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**AFCP/NANI HEADQUARTERS:**  
Loren Colburn, Executive Director  
Cassey Recore, Administrative Assistant  
Alix Browne, Administrative Assistant  
7445 Morgan Road, Suite 103  
Liverpool, NY 13090  
Toll Free: 877.203.2327  
Fax: 720.528.7943  
Email: [loren@afcp.org](mailto:loren@afcp.org)  
Web: [www.afcp.org](http://www.afcp.org)

**EDITOR:**

Dave Neuharth  
P.O. Box 1149  
Summerfield, FL 34492-1149  
Phone: 352.347.4470  
Fax: 352.347.3384  
Email: [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com)

**COMPOSITION:**

Barbara A. Holmes  
Phone: 352.598.3500  
Email: [FreePaperINK@aol.com](mailto:FreePaperINK@aol.com)

**MARKETING REPRESENTATIVE:**

Wendy MacDonald  
10418 Bond Street  
Overland Park, KS 66214  
Office: 913.461.3721  
Email: [wendy@afcp.org](mailto:wendy@afcp.org)

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 Tower Publications  
 Gainesville, FL  
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**THIRD VICE PRESIDENT**  
 Michael Van Stry  
 Coastal View News  
 Carpinteria, CA  
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 805-684-4428

**SECRETARY / TREASURER**  
 Karen Sawicz  
 Lake Country Pennysaver  
 Albion, NY  
 karen@lakecountrypennysaver.com  
 585-589-5641

**IMMEDIATE PAST PRESIDENT**  
 Carol Toomey  
 Action Unlimited  
 Concord, MA  
 carolaction@aol.com  
 978-371-2442

**EXECUTIVE DIRECTOR**  
 Loren Colburn  
 AFCP / NANI  
 Liverpool, NY  
 loren@afcp.org  
 877-203-2327

**AT-LARGE DIRECTORS**  
 John Draper  
 The Free Star  
 Pipestone, MN  
 jdraper@pipestonestar.com  
 507-825-3333

Greg Ledford  
 Community First Media, Inc.  
 Shelby, NC  
 greg@shelbyinfo.com  
 704-484-1047 x111

**REGIONAL / STATE REPRESENTATIVES**

Daniel Alexander  
 Denton Publications, Inc.  
 Elizabethtown, NY  
 dan@denpubs.com  
 518-873-6368

Lee Borkowski  
 Richland Center Shopping News  
 Richland Center, WI  
 lborkowski@wcinet.com  
 608-647-2911

Terri Drake  
 Giant Nickel  
 Kennewick, WA  
 drake@giantnickel.com  
 509-783-5455

Jim Haigh  
 Government Relations Consultant  
 Emmaus, PA  
 jimhaigh@fast.net  
 610-965-4032

Jonathan McElvy  
 The Leader  
 Houston, TX  
 jonathan@theleadernews.com  
 713-686-8494

Randy Miller  
 The Merchandiser  
 Lebanon, PA  
 randym@themerchandiser.com  
 717-270-2742

Wendy Murray  
 Senior Life Magazine  
 North Ft. Myers, FL  
 murwendy@aol.com  
 239-707-6722

Dave Neuarth  
 Editor - Free Paper INK Magazine  
 Summerfield, FL  
 djneuarth@aol.com  
 352-347-4470

Tony Onellon  
 Bargains Plus!  
 Slidell, LA  
 bargainsplusnow@gmail.com  
 985-649-9515

Rich Paulsen  
 Southwest Iowa Shopper  
 Creston, IA  
 publisher@crestonnews.com  
 641-782-2141 x230

Russell Quattlebaum  
 The Southeast Sun  
 Enterprise, AL  
 sales@southeastsun.com  
 334-393-2969

Farris Robinson  
 Hometown News  
 South Daytona, FL  
 frobinson@hometownnewsol.com  
 386-322-5900

Randy Shepard  
 County Shopper  
 Delhi, NY  
 r.shepard@dckr.com  
 607-746-2178

Steven Silver  
 Yankee Pennysaver  
 Brookfield, CT  
 steven@ctpennysaver.com  
 203-775-9122

Trevor Slette  
 The Shopper  
 Windom, MN  
 trevors@windomnews.com  
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Darrin Watson  
 PennysaverUSA.com  
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— *Paul Tash (Mr. Tash is Chairman of the Pulitzer Board and CEO/Chairman of the Tampa Bay Times.), August 1, 2014*

“Kevin Kamen is one of the world’s best-known and most-prolific brokers of media properties and companies.”

— *Gypsy C. Gallardo, CEO/Publisher of The Power Broker Magazine, July 30, 2014*

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— *Ted Nessi, WPRI 12, Providence, Rhode Island, July 23, 2014*

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*Dave Neuharth*

DAVE NEUHARTH  
**EDITOR**

## A Devastating Impact

**TO UNDERSTAND THE IMPACT OF** what happened to 751 PennySaver employees in California, you have to put yourself in their position. Many of them had devoted much of their lives to the PennySaver. (See related article on page 11.)

You have been employed with a publication for five, 10, 20, even 30 years. You have made your best effort to assure the success of the business and been involved in its unprecedented growth over a number of years.

In the long run you were involved in a weekly mailed publication that became the largest in the world, mailing over 9.1 million publications each week.

The staff was aware that over the past years, competition with websites, Craigslist and other digital entities made their product tougher to sell. But most employees gave it their best effort and sales at the PennySaver were reported at over \$100 million, down from when Open Gate Capital purchased the company 18 months ago.

Some thoughts on the laid-off employees:

The paychecks they just received bounced. The lender pulled the money out of the operating fund.

There was no severance pay offered.

Vacation pay earned – looks like it went down the drain.

If you were an employee on the road, it looks like the expenses you incurred also went down the drain.

There's no word on health insurance or if Cobra is available.

There is no access to the 401k and retirement funds. Are these funds safe? If employees can access these funds but they are under age 59<sup>1/2</sup>, a huge

penalty is involved in withdrawing the funds.

In some cases, employees may have funds available to live day-to-day. Others who don't are in a difficult situation. Without a payroll check it is impossible to borrow on your home, buy a car or get a loan.

As one of the employees noted, "They are just chopping us into pieces and they don't care. I feel like we're a little cockroach – just go home, pack your stuff and go, fast."

We wish them the best! **INK**



# Appeals Court **Exigency Decision**

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

**ON FRIDAY, JUNE 5, 2015, THE UNITED** States Court of Appeals for the District of Columbia Circuit issued its long-awaited decision on the appeals taken by the United States Postal Service and mailers relating to the Postal Service's exigency rate decision of the Postal Regulatory Commission (PRC) issued on December 24, 2013. The PRC had denied the Postal Service's effort to seek a "permanent" increase of 4.3% in postal rates above the annual CPI rate adjustment the Postal Service is permitted to make under current law.

