PRC order also approved the application of 2015 promotions as they will apply to Standard Mail. Two of the promotions, Advanced and Emerging Technologies Promotion (June 1 - November 30) and Mail Drive Mobile Engagement Promotion (July 1 - December 31) had been approved previously for First Class Mail. The Advanced and Emerging Technologies Promotion had been scheduled to begin in May 2015. With the delay in obtaining final approval of its entire pricing proposal, the USPS postponed the implementation of all rate changes from April 26, 2015 until May 31, 2015. It also pushed back the beginning and ending timetable for the Advanced and Emerging Technologies Promotion to give mailers the benefit of the full six-month promotion schedule.

On May 4, 2015, the USPS published its final Federal Register Rules outlining changes in regulations that would accompany the pricing change. For

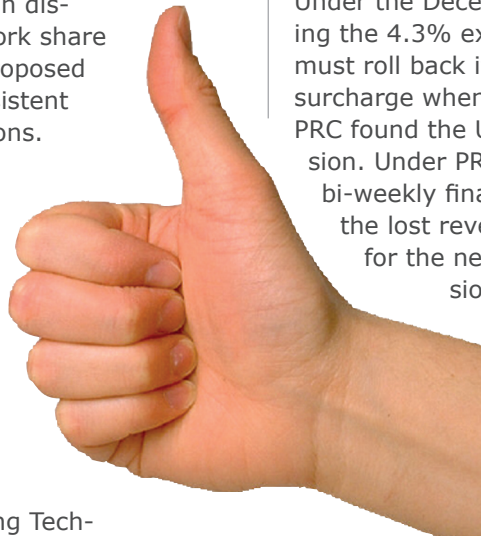
mailers of ECR Saturation letters and flats there were not many significant changes in regulations. For mailers of Standard Mail and Periodicals, several major changes in preparation, including the creation of new regulation and pricing classification for FSS mail, and separate prices for Periodical and Standard Mail flats that are entered on five-digit pallets of carrier route bundles, were approved.

The chart that accompanies this article (at right), provided with thanks to PostCom and its rate and regulation expert Postal Consulting Services, Inc., shows the current rates, the new CPI increase rates, and the percentage increase by product.

As of May 11, 2015, the Court of Appeals had not yet issued a decision on the exigency appeal. Under the December 24, 2013 PRC Order concerning the 4.3% exigency surcharge, the Postal Service must roll back its postal rates to remove the 4.3% surcharge when it has recouped the revenues the PRC found the USPS lost "due to" the Great Recession. Under PRC Orders, the USPS is to begin filing bi-weekly financials shortly before it has recouped the lost revenue limit so that mailers can plan for the next price change. The PRC decision and the USPS filing, included the reduced, roll-back rates, would go into effect sometime later this summer if the DC Court Appeals upholds the PRC order. It appears this roll back could occur sometime in August or September based on USPS financials to date.

Overall, the price changes for free papers that use Saturation Mail either with the Commercial EDDM (simplified) format or with an address remained very close, or just under, the overall CPI rate adjustment of 1.966%. The rate increase for heavier pieces, mailed at the pound rate, was closer to 1%. For EDDM Retail, the rate increase was higher with an increase of almost 5% bringing the single piece retail rate to 18.34. **INK**

For further information on the Saturation Mailers Coalition, contact SMC Executive Director Donna Hanbery at 612-340-9350 (voice), 612-340-9446 (fax) or e-mail: Hanbery@hnclaw.com.



Regular Standard Mail Flats Postage Rates--Enhanced Carrier Route
(Effective 5/31/15)
(All Rates Shown in Cents)

SUBCLASS/ Rate Category	For Pieces Weighing 3.3 Ounces or Less							For Pieces Weighing More than 3.3 Ounces							
	Curr. Rate	Prop Rates 5D Pallet	% Diff	Amt Diff	Prop. Rates Other	% Diff	Amt Diff	Current Rates		Proposed Rates		Proposed Rates (5-Digit Pallets) /1		Proposed Rates (Other) /1	
								Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
ECR FLATS – Basic	29.5	29.5	0.0%	0.0	30.0	1.7%	0.5	14.4	73.1			14.5	73.2	15.0	73.2
NDC Entry	26.1	26.2	0.4%	0.1	26.7	2.3%	0.6	14.4	56.3			14.5	56.4	15.0	56.4
SCF Entry	25.1	25.1	0.0%	0.0	25.6	2.0%	0.5	14.4	51.3			14.5	51.4	15.0	51.4
Delivery Unit Entry	24.1	24.3	0.8%	0.2	24.8	2.9%	0.7	14.4	46.8			14.5	46.9	15.0	46.9
ECR FLATS High Density /2	24.3				24.5	0.8%	0.2	11.2	63.8	11.3	64.1				
NDC Entry	20.9				21.1	1.0%	0.2	11.2	47.0	11.3	47.3				
SCF Entry	19.9				20.1	1.0%	0.2	11.2	42.0	11.3	42.3				
Delivery Unit Entry	18.9				19.1	1.1%	0.2	11.2	37.5	11.3	37.8				
ECR FLATS – High Density Plus	23.8				24.0	0.8%	0.2	8.7	63.8	8.8	64.1				
NDC Entry	20.4				20.6	1.0%	0.2	8.7	47.0	8.8	47.3				
SCF Entry	19.4				19.6	1.0%	0.2	8.7	42.0	8.8	42.3				
Delivery Unit Entry	18.4				18.6	1.1%	0.2	8.7	37.5	8.8	37.8				
ECR FLATS – Saturation	21.1				21.4	1.4%	0.3	7.9	63.8	8.1	64.1				
NDC Entry	17.6				17.9	1.7%	0.3	7.9	47.0	8.1	47.3				
SCF Entry	16.6				16.9	1.8%	0.3	7.9	42.0	8.1	42.3				
Delivery Unit Entry	15.6				15.9	1.9%	0.3	7.9	37.5	8.1	37.8				
EDDM ECR FLATS – Saturation	21.2				21.5	1.4%	0.3	7.9	63.8	8.2	64.1				
NDC Entry	17.7				18.0	1.7%	0.3	7.9	47.0	8.2	47.3				
SCF Entry	16.7				17.0	1.8%	0.3	7.9	42.0	8.2	42.3				
Delivery Unit Entry	15.7				16.0	1.9%	0.3	7.9	37.5	8.2	37.8				