The long-awaited decision answered some questions, but raised others. The Postal Service had sought to overturn the PRC's decision in total and wanted to make the 4.3% increase in rates "permanent," baking in the exigency increase to the rates that mailers would pay "forever" going forward. The PRC found that the amount of revenue the Postal Service lost "due to" the Great Recession was \$3.2 billion and imposed a limit of time that the Postal Service could collect the 4.3% surcharge. In a companion appeal, a group of mailers and mailing associations, had argued that the entire exigency increase should be denied in total.

The Court of Appeals clearly decided that the Postal Service cannot charge a permanent, 4.3% exigency increase. But it suggests the PRC might have been "too stingy" in computing the amount of revenues the Postal Service lost "due to" the Great Recession. It remanded the case back to the PRC for further proceedings.

The Court of Appeals rejected one of the two arguments made by the Postal Service. The Postal Service had challenged one of the standards adopted by the Commission to limit the duration of the

exigency surcharge to what the commission called the "New Normal" standard. The Postal Service argued that the Great Recession caused the Postal Service to permanently lose revenue and that these revenues would not return. It argued that this was justification for the Postal Service to forever add the 4.3% to its rates.

The PRC found that there were many other things like changing mailing habits and new technologies that were impacting mail volumes, that had nothing

to do with the Great Recession. Under the 2006 law establishing the rate cap, and prior PRC interpretations, the Postal Service could only recover an exigency increase for losses that were "due to" the extraordinary and exceptional circumstances of the Great Recession. Many of the other changes going on in the economy, and mailing habits, were the "New Normal" that the Postal Service needed to adjust to under the law.

Further, the Court noted that one of the purposes of the 2006 law was to require the Postal Service to restrict rate increases and increase efficiency. If changing mailing habits and economic circumstances require the Postal

Service to make adjustments and respond, then the Service needs to look to its own business changes, or changes in its operations and network, and not just pass added costs to mailers.

The Court stated, "The Commission sensibly concluded that the statutory exception allowing higher rates when needed to respond to extraordinary financial circumstances should only continue as long as those circumstances, and fact, remain extra-ordinary.... In other words, the Commission

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**Bottom line, the Court ruling prevents the Postal Service from imposing the 4.3% exigency surcharge "forever." But the remand likely means that the exigent surcharge will remain in effect through the summer and, potentially, into the heavier fall mailing season.**



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permissibly reasoned that just because some of the effects of exigent circumstances may continue for the foreseeable future, that does not mean that those circumstances remain 'extraordinary' or 'exceptional' for just as long."

The Postal Service did prevail on the second argument it made. A second rule applied by the PRC in determining the amount of revenue lost by the Postal Service was referred to as the "Count Once" rule. The Commission refused to recognize the cost or losses to the Postal Service of lost mail volume beyond the year in which the loss first occurred. The Court of Appeals gives this example, "A worker laid off during the Recession might cancel her cable subscription, and no longer pay her monthly bill by mail. The Commission would count that change as a loss of no more than 12 pieces of mail; the Postal Service would count it as lost volume for as long as the Recession stands between the worker and her cable subscription. If it takes her four years to find a new job and re-subscribe, the Postal Service would count 48 lost pieces of mail."

The Court of Appeals stopped short of agreeing completely with the Postal Service's rationale, that the entire four years of losses needed to be counted. But, the Court pointed to the "New Normal" rule it approved in its opinion as requiring a more fact specific analysis of how long the impact of the recession, and resulting mail losses, needed to be counted, rather than an automatic 12 month period.

The Court of Appeals found that the Commission was "arbitrary and capricious" in only letting the Postal Service recoup losses shown to be "due to" the Recession for a 12-month period. The Court stopped short, however, of doing anything to vacate the current PRC order limiting the Postal Service's re-

covery of revenues to \$3.2 billion and did not act to extend the duration of the exigent surcharge. These are issues that the Court of Appeals remanded to the Commission to decide.

So what does this mean for mailers? Under the PRC order, the Postal Service has been on track to recoup \$3.2 billion in exigency revenue as early as August, 2015. In light of the Court of Appeals remand, the PRC could act to keep the surcharge in effect for a longer period of time. The PRC could also find that the Postal Service failed to carry its burden of proof, as the party seeking the higher rates, to show evidence that would prove the additional losses. On this basis, the PRC could affirm its original order, the PRC could also ask for comments and additional evidence from the parties. As of the writing of this column, the PRC has not issued any orders or actions on the Court of Appeals decision.

Clearly, the Postal Service is seeing the decision and remand as an opportunity for the Service to extend the period of time where it can collect the exigent surcharge of 4.3%. In an Industry Alert issued after the Court decision, the Service stated, "The U.S. Postal Service is gratified that the U.S. Court of Appeals for the District of Columbia Circuit reversed a key aspect of how the Postal Regulatory Commission (PRC) measured volume losses caused by the Great Recession. The continuation of the exigent pricing surcharge is critical to the Postal Service's financial health... We look forward to exploring other issues with the PRC on remand in accordance with today's court order."

Bottom line, the Court ruling prevents the Postal Service from imposing the 4.3% exigency surcharge "forever." But the remand likely means that the exigent surcharge will remain in effect through the summer and, potentially, into the heavier fall mailing season. **INK**

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# Christmas in July? USPS Mobile Promo Offers 6 Months of Savings

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

**FOR THE PAST SEVERAL YEARS, THE POSTAL** Service has offered a “holiday” mail promotion that rewarded participating mailers with an up-front, 2% discount on eligible mail pieces sent during the last few months of each year.

The 2015 Mail Drives Mobile Engagement Promotion offers a much longer program, with potential savings of 2% per mail piece for the last six months of the year.

SMC, and many of our members, had praised the Postal Service for offering promotions and incentives, but pointed out that the short time frames made it difficult to educate customers on the opportunities and for mailers to reap the rewards of a two-month promotion window. The promotions offered in 2015, which include promotions that are offered to First Class Mail and two promotions for Standard Mail, all have a longer program window.

The six-month program window is the good news. Program requirements are considerably more complex and challenging than prior holiday mobile programs.

Mailers wanting full details on program requirements should go to the Postal Service RIBS website and click through the 2015 incentive programs and the specific program requirements for the 2015 Mail Drives Mobile Engagement Promotion. There are nine pages of program requirements including links to technical specifications for claiming the discount, a link for questions to the program office, and a user guide for enrollment and program registration. This column presents an overview of the program description, and program parameters and requirements.

The Postal Service describes the program as providing business mailers, including Standard Mailer

letter and flats and Nonprofit Standard Mail, with an up-front 2% discount on mail pieces that include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and which leads the recipient to a mobile-optimized shopping website with the ability to complete a financial transaction. The recipient must be able to purchase an advertised product from the website. The mail piece

must contain text near the barcode or image that provides guidance to the consumer to scan the barcode or image and conveys information about the landing page. Although the overview states that the mobile site must allow the purchase of a “product,” the full guide states, “in some instances the sale of services and charitable donations may qualify for the promotion discount provided a financial transaction can occur at some point during the scanning of the mail piece or a purchase is able to be completed.”

To participate, mailers must pre-register. Registration has already begun and will continue until the program ends on December 31, 2015. The program awards mailers with

an up-front 2% discount on the eligible postage. The discount must be claimed at the time of mailing.

There are detailed requirements on the piece, and corresponding website, to be eligible. The piece must contain a mobile barcode or other equivalent print/mobile technology that when scanned by a mobile device takes the consumer or reader to a mobile optimized website. If a mailer, or printer or production designer, is unsure if the design or technology meets promotion qualifications, the program office at [Mailingpromotions@usps.gov](mailto:Mailingpromotions@usps.gov) can review the piece.

*Continued on page 10*

Qualifying for the 2015 mobile program is not a “piece of cake.” But with the opportunity for six months’ of savings of 2% on every piece you mail, the rewards can certainly be sweet.

POSTALupdate



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In addition to the barcode or scannable technology, the mail piece must contain prominent text near the barcode or image that tells the consumer to scan the barcode or image and provides information about the landing page. Examples provided:

- Scan here to shop on mobile website
- Scan here to see our products
- Scan here to purchase

The destination webpage must be deeply integrated with a check-out function. It must be possible for a new consumer or “guest” to complete a purchase using the mobile device.

The promotion requires the purchase of a “product” and defines a product as a “tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service. Although delivery by the Postal Service is not required, deliveries that could only be fulfilled, for example, by private carrier like a pizza delivery will not qualify.”

In some fairly limited circumstances it appears that a sale of services or charitable donation could qualify. It appears, for example, that a charitable contribution might qualify if the donation was completely transacted with an online payment and the participating charity mailed the donor a hardcopy certificate, or thank you note, using the US Postal Service.

In addition to the detailed requirements about the barcode, the site, and transaction requirements, the program has these additional requirements:

- Mailing submission requirements:

~ Mailings must be submitted electronically via mail.dat, mail.xml, or Postal Wizard. Mailings submitted via Postal Wizard cannot exceed 999 pieces.

~ Mailings that are not prepared and entered by the mail owner must provide additional information. Participating mailers are required to affirmatively claim the promotion in the incentive claims section on electronic postage statement submissions. The claimant must certify that each mail piece meets all eligibility requirements.

- There are restrictions on where the barcode can be placed. It cannot be placed on a detached address label (DAL). It cannot be placed in areas that are near the address or any required barcode area.
- At the time of mailing, the mailer must provide a hardcopy, unaddressed sample of the mail piece showing the placement of the mobile barcode, image or tag, and directional copy to the acceptance port.
- Participating mailers must agree to participate in a survey and retain an electronic or hardcopy sample of the mail piece until February 29, 2016. If requested by the Postal Service, the mailer must be prepared to forward the sample to the program office for promotions.

Qualifying for the 2015 mobile program is not a “piece of cake.” But with the opportunity for six months’ of savings of 2% on every piece you mail, the rewards can certainly be sweet. **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.



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# PennySaver Closes Without Notice!

EMPLOYEES OF THE PENNYSAVER IN CALIFORNIA were told on Friday, May 22, that the parent company of the world's largest distributed weekly publication was closing its doors.

There were approximately 751 PennySaver employees who showed up for work and found they no longer had employment. Employees were told that after 53 years of publishing the parent company, Open Gate Capitol, was shutting down the PennySaver. Open Gate Capitol purchased the PennySaver about 18 months ago from Harte-Hanks for a reported \$22.5 million. Revenue at that time was listed at about \$200 million. A sign at the headquarters in Brea read, "Sorry, we are no longer in business." The world's largest weekly mailed magazine listed a print circulation at one time of 9.1 million and ended after some zones closures at 6.5 million.

On the following Sunday Open Gate Capitol, who hired Realization Services Inc.'s Barry Kasoff back in December 2014, sent out an announcement from RSI's Ron Myers, acting PennySaver CEO, that read, "We empathize with our employees during this difficult time. When our lender unexpectedly pulled the funding, we had no choice but to immediately cease operations." Myers promised that company executives were working to find a potential buyer and with their lender to re-secure their line of credit.

In a message to the Association of Free Community Papers (AFCP) board of directors, Elaine Buckley, a previous PennySaver vice president of sales and 35-year veteran of the company, and former AFCP board member, said, "The parent company didn't pay us any severance, our last paycheck was not funded, and we didn't receive our vacation or any expenses we incurred. Barry from RSI brought the employees into the Brea Production Facility on Tuesday, May 26th to give them their final checks and benefit information. However, before they were distributed, he announced the bank just notified him they wouldn't be funded." Buckley said she spoke to Barry on speaker phone while hundreds of employees were waiting for answers from him. "People were waiting in line for checks that were not good, and Barry told them to deposit the check anyway. There was utter chaos and confusion, and that afternoon it was even on

the evening news from ABC, NBC and CBS."

Buckley said, "People are stunned and shocked, some have looked to me for guidance, and reassurance, anything, and I had none to give. This company brought in the RSI Liquidators and in the end they were brutal. I am not sad for me, I have prospered and done well. I am heartbroken for the hundreds of people that lost their source of income, and now they have no health care options, because the company immediately filed Bankruptcy Chapter 7."

For her volunteer activities as a trainer for many free paper associations and The Leadership Institute, earlier this year Buckley was named the recipient of the annual AFCP Craig McMullin Distinguished Service Award.

Since the closing, Buckley has been working with potential employers for PennySaver personnel. Immediately after the closure, former PennySaver employee Andy Poston established a Facebook page, Former PennySaver CA Employees. This page is used to keep the laid-off employees up to date on what is happening, and for leads on potential employment. One of the PennySaver's major advertisers, Archie Hall with Ashley Furniture, notified the PennySaver employees they would accept applications from San Diego to Sacramento with positions that include ware-

house workers, customer service, and sales people.

The PennySaver was founded in 1962 by Demarco and VanAuslin in a Huntington Beach, Calif., garage when they formed the VanDe Publishing company. In 1972 they sold the PennySaver to Harte-Hanks, a targeted direct marketing giant. In 1981 the headquarters for PennySaver was moved to nearby Brea. Some of the leaders who were members of AFCP and also responsible for the growth of the company were Harry Buckel, Pete Gorman, Loren Dalton and Carlos Guzman.