For all Standard Mail letters and flats, add \$0.073 (no change) per assessed piece, for mailings with less than 70 percent of pieces passing Performance Based Verification at acceptance and which cannot demonstrate Move Update compliance.

Forward and Return Service - If used with electronic/automated Address Correction Service, forwarded flats pay \$1.40 (was \$1.095) per piece (no change from current rate). Returned flats pay the applicable First-Class Mail price. All other returned flats requesting Forwarding-and-Return Service are charged the appropriate First-Class Mail price for the piece plus the price multiplied by a factor of 2.472.

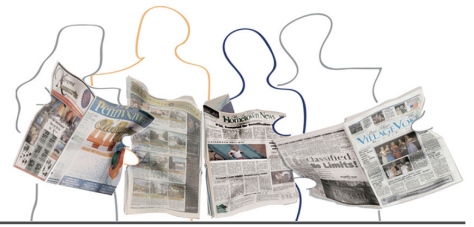
Add \$0.036 (currently \$0.034) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

Add \$0.021 (no change) for each piece that includes Picture Permit Imprint Indicia

^{/1} The USPS in its filing added a new Carrier Route flat category within Standard Mail called "5-Digit Pallet" to "encourage efficiency by providing lower prices for Carrier Route Flats on 5-Digit pallets than Carrier Route Flats in other containers." Prices for this category now are split into either "5-Digit Pallets" or "other" as shown.

^{/2} Subtract \$0.001 per piece for each High Density flat that complies with the requirements for Full Service Intelligent Mail.

This chart was prepared by Postal Consulting Services, Inc. Reprinted with the permission of the Association for Postal Commerce(PostCom) *



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Darrin Watson

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Douglas Fry

state

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Phone: 352-347-4470
Fax: 352-347-3384
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Email: DJNeuharth@aol.com
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David Neuharth

CPI&I

Community Papers of Indiana and Illinois
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Tina Jackson

CPM

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East Lansing, MI 48823
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Fax: 517-333-3322
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Jack Guza

CPOWV

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Email: dholmes@fcpny.com
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Web: www.classifiedsny.com
Dan Holmes

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Fax: 920-922-0861
Email: janderson@wisad.com
Web: www.wisad.com
Janelle Anderson (ext. 108)



NANI notes

by Greg Birkett

NANI. SOME ASK, "What is it?" Some think it is hiring someone to live with you and take care of your children. (Sorry,

that is "nanny.") For those of you who don't know, it is the National Advertising Network, Inc., AFCP's national classified network.

The NANI board has been meeting regularly to keep NANI healthy for our organization. Most of us know that NANI is what covers most of the costs for running our association. As in our own markets, classified advertising has been on the decline on a national scale as well.

The NANI board has just introduced new pricing that will make NANI ads more affordable for more advertisers. In the past national classified ads may have been out of reach for our local businesses; but with these new rates, you may want to take a look at some of your local businesses that do business on a national level and consider talking to them about buying into the NANI network. NANI Past President Carol Toomey has been leading this charge and I know you will be seeing more information on it soon, if you have not already.