The State will investigate the closing and whether Open Gate broke any laws by not giving notice and thereby violating the "Warn Act" in California. Unless there are special circumstances, employees of larger companies of 100 or more persons have the right to receive 60 days' notice. There is now a class action lawsuit filed by the employees. **INK**

The State will investigate the closing and whether Open Gate broke any laws by not giving notice.

# Fisher House: Hope for Heroes

SINCE ITS INCEPTION, PAPERCHAIN HAS ASKED publishers of the free paper associations to support various charities with space-available house ads.

Several years ago the PaperChain committee of this event again examined charitable groups to be considered. The committee targeted worthwhile organizations who benefited people regardless of the state or city they lived in to meet our broad geographic area.

The committee wanted a program that deserved the support of our loyal readers and publishers based solely on the charitable merits of the organization. Last but not least, it needed to be a cause that touches all of our lives and communities, regardless of demographics or economics. It was an easy decision to make when we fully understood what Fisher House does and who they are helping.

Here are the important facts about Fisher House:

## 2014 Highlights:

- Families served: Over 25,000
- Average length of stay: 10 days
- Average (for combat casualties): 45-60 days

- Daily lodging capacity: 848 families
- Saved families over \$47 million in lodging costs, plus food and transportation use

Facts Since Inception (1990):

- Families served: Over 250,000
- Number of lodging days offered: 5.8 million
- Saved families more than \$282 million in lodging and transportation costs

## Ratings:

- Four stars (out of four) from Charity Navigator
- A+ from American Institute of Philanthropy

The following is the story of a family who benefited from the generosity of Fisher House supporters and points directly to why we need to support this tremendous program. It's important to show these military and veterans' families that we appreciate their sacrifices and will support them in their time of need. Please take a minute to read the short summary of the Mitchell family's journey and think about how important your role in this program can be. **INK**



Army Colonel Ben Mitchell and his wife, Griselle, enjoy a walk with their children.



## ARMY COLONEL BEN MITCHELL

was nearly fatally injured from an M16 bullet in March 2012, during a training exercise while preparing to deploy overseas. Despite immediate life-saving procedures, Col. Mitchell lost his right lower leg.

After hearing the news all military spouses fear, Ben's wife, Griselle, knew she needed to get to her husband's bedside as soon as possible. She left their four-year-old twins for the very first time with an aching heart, not knowing how long she would be gone.

After spending two uncertain weeks in the ICU with Griselle at his side around the clock, Ben was transferred to Brooke Army Medical Center in San Antonio, Texas.

Thanks to Fisher House, Griselle had a warm, comforting place to live during the nine months she spent so far from home – and it cost her nothing. While Ben underwent more than a dozen surgeries and extensive rehabilitation and physical therapy, Griselle was just steps away from the hospital where Ben was being treated. Ben was able to focus on his recovery knowing his wife was safe and taken care of. Later, the twins joined their parents in Texas to face this medical crisis together.

"When I arrived at the Fisher House, I saw the light for the first time," Griselle said. "I knew everything was going to be all right. When we were together as family, that's when the real healing began."



Ben took his first steps using a prosthetic surrounded by his family, barely four months after his injury – a fraction of the time predicted by doctors. He credits his quick recovery to the proximity of his family.

"Thanks to my coach and my wife, Griselle, who kept reminding me that my twins needed me. When I looked out my hospital room window, I could see the Fisher House and I knew that's where my family was. That motivated me each and every day to get up."

After Ben's recovery, he medically retired from the Army in October 2012, after 24 years of service.

The Mitchells now live in Texas and Ben spends time mentoring wounded warriors and working with the Fisher House in Houston.

The Fisher House motto – "A family's love is good medicine" – continues to be true for so many military families during a medical crisis. While the road to recovery is different for every family, one thing remains the same – Fisher House is there to provide comfort and compassion.

Let's take this opportunity to help those who have sacrificed for our safety and security! Download your Fisher House ads from PaperChain.org TODAY!

For more information on Fisher House Foundation, or how you can help support military families, visit <http://www.fisherhouse.org>. **INK**



# There Has **Never** Been a **Better** Time to Sell **NANI Ads**

by Loren Colburn, AFCP Executive Director

**IT IS IMPORTANT TO MAKE YOU** aware of the changes that are taking place with the NANI Ad Network. Over the years we have had many programs to encourage sales including multiple week discounts, free ads after a certain amount of weeks, new customer discounts, and more. Quite often it was confusing.

The pricing structure has changed for both the NANI Classified Network and the NANI 2x2 Network. The changes put in place by the NANI board are intended to simplify the NANI pricing structure and realign the price point to better fit the trends of the current market.


We have done away with the confusing quarterly special pricing programs in favor of one simplified rate! If you are a NANI publishing member, you will receive an additional discount off the rate as a member benefit. If you can use one more profitable sales product, selling NANI is a member benefit that can help you earn additional revenue.

There is also a new seller incentive program that is based on the total number of ads you run in a quarter.

We have created a new media kit for sellers and added some helpful tools that will make selling NANI

easier than ever! There is a new brochure for advertisers and a new insertion order form as well.

I am confident that the changes we are making will strengthen the NANI network tremendously and make selling NANI easier for you. The new price point will be attractive to a larger variety of advertisers, making selling NANI ads a profitable revenue source for you and your sales people.

These changes to the NANI Network and an increased need for national advertising options means one thing. "There has never been a better time to sell NANI ads!" 

## 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](mailto:loren@afcp.org)**







# California: Bad news, Good news

by Greg Birkett

**LIKE MANY OF YOU,** I was shocked last month when I heard that PennySaver closed its doors so abruptly. Being a publisher of a

small publication in Iowa, I can certainly imagine how the troubles we have on a small scale must be magnified mightily when you have an enterprise with a circulation of nine million weekly. I don't quite understand the economics of it all, that's for sure. I would have assumed some of the zones were performing well and that they would have targeted those, or perhaps sold some of them off to publishers that could deliver local better.

My heart goes out to the employees, many who have worked for the publication for decades. They put their all into it and certainly were not rewarded. I also feel bad for all the local businesses that relied on the PennySaver to deliver their advertising message each week. Perhaps there are some local publishers in the area who will pick up the coverage area with their publications or perhaps start new ones. I would love to hear of any publishers who are doing that.

Elaine Buckley has been a trooper through this process, helping her former colleagues and continually posting positive encouragement to help them get through the tough times. I hope in the end the staff will be in a better place and that they know they are in our thoughts. It certainly is hard to hear of publications failing, especially when they had done so well over the years.