NANI is just one more example of the way your volunteer board of directors is working hard for you. This organization is blessed with individuals who are stepping up to the plate and helping make it a better organization. All committees (conference, INK, education, membership, rising

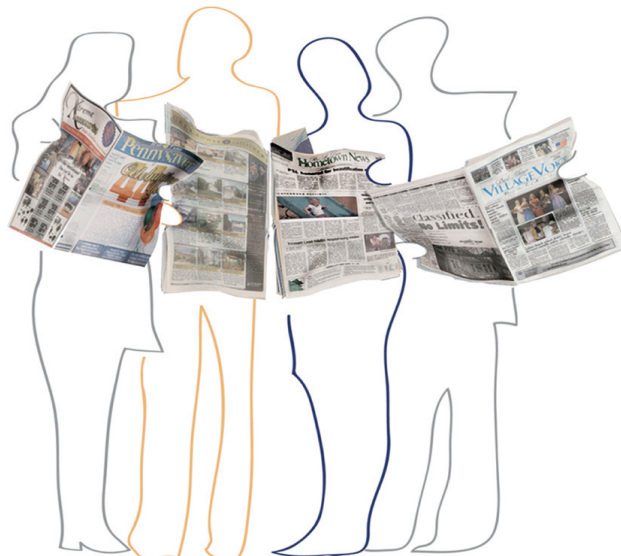
stars, marketing, PaperChain) are working hard to make sure AFCP delivers on its mission to help its members enhance their profitability and be a leader in strengthening the free publication industry.

AFCP is a member-driven organization made up of publications from coast to coast, with a range in circulation from small independent papers with circulation of less than 5,000 to publications with more than a million in weekly circulation. This diverse group of owners, publishers, general managers, sales managers and staff have one thing in common – a desire to make their operations better! If you know of a publication in your area that would be a good fit to join our organization, please tell them about AFCP. Or perhaps you are reading INK but are not yet a member – consider joining. I would be happy to talk to you more about the benefits of joining. Just give me a call.

We also invite all of our members to please join us on social media. Like us on Facebook, follow us on Twitter and join us on LinkedIn.

Feel free to reach out to me, any member of the board or our capable office staff anytime you have an idea or suggestion for our organization.

Have a good summer everyone! 



GREG BIRKETT
AFCP PRESIDENT
DUBUQUE ADVERTISER

Innovative Ideas from Conference

IF YOU WERE UNABLE TO ATTEND THE INNOVATIVE Ideas session at the annual Association of Free Community Papers (AFCP) conference, the following are several ideas that may work for your publications. Each was pronounced one of the top winners in the contest.



Will Thomas

Will Thomas
*Exchange Media Group
Fayetteville, TN*

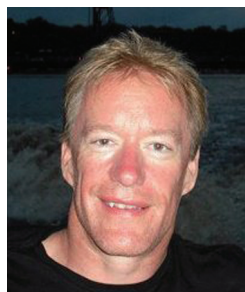
Holiday Cookbook

The Holiday Cookbook has been a success for 28 years. It is designed to drive incremental traffic to local businesses during the holidays. The advertisers in the cookbook are the only distribution points for the magazine.

In 2014 The Exchange printed the product in a 7.25" x 9.5" size with a four-color coated cover. The inside was printed on 35 lb., 90 bright paper, all four color. Over 77,000 copies were printed in 2014 and 285 display ads were sold by eight reps.

The cookbook features the favorite recipes of The Exchange's readers. House ads are placed prior to the production of the cookbook asking readers, "What is Your Favorite Recipe?" The readers' recipes are then used for the Holiday Cookbook.

For the cover of the cookbook, The Exchange conducts a contest. Readers are asked to enter a color holiday photo and a \$50 prize is given to the winner.



Joe Mathes

Joe Mathes
*Delta Publications
Kiel, WI*

Historic Publication

Readers are always interested in and recall the good old days in their community, and one way is to take a look at the history of your market.

Have someone write a column on historic events,

on the veterans and doctors and others who have served the community. What some of these persons recall makes great reading material. You can find an advertiser to support this column. After enough columns have been written, put them in a book and sell them to the public. You have the media outlet to promote the books.

Place some classified ads looking for historic photos of the area. If you have an historic society in the community, they can provide a wealth of information.



Jan Martin

Jan Martin
*Exchange Publishing
Spokane, WA*

Community Events

Get involved in community events as a sponsor and help. Last year the Exchange Weekly Paper was involved in an "Ag Expo," "Big Horn Show," "Home and Garden Show," "Home Idea Show," and "The Man Show."


To get it accomplished, make an appointment with the show's director six months prior to the show. Design a cover to present as a spec. Create flyers to hand out to exhibitors and encourage the show to place the flyers in their official packet.

The sales department should stay organized with a detailed checklist of details involved. Create flyers for the sales department to use for selling vendors.

Sixty days prior to the show, get a list of exhibitors for the sales department. Have the department divide the list and start calling and emailing the vendors.

The Exchange publishes an insert for the publication a week before the show and prints extra copies for distribution at the show. The show guide contains a list of vendors, maps of the show and seminars scheduled.

Part of the agreement with the show is a free vendor booth for the publication.

For information on The Exchange show guides, go to: www.ExchangePublishing.com/site/showguides.html 

The LEADERSHIP Institute

by Jim Busch

The Leadership Institute is a structured sales and sales management training program sponsored by the Association of Free Community Papers.



To date, 1,814 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 10,935 class credits in 66 different course curriculums. A total of 81 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

"Real optimism is aware of problems but recognizes solutions; knows about difficulties but believe they can be overcome; sees the negatives, but accentuates the positives; is exposed to the worst but expects the best; has reason to complain, but chooses to smile!"

– William Arthur Ward

I HAVE TAKEN A LOT OF FLAK IN MY LIFE FOR BEING AN optimist. One of my employees once said, "If Jim had been captain of the Titanic, he would have told the passengers, 'Look everyone, now we've got all the ice we need for the bar!'"

Many people who take a more pessimistic view of life think that optimists are just clueless, that they have a limited grasp on reality. This is as far from the truth as it can be.

Optimists are as aware of the challenges they face as the most committed pessimist. In fact, they often have a better understanding of the situation than a negative person. Optimists tend to look at a problem from all sides, as they are looking for an opportunity to make things better.

The thing that sets optimists apart from pessimists is their response to those challenges. When confronted with a problem, pessimists get irritated, optimists get to work. When one analyzes the optimistic approach to life versus pessimism, they will find that optimism is far more pragmatic and realistic.

Pessimists waste a lot of time and energy complaining and looking for people to pity them. Optimists have a bias for action; they look for ways to make things better. They do not dwell on the past, on what might have been or what they should have done. They know the past can't be changed and they focus on the present—what can I do NOW! They look for ways to turn the situation in their favor.

In his book *David and Goliath*, author Malcolm Gladwell relates many examples from history where an "underdog" overcame daunting odds to win. Optimists find creative solutions that pessimists miss because they are too busy bemoaning their terrible luck.

Optimism is not looking at the world through rose covered glasses, overlooking all the bumps in the road. Optimism is a strong belief in one's self and in our ability to overcome challenges. It is not giving in when the cards are stacked against us. It is about doing what we can and refusing to quit. Optimism is not ignoring problems; it is an unshakable belief in our ability to solve them. **INK**



Co-Branding Focus

by TIM BRENNAN, MultiAd

CO-OP IS GENERALLY JUST BRANDED ADVERTISING with financial support from the supplier. One of my favorite clients over the years focused on the brand promotion aspect of the advertising sale first and foremost with a nod toward the potential reimbursement under the co-op guidelines. Her approach in the local market was that the dealer should advertise the branded promotions through local media to capitalize on the manufacturer's national push and tell area consumers where to take advantage of it.

Her vision of the process was really co-branding the local store to the manufacturer product with frequent advertising. This built a strong association of the local store with the brand and should provide some long-term recognition to play off any other manufacturer promotion. Since any national advertising by the manufacturer really just focuses on the "what and why" of the product messaging, she looked to leverage the same brand message with her clients to focus on "where" for the local audience. She was VERY successful with this approach.

Her work with the local advertiser targeted the specific need for brand association with her audience and, while she would provide the co-op plan detail and manage the brand compliance work, co-op reimbursement was secondary to the conversation. She would be happy to explain how co-op worked and what to submit for plan reimbursement, but left those details for the advertiser to manage on their

own. She worked exclusively on the co-branding concept regardless of whether the dealer had enough (or any) co-op money for the campaign simply because this was the best way to drive traffic and sales.

How could this concept work for you? What sort of local brand champions might you find in your market for Allstate Insurance, Benjamin Moore Paints, Castrol Motor Oil, Delsey Luggage, Emerson Air Conditioners, etc., etc., etc.?

For those that would like to target a specific

consumer promotion tied to a major manufacturer brand in June, there are plenty to choose from. In the motorcycle category you can aim at your Honda, Victory, or Yamaha dealers. In the tire category you can aim at your Goodyear, Hankook, or Michelin dealers.

In the boating category, there's expiring co-op plans with Honda Marine and Suzuki Marine. There are always branded opportunities.

Sometimes the process just needs a brand and an aggressive local reseller, so you don't have to overthink the co-op detail. Just look for your local brand champion.

This information is provided by agreement with AFCP and MultiAd Recas to help take the mystery out of co-op advertising. For more information or your Recas.com Co-op username and password (a benefit of AFCP membership) along with the AFCP Co-op Lead email, contact the AFCP office at 877-203-2327. **INK**



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www.inkbottlesyndicate.com/weekly

It's Audit Time Again!

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Questions?
Call the NANI Office at 877-203-2327.



Ad-building **BASICS** for **non-designers**

by STEVE FLECK

OCCASIONALLY THERE WILL BE TIMES AT YOUR company when you are short-handed and the deadline will leave you with no choice but to have different people pitching in, doing things they don't normally do in order to get your publications done. Designing ads is one of those things that seems pretty straightforward and shouldn't be that hard; however, it can be easily overwhelming to someone who does not do it all the time. So here are a few tips to keep in mind should you find yourself "behind the wheel with no idea where you're going."

1. **Read.** Seems odd, I know, but it's very important that the first thing you do is take the time to read through the copy and instructions for what you are going to be building. Don't read just the first few lines and then get started, read **THE WHOLE THING**. Things often get added into the instructions once the customer gets thinking about the ad more, and you don't want to start building only to find out they really wanted the focus of the ad to be something that was listed further down in the information they provided.