Enough sad talk. Time to think about South-

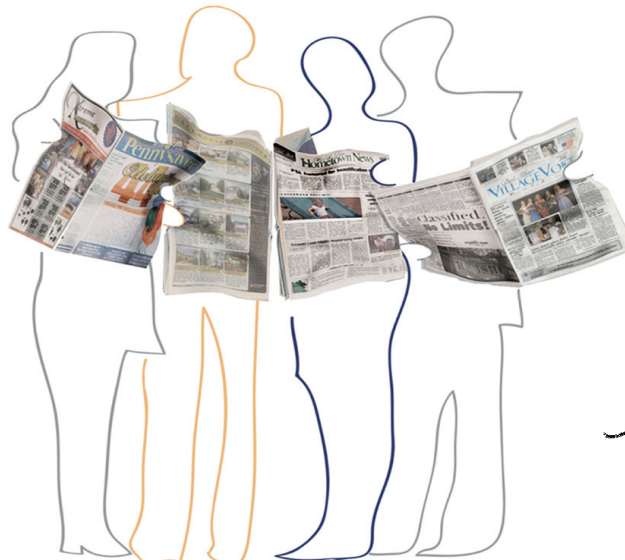
ern California in a positive way – like the upcoming AFCP conference in San Diego in the Spring of 2016! The conference chair this year is John Draper, the trade show chair is Will Thomas and the ad contest chair is Trevor Slette. Another All-Star Line-up. Add in the experienced AFCP staff and conference team and the beautiful weather, and I know it will be another remarkable conference. The team has been busy meeting, reviewing attendee surveys and exploring options for great learning opportunities and fun too!

All committees have been busy and I appreciate the board and committee members' hard work as we move the association forward. I was excited this month to host our first peer group conference calls. You will be hearing more about them in the future and I encourage everyone to join in a peer group. Networking is the number one member benefit as rated by our members, and peer groups will help make that benefit easier to take advantage of.

In closing, I want to thank all of you who have supported the Bill Welsh Memorial Rising Stars Scholarship Fund through donating to the auction, buying auction items, donating NANI rebate checks

or making an outright donation. Bill would have that big "Bill Welsh Grin" on his face, he might get a bit sappy over it, then most likely he would lick his finger and stick it in my ear!!

Hope your summer is off to a great start! **INK**



  
GREG BIRKETT  
**AFCP PRESIDENT**  
DUBUQUE ADVERTISER

# July is Free Community Paper month!

**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 is providing materials to help you promote this event.

1. Shown in each ad is the PaperChain logo. Please use this logo often on your masthead, folios, promotional ads, articles and as fillers throughout your paper during

**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**

**PaperChain**  
Promoting Community Papers

*Visit [paperchain.com](http://paperchain.com) to learn more*

[MEMBER PUBLICATION LOGO & CONTACT INFO]

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

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the month of July. For original artwork and PDFs visit: <http://paperchain.org/freepapermonth.html>

2. 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.

3. Also shown are some of the ads that available on the website for download.

4. 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.

5. 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. **INK**

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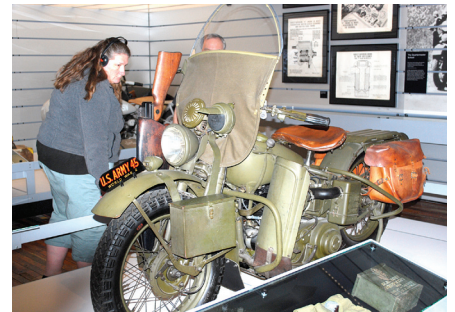
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# WCP's Annual Conference

CONFERENCE NOTES





# 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!

***"Salesmanship is the art of influencing any kind of human behavior by putting the proposition in terms appealing to the other fellow."***

**– James Webb Young**

**JAMES WEBB YOUNG IS MY HERO.** AS A YOUNG MAN just starting in advertising, I read everything the local library system had on my new career. Some of the books I read were technical and dry. Some were written for the obvious purpose of feeding the author's ego.


When I came across James Webb Young's books on advertising, I knew I had struck gold. His thin, simply-written books are well over sixty years old, but their message is just as relevant and as valuable as they were back in the "Mad Men" era. A self-taught man, Young rose to become one of the top people at J. Walter Thompson, then the largest advertising agency in the world. He was the author of three advertising classics, *A Technique for Producing Ideas*, *How to Become an Advertising Man* (they were all men in his day) and *Diary of an Advertising Man*.

James Webb Young believed that to be successful in advertising, one had to take the time to educate himself and then apply that knowledge to solving the problem at hand. He read constantly and prided himself on his knowledge of a wide variety of subjects.

When he was trying to sell or help an account, he immersed himself in their business. He studied their products, their business model and their competitors. Most of all he tried to get inside their customers' minds. He wanted to know what made them choose to do business with his advertiser. He used this information to form what he called his "proposition."

His advertiser's proposition described what the business could do for the public. James Webb Young's proposition described what his agency could do for the advertiser. He strongly believed that proceeding without a clear understanding of these "propositions" guaranteed failure. Without a thorough understanding of the client and their customers' needs, Young felt it was impossible to put "your proposition in terms that would appeal to the other fellow."

Advertising and technology have changed a lot since Young retired in the 1960's, but people have not. It doesn't matter if we are trying to sell a print program or online advertising; we have to present our "proposition" in terms of how it will help our customers achieve their goals.

Young's books are available on Amazon. I highly recommend them to today's advertising men and advertising women. 



# Changes are taking place All Over

**MARTHA DE LA TORRE HAS STEPPED DOWN AS THE PRESIDENT OF** the International Classified Media Association (ICMA).

De la Torre will remain on the ICMA board of directors for the next six months before stepping down completely.

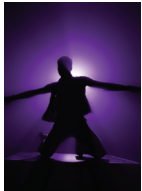
She is the chief executive officer and cofounder of El Clasificado, a Spanish language publication distributed weekly throughout Southern California. An active member of the Association of Free Community Papers (AFCP), she founded El Clasificado with her husband, Joe Badane, in 1988.

Since its inception, the privately-owned company has made huge gains in revenue and in the number of employees it hires. They have produced award-winning publications.

ICMA Operations Manager Shay Klomp Bueters said, "We would like to take this opportunity to say a huge 'thank you' to Martha. She has worked tirelessly as the Chair of ICMA's board of directors for the past two years." **INK**



Martha de la Torre



## CIRCULATION VERIFICATION COUNCIL

### AUDIT PROMOTION CHECKLIST

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

*All of these audit promotions are included in the cost of your audit.*

- DISPLAY THE CVC LOGO
- SIGN UP FOR FREE CONFERENCE CALL TRAINING
- LET US SEND A LOCAL AUDIT PROMOTION TO YOUR ADVERTISERS
- NATIONAL & REGIONAL AUDIT PROMOTION CD
- FREE ONLINE READERSHIP STUDIES
- CREATE IN-HOUSE AUDIT PROMOTION ADS – See samples at [www.cvcaudit.com](http://www.cvcaudit.com)

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.

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## NEW REVENUE

**Sell EVERY DOOR DIRECT MAIL with our WHITE LABEL solution - NO SETUP FEE!**

### Branded eCommerce Site

Your advertisers (or sales reps) target postal routes, choose design and print options, and order online – *in 10 minutes or less!*

### Online Mapping Tool

Enter any address, get local postal route data, and "click" to select routes. Create multiple campaigns, save data for future, and more!

### Order Online 24/7

Your advertisers self-transact and our automated process fulfills and delivers each direct mail campaign.

**HEAT MAP ROI™**  
Demographic Targeting  
Now Available!

**FREE DEMO CALL NOW!**  
**800-481-1656**



The screenshots show the user interface of the Taradel website. The top section is titled 'YOUR PUBLICATION' and includes navigation tabs for HOME, TARGET, DESIGN, and TRACKING. Below this, there's a 'Welcome to Every Door Direct Mail' message with a list of features: Target Specific Postal Routes, View Demographics, Choose Your Mailing Schedule, Back-End Local Postnet, Easy One-Step Ordering, and Super-Low Flat Rate Pricing. A 'START HERE >>' button is visible. The second screenshot shows a 'USelect' mapping tool with a map of the United States and various filters for targeting. The third screenshot shows a 'COMPLETE ORDER' confirmation page with a 'COMPLETE ORDER' button.





# Digital's Good, Good Digital's Better

by David Sickels, 2014 Rising Star, Managing Editor for The Post Newspapers

## FIVE YEARS AGO, THE GENERAL

consensus was that newspapers were surely about to go extinct and the Internet was to blame.

So, newspaper moguls adopted the old "if you can't beat 'em, join 'em" mentality. Publications that didn't have a website quickly developed one. Some even created e-editions of their print products, and later on, a few jumped on the app train.

For most, taking these steps has helped usher in a new era for newspapers. Having a digital product means readers can more easily take the paper on the go, increase the size of text and photos, share stories with friends and family and, in some cases, even interact with articles and advertisements with the touch of a finger.

Finally, we've caught up with the times. Now it's time to get ahead.

The Web's all well and good, but some publications have thrown the digital playbook out the window and have started experimenting with new ways to attract and keep loyal readers.

The Charlotte Observer, based out of North Carolina, has come up with one novel idea in an attempt to reach a younger demographic in 2015: The Charlotte Five (<http://www.charlottefive.com/>). Every day, the homepage resets with five new stories, generally bite-sized tidbits of a mix of both entertainment and news articles. A countdown timer at the top-left corner of the page lets readers know how long it will be until the next five arrive. Also, the site is built mobile first, so readers are encouraged to share that article on "The worse five parking lots in Char-

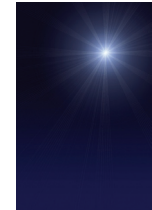
lotte" via social media.

With this, the Observer has begun to crack what will keep Millennials like me coming back: Small, entertaining stories which are accessed by an interface so easy to use your dog could figure it out. Plus – and maybe this is even more important – loading times are lightning fast.

The paper seems to be enjoying mild success with its idea. Designing a mobile-first product such as The Charlotte Five isn't easy (my publication, The Post Newspapers, has been working on creating a flawless one for more than a year), but it's important. A recent series of studies by Pew Research Center in association with the John S. and James L. Knight Foundation shows that 68 percent of smartphone users use their phone at least occasionally to follow along with breaking news events. Sixty-seven percent use a smartphone to share content about events happening in the community.

And more than half our audience, 64 percent, says they own a smartphone of some kind – a figure which only hit 35 percent in 2011. With some smartphones being manufactured with whopping 8-inch screens – and they're only getting bigger year after year – adapting at least part of the newspaper product as mobile first only seems to make more and more sense.

In my experience, given the choice, younger readers tend to opt for convenience and older readers tend to opt for routine. The traditional newspaper used to be the best of both worlds; it's time our product takes back that title. **INK**





# Getting Sales TRACTION

by John Foust

**TRACTION IS A KEY ELEMENT IN ANY** business. Even the business of football.

Many fans remember when the Green Bay Packers hosted the Dallas Cowboys in the 1967 NFL Championship game. The winner would go on to play the AFL's Oakland Raiders in the second Super Bowl. This was the famous "ice bowl," in which the temperature was minus 13 degrees Fahrenheit (minus 25 Celsius) at kickoff. Before the season, Green Bay coach Vince Lombardi had purchased an underground electric grid system that was supposed to keep the field from freezing. But on the day of the game, the system wasn't working, and the field was frozen solid. It was so cold that Frank Gifford, who was announcing the game in an open booth, said, "I think I'll take another bite of my coffee."

Dallas was leading 17-14, when the Packers were facing third and goal on the Cowboys' 1-yard line with 16 seconds remaining. Lombardi called for quarterback Bart Starr to give the ball to the fullback, Chuck Mercein. But Starr didn't want to risk a handoff and decided – without telling anyone in the huddle – to run the ball himself. When guard Jerry Kramer got to the line of scrimmage, he couldn't believe his good fortune in finding a soft patch of turf. It was a foothold. Of course, Kramer threw the key block, Starr scored, and the Packers won.

It all started with Kramer's foothold, which gave him traction against Jethro Pugh, the Cowboys' superb defensive tackle. To this day, Cowboy fans speculate on what could have happened if Pugh had had the soft patch of turf.

There's a lot of slippery ground in the world of sales. The first step in getting traction is to find the soft spot – the big-

gest and the best of which is self-interest. British statesman Benjamin Disraeli said, "Talk to a man about himself and he will listen for hours." There's great truth in these words – as long as we are completely sincere in our interest.


Let's look at some foothold areas for sales presentations:

1. Advance research. Show that you have done your homework on the company. Learn as much as you can before your first meeting. Study the company's website. If it's a retail business, visit one of their stores.

2. On-the-spot research. In your initial appointment, ask a lot of questions. Get facts and opinions. What is the company's marketing history? What kinds of ad campaigns have worked in the past? What hasn't worked? What are their marketing goals?

3. Previous communication. If you've had conversations or an e-mail dialogue with your prospect, that's a good starting point. If you've promised to bring specific information to the meeting, that's even better.

4. Common interest. As long as you keep it brief – and as long as you avoid political topics – this can be a good rapport-building foothold. Did you grow up in the same geographic area? Do you have similar hobbies?

Or...do you share an interest in football? 

*(c) Copyright 2015 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: john@johnfoust.com*



# Co-op Advertising ... Go ahead and Google it. I DARE YOU.

by TIM BRENNAN, MultiAd

IN A LOT OF PLACES THERE SEEMS TO BE A publisher perception that co-op is non-existent or at least less viable in today's retail environment. Again, I say "horse hockey." Go ahead and Google it...I'll wait.