2. **Plan.** Come up with your plan of attack. Decide on what the main priorities of the ad will be, and how the information you need to include ranks in order of importance. I often find it helpful to actually number the copy in order of importance so that I can easily go back and look once I start building the ad. Gather any logos and images you might need, get them prepped and saved appropriately so they will be ready to go when you need them. Having to stop in the middle to track down a logo file will most likely cause you to lose your train of thought and increase the risk of you making a mistake or leaving something out.

3. **Choose one strong image.** It's tempting sometimes to find lots of great photos and want to use them all in one ad, but it will make it much more effective if you can choose one image to be your main focal point. It's OK to include other im-

ages as well; but instead of them all having equal weight, pick one that will stand out the most. The weighting of an image doesn't always depend solely on size either. It could be more brightly colored, or the subject matter might be more interesting; so keep that in mind when you're putting the pieces together as well.

4. **Place your copy.** Add your copy in, working off the order of importance you decided on earlier. Remember that copy should be organized in a matter that it is quickly and easily read, and does not easily blend into one giant paragraph. And please resist the urge to center everything.

5. **Contact information.** Contact information should be easily found, but does not need to be huge. If the ad does its job, the reader will want to find the phone number. You don't need to smack them in the face with it

by making it enormous.

6. **Read again.** Take the time to read over the ad twice. Read it once just to make sure that everything sounds OK, then again to check for spelling errors and typos.

7. **Use a second set of eyes.** It's easy to miss obvious things when you've been staring at an ad on screen for the last hour or more, so have someone else take a look at your work. If you don't normally build ads, this should be happening anyway; but it's good to always have a second set of eyes to catch mistakes and provide a different perspective.

There is a lot more to building ads than I have space to cover here, but hopefully these few things will give you a starting point and an easy-to-follow process that will help out in a pinch. Don't panic, take your time, ask for help or a second opinion if you need it, and everything will be just fine. **INK**

Do you have a graphic design question you'd like to see answered in INK? Email it to graphic designer Steve Fleck at sfleck@smartshopperad.com.



Learning from the PAST

by Kevin Slimp

I DON'T KNOW ABOUT YOU, BUT I'M NOT MUCH of a sitter. By that, I mean I can sit through speech for a few minutes, but then I usually start to get bored. That's when my mind starts drifting and my body gets squirmy.

That may sound strange, coming from a guy that gives speeches for a living, but it's probably the reason that I usually finish talking a few minutes ahead of schedule. I empathize with the audience.

The exception comes when I hear someone really smart. Funny, I can sit and listen to a brilliant thinker for hours, although it seems people with the most to say generally are the ones who say it in the shortest amount of time.

That was the case three days ago, when I heard Dr. James Hildreth, dean of the College of Biological Sciences at the University of California, Davis, a pioneer in HIV and AIDS research, address the graduating Ph.D. and Masters candidates at The University of Arkansas.

Dr. Hildreth spoke for no more than five minutes, but I'll never forget what he said. "You should know," he began, "that most of what you've learned in your time as a student is wrong." He had my attention as he continued, "But that's OK. The most important thing you've learned at this university is how to think."

I couldn't help but think of all the speakers and teachers I've had over the years. Just try "helping" a middle school student with homework. When I try to help my children with their math homework, I quickly learn that math has changed and my answers are no longer valid.

Dr. Hildreth is right. The most important thing we learn through education and experience is how to think. Accepting information as gospel, just because it comes to us from an "expert" is no more valid than assuming everything we've learned in school is valid.

Maybe we could learn something about newspapers

from Dr. Hildreth. Perhaps our teachers have been wrong. Maybe we've been listening to experts when we should have been using our own experience to think about the best ways to move our publications forward.

Of course, I could be wrong.

TECH SURVEY OFFERS GLIMPSE INTO THE PAST

Robyn Gentile, Knoxville, Tennessee, dropped by my office to give me a folder recently. "I thought you might be interested," she said.

Was I ever. It was a survey I had conducted 12 years ago for her press association, to determine what type of technology needs existed among member papers. The following are a few of the findings:

- A majority of 71 percent of their newspapers were Mac based, with 29 percent using PCs for design. Interestingly, that number hasn't changed too much over the years.

- Although InDesign had been around for three years, most papers were still loyal to QuarkXPress (version 4 was most popular), used by 61 percent of respondents. 28 percent used Pagemaker (ask your grandparents about that), while InDesign and Creator were used by a handful of newspapers.

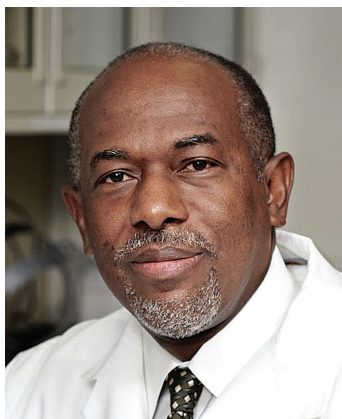
- The most fascinating finding to me: 22 percent of newspapers were still pasting up pages. That's hard to imagine. The majority, 59 percent, were printing pages out to film on an imagesetter.

The survey questioned publishers about training. Most, it seems, favored large training events in central locations and training at press association conventions over smaller, hands-on training located within an hour's drive. Again, interesting.

It was fascinating to look through the surveys and see names I recognized. Many were publishers who have retired. Others were good friends who have since passed away. Several were young editors who are now publishers, many of whom now serve as board members and chairs of the same association. And some, it was good to see, are still publishing their papers today.

AND WHAT ABOUT THOSE BAD HARD DRIVES?

David Spencer, from Kentucky, emailed in a panic. He wanted to know if I had any advice concerning where to send a hard drive that had bitten the dust.



Dr. James Hildreth



Changes are taking place All Over



Marissa Olles

ADD MARISSA OLLES TO the list of members of the free community paper industry who is a shining star in serving her community.

Olles is the art director of the Lake Country Pennysaver in Albion, N.Y. She has been on the board of directors of the Albion High School Alumni Foundation since 2009. She

has been secretary since 2010 and in 2013, when the board created subcommittees, she partnered up with another alum and board member to lead the Visibility Team.

A 2000 graduate of Albion High School, Olles furthered her studies at St. Bonaventure University, earning her Bachelor's degree in Journalism. Combining her experiences there with her graphic design training has been a huge benefit in her role at the Foundation.

Olles connection to the Foundation goes beyond volunteering on the board. In 2009, she and her mother partnered with the Foundation to create the Dr. Lee N. Minier Science Scholarship.

Olles lost her father to suicide in 2007. He was a man who never stopped learning and he was, and continues to be, her inspiration to do well, whether it is in her career at the Pennysaver or in her personal life.

In a way, Dr. Minier lives on through this scholarship that Olles and her mother award to students who they feel embody the same educational values he had. It helps them to keep him in their lives by

honoring his devotion to learning. There are many other families doing this same thing through their scholarships at the Foundation, and Olles values that part of her role as a volunteer in the Foundation who proves to other families that their scholarships are as important to the board as they are to them.



Hank McAfee

HANK MCAFEE HAS BEEN promoted to associate publisher of Tower Publications in Gainesville, Fla. A 16-year veteran of the industry, he is a 2014 AFCP Rising Star.

In his new position McAfee will add to his roll as creative director, where he currently manages an award-winning department.

"Hank has always been a committed member of our staff and this recent appointment will allow us to utilize his specific skill set with many of the operational decisions made within the company," said Charlie Delatorre, president of Tower Publications.

Married this past March, Hank and his wife, Katrina, live in Gainesville and are avid Gator fans.

PATRICIA BETTS WAS NAMED ASSISTANT General Manager at Iwanna Publications.

She has been with the company for six years and has served as sales manager and most recently director of sales. She lives in Asheville, N.C. **INK**



Learning from the PAST

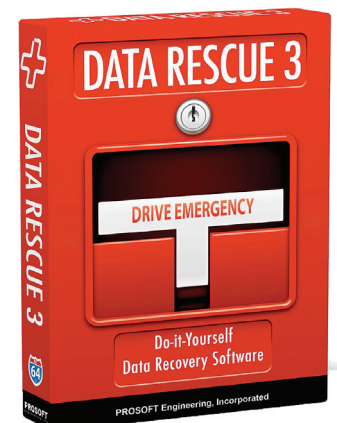
Fortunately, he didn't need to send it anywhere. I suggested he download Data Rescue 4 (he later told me his computer used Data Rescue 3) to restore the lost data.

Thankfully, it worked. I remember using Data Rescue after Gary Rudy's camera card died a couple of years ago, along with all the pics from the IFPA national convention. I asked Gary to send the card to me and, fortunately, as it did for David,

Data Rescue restored the photo files from the camera card onto an external drive.

Find more information concerning Data Rescue (US \$99) at prosofteng.com. **INK**

Kevin Slimp is director of the Institute of Newspaper Technology, a training program for newspaper designers, publishers and technical staff. For more information concerning the Institute, please visit www.newspaperinstitute.com. To read past columns, visit www.kevinlimp.com.



Associations IN the NEWS

THE INDEPENDENT FREE PAPERS of America (IFPA) has designed a new logo (at right) to use for new marketing initiatives.

The logo was produced under the direction of Katie Thomas, an IFPA board member employed with Exchange, Inc., in Fayetteville, Tenn.



THE INDEPENDENT FREE Papers of America (IFPA) has announced the 2015 annual Bob Wright Memorial Scholarships. Four students will each receive \$1,500. The recipients:

Priscilla Coats of Keeseville, N.Y. A high school senior, she is an honor roll student, a member of both the Key Club Student Council and National Honor Society and serving as an officer for both organizations, as well as active in soccer and softball. Coats is involved with Relay for Life and Upward Bound and volunteers for church activities. Her father is Edward Coats, publisher of the New Market Press in Middlebury, Vt.

Amanda Estevez is a high senior planning on attending the University of Florida. She is a National AP Scholar, having received several awards

including the FIU Book Award. An honor student who also is an athlete playing soccer and volleyball, she is part of the ACC Dance team and served as junior class and student body treasurer. Estevez is a member of the Key Club, Respect Life and Stand Up & Speak J.A.M. Foundation and has won numerous society honors. She is the daughter of Carmen Estevez, an employee with The Flyer in Miami, Fla.