About 98,000,000 results, right? Per one of my favorite quotes from Aldous Huxley (who has a lot of them), "Facts do not cease to exist because they are ignored." The results will show a wide variety of information... definitions from a lot of sources, articles from many places, sales resources, agency and media assistance, some manufacturer plans and materials, etc., etc., etc. Co-op advertising turns out to be a catchall term that can mean a lot of things revolving around shared marketing, so let's get more particular.

Google "co-op advertising guidelines"...again, I'll wait.

About 12,900,000 results, right? Well, that narrows it down. And what you'll find here is a little more particular to manufacturer brand advertising plans for the local dealer base and the agencies that help to manage them. You should find more than a few examples of specific manufacturer plan details that will resonate with local stores in your neck of the woods. Of course, with that many results in the search, there's a lot of crap... old information, irrelevant detail and the like.

MultiAd Recas helps to boil this down into a more usable fashion for sales executives through a lot of direct contact with manufacturers and their agencies about their brand co-op programs. We tailor this with as much detail as they'll provide us to help the local media help their SMB channel partners that invariably need more assistance with their advertising than the manufacturer can deal with. Recas tailors the manufacturer co-op plan when possible with sample ad material, current consumer promotions, and linkage to the manufacturer's store locators so that you

can literally know the details of the brand advertising plan, have sample promotions and materials to show, and know who the brand resellers are in your market area. You can absolutely develop more co-op leads in any market than you will ever be able to follow up on.

The question then becomes, what to do with all of that, and there's really not one simple answer to

that. Each brand has its own complexities and every dealer has its own viewpoint on what it's worth to their business. In the media sales environment you really should have a process that your reps can count on when their accounts bring it up. You can even link to a solution from Advertising for Dummies here: <http://www.dummies.com/how-to/content/how-to-use-an-advertising-coop-program.html>

There are a lot of players in this space and the winners all provide turnkey solutions for using the available co-op resources. From dealer proposal to accrual reclamation, this is not brain surgery and can be accomplished with a small amount of effort. The first step is to recognize that you have a problem and overcome your denial. There are lots of opportunities all around you and

we'll discuss them more in this space over the coming months...or feel free to reach out to me anytime.

If you need a co-op target for this month, go and talk to any of the Heating-Air Conditioning companies in your market...all of the brands they sell (Carrier, Trane, Lennox, etc.) have lucrative co-op offerings... and if they're not busy, they should be. **INK**

*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.*

You should find more than a few examples of specific manufacturer plan details that will resonate with local stores in your neck of the woods.



# Are **You** Having a **GREAT YEAR?**

by Kevin Slimp

**"IT'S A QUARTER TO THREE," SANG FRANK Sinatra, "no one in the place 'cept you and me."**

I'm not sure why that song comes to mind. It might have something to do with the fact that it's a quarter till three and I'm experiencing my normal Saturday/Sunday routine of sitting in an airport, this time in Sioux Falls, waiting to board my first flight of the day.

My week has been pretty much the same as every week since January. Sunday through Wednesday, I was home in Knoxville, Tennessee. On Wednesday, I caught a flight to Sioux Falls, South Dakota, which would be my base for the next three days. The towns change, but the schedule remains pretty much the same.

I've spoken at a dozen or so conventions so far this year and visited more than 100 newspapers. Yes, I know. That's a lot of newspapers.

On Thursday, in Iowa, I spent the day with a small paper near the South Dakota border. The staff was obviously excited about spending the day together. The publisher showed me the wall of fame, covered with pictures of celebrities reading their paper. Included were pics of Barack Obama, Chuck Norris and Regis Philbin, among dozens of others, reading their copies of *The Akron Hometown*.

The next day, I headed two hours north, where I worked with the staff of several free and paid papers in Southwest Minnesota. What a great day. A young, excited staff didn't want to leave as each session ended.

At lunch, the publisher, who I had met at several MFPC (Midwest Free Community Papers) conventions over the years, walked me to a historic restaurant two blocks away, where we had a conversation I have with a lot of publishers. I asked how his papers were doing.

"We're doing really well," he told me. "That seems to be the case here in Minnesota. It's a really good year for community newspapers."

Replace Minnesota with another state or province and I've heard these same words from publishers

from California to New York this year.

With so many newspapers reporting a really good year, why are there still newspapers who aren't? I thought about this as I drove to the airport this morning (the roads are pretty clear at 2 a.m. in Sioux Falls, making it safe to think while driving) and came up with what I'm calling:

## **MY TOP FOUR REASONS SOME NEWSPAPERS AREN'T HAVING A GREAT YEAR**

Reason 4: Economic stresses in communities.

Some of you follow my travel blog, [kenandkevinroadtrip.com](http://kenandkevinroadtrip.com), and know that in my spare time, I've taken

backroads all over North America to meet the folks who live in "out of the way places." On a recent trip through the Desert Southwest, I was surprised at how abandoned many small towns seemed. In more than one town I visited, the newspaper was the only business open on Main Street. Let's face it, it's hard to keep newspapers flourishing in places where there are no businesses to support the products.

Reason 3: Family businesses just aren't what they used to be. Newspapers have traditionally been family businesses. I work with several newspapers who have been family business for three or four generations. Like any business, newspapers suffer when there's no generation to continue the tradition. It's hard to imagine that little Johnny wants to be a rocket scientist instead of a reporter, but

it happens. Sure the papers can be sold, but papers tend to lose the advantages of community journalism when they become part of a larger group and lose that local connection.

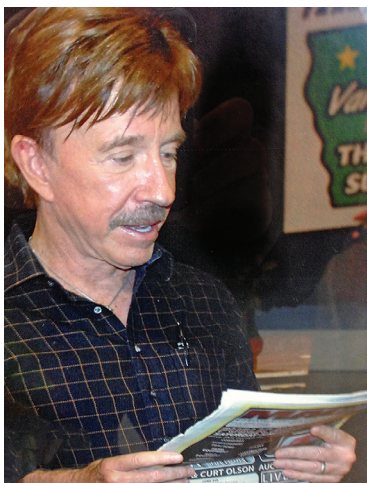
Reason 2: Short-term profit over long-term sustenance. Sure, cutting staff, pages and quality can be a boon for next month's bottom line. But what about next year? If your answer is, "We'll find something else to cut next year," you're likely to find out too late that you've cut yourself out of business. That's



Every guest in the hotel lobby was reading a newspaper when I walked down for breakfast in Sioux Falls. Some were reading community papers, others *USA Today* or the local metro.







Chuck Norris reads a copy of *The Akron (IA) Hometowneer*.


one reason I enjoy working with El Clasificado, in Los Angeles. They invite me to California every couple of years to train their staff. I love their business attitude which puts a premium on planning for future growth.