Brittany Fulton of Lakeland, Fla. is a high school senior who plans to attend Florida Gulf Coast University. An excellent student who has received awards for her GPA rankings, she is also an athlete who played competitive volleyball. She belongs to the Health Occupations Students of America, the Lionettes, a spirit club, and the National Honor Society. She plans to

pursue a goal of becoming a physical therapist. Her mother, Bari, is employed with The Flyer in Tampa, Fla.

Morgan Quattlebaum of Enterprise, Ala., is currently enrolled at Auburn University pursuing her Bachelor of Science degree in Communication Disorders. She is a member of the National Student Speech Language Hearing Association. She is on the Dean's List, a member of Tau Sigma honor society and has been given the opportunity to be part of the Auburn University Executive Suite Ambassadors. Outside of college Quattlebaum has been involved as a Bible School assistant, with Operation Christmas Child, and as an apprentice dance teacher. She is the daughter of Russell Quattlebaum, publisher of the Southeast Sun in Enterprise, Ala.

To submit your "associations in the news" story, please contact Dave Neuharth by fax (1.352.347.3384) or email: DJNeuharth@aol.com.



july

CHICAGO, IL : JULY 13-14, 2015
Niche Media CEO Conference, Chicago, Ill. For information contact Carl Landau: carl@nichemediahq.com.

OKOBOJI, IA : JULY 15-16, 2015
Midwest Free Community Papers (MFCP). Publishers Summit, Okoboji, Iowa. For information contact Dick Colvin: dick@mfcfp.org.

sept.

ORLANDO, FL : SEPTEMBER 18-19, 2015
Community Papers of Florida (CPF). Annual Conference, Caribe Royale Resort, Orlando, Fla. For additional information contact Dave Neuharth at 352-347-4470 or email DJNeuharth@aol.com.

SAN ANTONIO, TX : SEPTEMBER 24-26, 2015
Independent Free Papers of America (IFPA) and Texas Community Newspaper Association (TCNA). Joint Conference, Riverwalk Hyatt, San Antonio, Texas. For additional information contact Danielle Burnett at 866-224-8151. Email: danielleburnett-ifpa@live.com, or Douglas Fry, Email: Douglas@tcnatoday.com.

MELBOURNE, FL : SEPT. 27-OCT. 1, 2015
North American Mature Publishers Association, Inc. (NAMPA). National Convention, Holiday Inn and Conference Center, Melbourne, Fla. For information contact Gary L. Calligas, executive director of NAMPA, at (877) 466-2672 or at gary@maturepublishers.com.

oct.

SYRACUSE, NY : OCTOBER 5-6, 2015
Free Community Papers of New York (FCPNY). Conference & Leadership Summit, Genesee Grande Hotel, downtown Syracuse, N.Y. For information contact Dan Holmes: dholmes@fcpny.com.

WEST DES MOINES, IA : OCTOBER 16, 2015
Midwest Free Community Papers (MFCP). Fall Conference, the Sheraton Hotel, West Des Moines, Iowa. For information contact Dick Colvin: dick@mfcfp.org.

To list your conference information in Free Paper INK, send it to:
DJNeuharth@aol.com
To list your conference information on the AFCP website, send it to:
Loren@afcp.org



INCREASE REVENUE with afcp

The media landscape is more competitive than ever. You need a strategic advantage that will not only increase sales, but also help you increase advertiser loyalty. As a member of the Association of Free Community papers we offer many programs to assist you in building revenue and

retaining customers. One such program many members have found helpful is to integrate co-op into your ad department. By utilizing the tools available through the MultiAd Co-op Program, you can be efficient and successful in driving new business using co-op funds. The

key is understanding co-op and the most effective ways to make it work for your customers. To that end afcp offers its members free access to this powerful program positioning your sales team as experts and assisting your customers in making the most of their advertising dollars.

For more information or to get signed up call the afcp office at 877-203-2327 or email Loren Colburn at loren@afcp.org



GRAPEVINE

LEWIS COUNTY PRESS, LLC, has announced the acquisition of The Grand Saline Sun of Grand Saline, Texas.

The Grand Saline Sun is Lewis County Press's ninth newspaper acquisition and second investment in a Texas newspaper. The company continues to seek additional papers to expand its portfolio of rural, subscriber-based weekly newspapers.

Bert Rex Fite will lead The Grand Saline Sun as editor and publisher. He will continue the paper's focus on community journalism and local advertisers and will maintain a web presence for residents at www.GrandSalineSun.com

Kevin Butner, the chief operating officer for Lewis County Press, said the news company is looking forward to additional acquisitions, including three additional newspapers that are under contract heading to documentation and a pipeline of other potential deals.

"We are happy to add Bert to our team of community newspaper leaders," Butner said.

Lewis Floyd, a senior associate with WB Grimes & Company, represented the seller in this transaction.



KEITH FISHER HAS BEEN appointed vice president of finance and administration at Bartash Printing, Inc., a leading manufacturer of magazines, newspapers and niche publications.

This newly-created role strengthens Bartash's executive management team while further boosting the company's extensive knowledge base.

Fisher has enjoyed a long and successful 20+ year career in

various leadership positions in public accounting and private industry. Most recently he was the chief financial officer at a local Delaware Valley food processing company where he was responsible for all aspects of finance including forecasting, budgeting, cost accounting and developing complex financial models to identify additional efficiencies and margin growth.

In his new position, Fisher will serve as a key member of Bartash's leadership team. He will assume primary responsibility for maintaining Bartash's financial strength and charting future strategic initiatives. His duties will include budget management, cost-benefit analysis, forecasting, pricing, and planning. Additionally, he will oversee operational areas including accounting, human resources, enterprise project management, and customer service.

Residing in Pennsylvania, Fisher earned his BA in Economics from Ursinus College, where he was a member of the Economics Honor Society, and an MBA in Finance from Saint Joseph's University. He is a CPA, certified in Pennsylvania.

Bartash is an award-winning cold-set commercial printer in Philadelphia, Pa.



IN NEW JERSEY, MJ MEDIA LLC recently merged with Broad Street Media, owner of the Marketeer, and formed a new company: New View Media Group LLC.

Former MJ Media Publishers Joe Nicastro and Mary Lalama of Flanders have formed a partnership with Marketeer owner Darwin Oordt of Cherry Hill to establish New View Media Group. The man-

WHAT'S GOING ON...

aging partners officially merged April 1.


Unlike other newspapers that incorporate both the good and bad news, New View Media Group will feature only good news.

"We will have a group of community newspapers with good family-friendly content," said Nicastro. "There are other publications, as in any market we are in, but we try to bring a different perspective with all good news."

The name, New View Media LLC, came from "The idea that we have a new view on media," said Nicastro.

All community news, from schools to government, people, organizations, places of worship, libraries, non-profit organizations, volunteer services, children's groups, scouts, fundraisers and more will be featured in the pages of New View Media. The company's philosophy is to showcase and inform all readers about the good that surrounds them day-to-day, as well as the positiveness and the uniqueness of their community.

Established in 2003 with just two monthlies in Mt. Olive and Hackettstown, MJ Media (which stands for "My Jersey Media") grew to eight free monthlies over the years that reached 84,831 homes and businesses. They include the Mt. Olive News, Hackettstown News, Roxbury News, Randolph News, Musconetcong News, Black River News, Morristown News and Mendham News.

The Marketeer, a free shopper-type supplement delivered monthly to all homes, has been around for the past 30 years. By growing these papers, the community will have all the positive news at their fingertips. 

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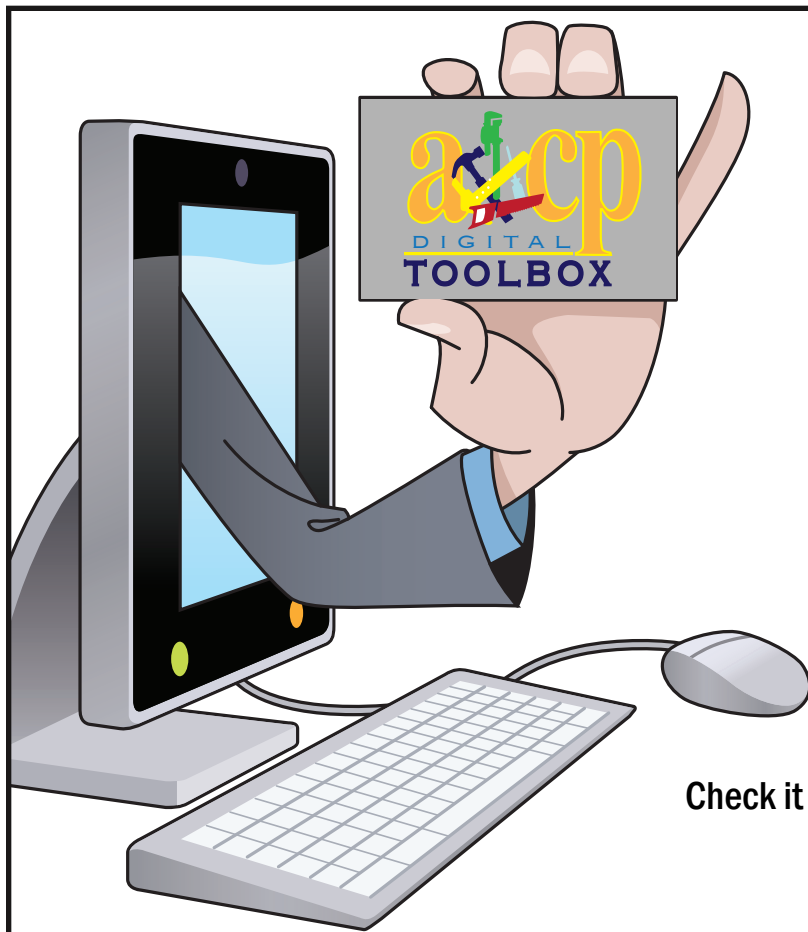
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