Reason 1: Large corporations that just don't get it. In the past 24 hours I've had interesting conversations with two former managers of papers that were part of a large, primarily metro newspaper group. Both had left

on their own accord, after seeing their parent companies cut their papers to the point that they were "cookie cut" mirrors of their former selves.

The first moved one state over and became editor of a great community paper, where she is very happy and has no regrets about leaving the corporate world. The other was a publisher in the same group, but on the East Coast. After watching his newspaper being cut to the point where he couldn't stand it any longer, he began a successful competing newspaper in the same city. He is currently making plans to deal with the significant growth of his product, now five years old. I'll be driving north to meet with the staff of his free paper tomorrow.

It's not just metro newspapers that make this mistake. I see groups of smaller papers making this same mistake frequently. At conventions, it's easy to tell which type of paper people work for. Managers at locally focused papers, no matter the size, are the ones who obviously enjoy their work and find meaning in community journalism. Those who work with papers that are managed by someone in a place far away, usually look stressed and often share their war stories with me privately.

Fortunately, these four reasons don't apply to most newspapers. That's why it's such a good year at most community papers. If your paper isn't having a great year, perhaps it's time to come to terms with the real reasons. 

*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](http://www.newspaperinstitute.com). To read past columns, visit [www.kevinslimp.com](http://www.kevinslimp.com).*

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# Associations IN the NEWS

**"BACK TO BASICS"** IS THE theme of the Independent Free Papers of America (IFPA) and Texas Community Newspaper Association (TCNA) joint conference scheduled September 24-26, 2015 in San Antonio, Texas.

Attendees are promised that they will be shown at least 100 ideas they can take home to improve their bottom line, increase their efficiency, save money, increase sales and have other positive effects.

**DAVID CRAWFORD** OF the Standard Rate and Data Service (SRDS) will head a digital panel at the Community Papers of Florida (CPF) annual conference scheduled September 18-19, 2015 at the Caribe Royale

Resort in Orlando, Florida.

The conference will include the "Awards for Excellence" awards luncheon, a Friday evening college football sports reception and numerous training programs.

**MEMBERS WHO ATTEND THE MIDWEST FREE** Community Papers (MFCP) Summer Summit for Publishers and Managers July 15-16, 2015 at

Okoboji, Iowa, will find a couple of memorable outings on the schedule.

The opening session includes a cruise on the lake on The Queen II at Arnold's Park which includes food and beverages. An afternoon golf outing is planned on the second day at Brooks Golf Course. This will be an 18 hole scramble event.

**FOR THE UPCOMING ISSUE** of Free Paper INK, the magazine is looking for "How To" articles about Christmas season promotions that publishers can take advantage of.

The promotions can relate to any aspect of the business – readers, advertising sales, employee incentives or community

involvement.

The publications of the articles published will receive a \$25 American Express gift card.

Recently the AFCP office emailed an enrollment form and information on how to submit your article. If you missed it, contact the AFCP office.

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

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## 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@mfc.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@mfc.org.

To list your conference information in Free Paper INK, send it to:  
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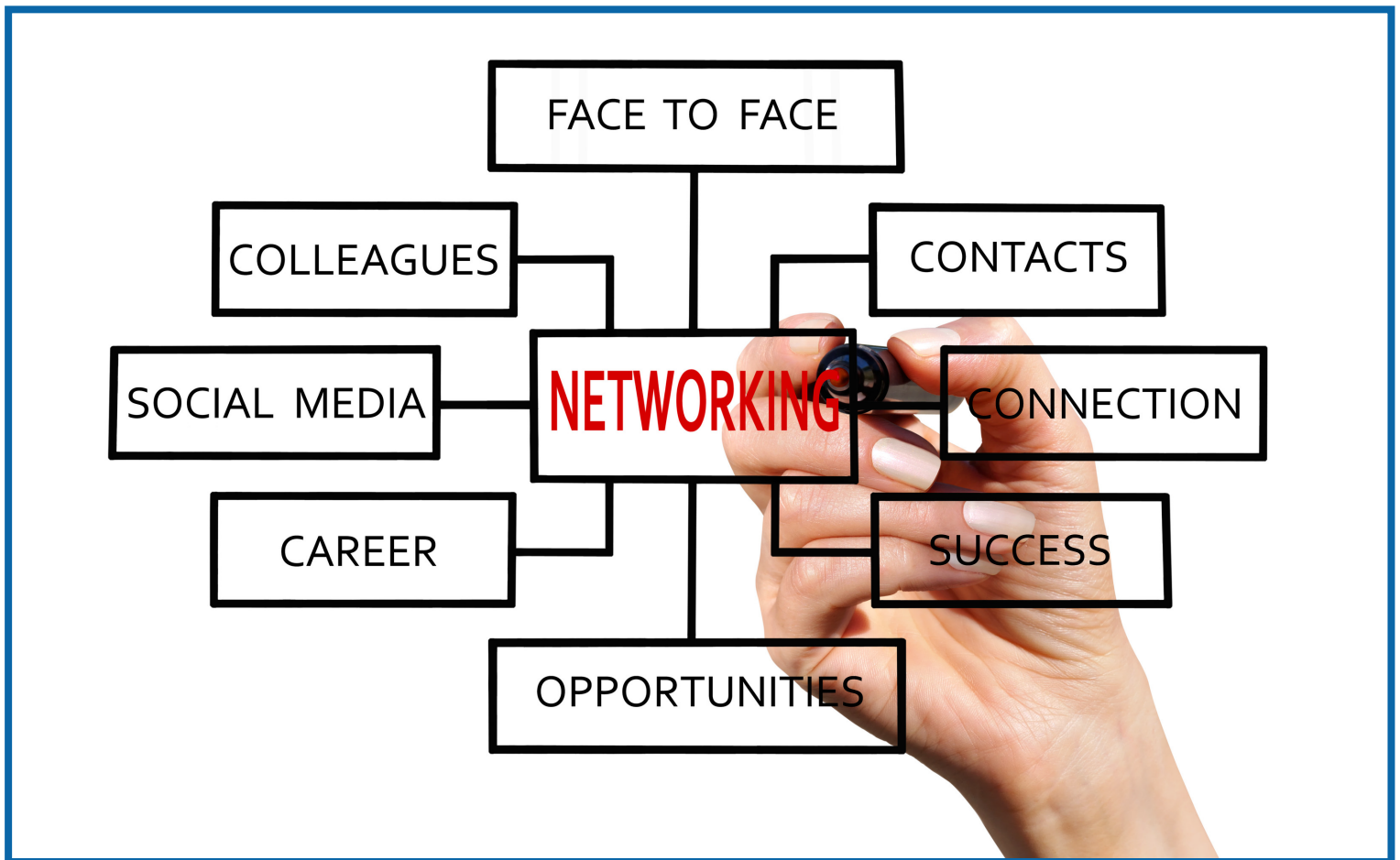
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