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

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*Dave Neuhardt*

DAVE NEUHARTH  
**EDITOR**

## This 'n That

**IN THE AUGUST ISSUE OF FREE PAPER INK**, we are playing catch up.

This doesn't usually happen.

But it did. INK was uploaded to the printer on time, but guess what – your worst nightmare. It didn't get to the press and was not printed. By the time the AFCP office was aware of the situation, it was too late. The July INK issue contained a lot of information pertinent to July and Free Paper Month. By the time the printer could print and deliver it, July would be almost over.

The AFCP board was informed of the situation and decided not to print the July issue, but to include some of the news in the August issue instead. News that pertained to July was sent by email blasts to the membership.

We won't dwell on how this happened, but the printer accepted the blame and agreed to financially make adjustments to the future of Free Paper INK.



PaperChain is endorsing a sponsorship for Fisher House. If you have read the recent articles in INK and those emailed to you, I am sure you will agree that the space you devote to this organization tops the list for a great community service. There is also a benefit for those who direct mail their publications – in some cases, a two-percent discount. The AFCP office emailed this information to its membership.

A lot of effort was put into the PaperChain endorsement of July's Free Paper Month by the free paper associations. Articles, house ads and great information was provided.

Kudos to AFCP Executive Director Loren Colburn and his staff, and to Dan Alexander and Dan Holmes for their efforts to make the above happen.



When the PennySaver in California closed its doors, it created a difficult situation for about 700 employees. (See the related article in this issue.)

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

There was no severance pay.

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 went down the drain too.

No word on the health insurance or if Cobra is available.

There is no access to the 401K and retirement fund. Are these funds safe?


In some cases, employees may have the 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 or car or to get a loan.

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

Kudos to Elaine Buckley. The 35-year veteran of PennySaver, longtime AFCP member and last year's AFCP Distinguished Service Award recipient, went into action.

She helped establish a website for the employees, devoted time to helping find available jobs, and looked into the money situation. She kept the former employees updated on situations as they occurred with posts on the website.

For years Elaine has been part of the free paper associations' training programs, many times volunteering her off time on weekends to attend a conference. For the past 10 years she has been a sales instructor for The Leadership Institute.

Elaine has a passion for training and has decided to get into the business of training. Buckley's Training Solution is "Simplifying Sales Training." 





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# Exigency Remand Case

## *A Ten Billion Dollar Difference of Opinion*

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

ON JUNE 5, 2015 THE COURT OF APPEALS for the District of Columbia issued its opinion on the combined appeals of the USPS 4.3% Exigency Rate Case. The Court of Appeals upheld the portion of the PRC decision that found the USPS was not entitled to a "permanent" exigency increase, but was only entitled to collect losses that occurred between the start of the recession and the return, on a class basis, of a new normal for each class of mail. However, the Court of Appeals found that the PRC was unreasonably limiting in the "count once" rule it applied to calculate the losses due to the recession. The PRC had limited its calculation to a 12-month loss of contribution for each class of mail. The Court of Appeals remanded the case to the PRC for further proceedings to calculate losses in light of the Court of Appeals' ruling.

The Postal Service lost no time in attempting to characterize the Court of Appeal's decision as an "invite" for the Postal Service to reopen several arguments before the PRC, including an argument about when the "new normal" began and, in turn, the length of time that the USPS could collect losses "due to" the recession. The mailing industry quickly countered with a request that the PRC limit its proceedings to a determination of the "count once" rule.

The PRC issued a prompt order on June 12, 2015 opening a docket for the remand case. Without tipping its hand on what the PRC would do, the PRC did limit the time for the Postal Service and interested parties to file initial comments and to file reply comments. All submissions needed to be completed by July 6, 2015.

Significantly, the PRC did not grant the Postal Service's motion to lift its order or to extend the period of time for which the USPS would be entitled to collect the exigency surcharge throughout the remand proceedings. The PRC did suspend the requirement that the Postal Service file a 45-day notice of the date when the USPS would have collected sufficient dollars to be required to terminate the collection of the exigency surcharge under the December 24, 2013 PRC order. The PRC signaled that it would have completed its deliberations and will inform the USPS and the industry of its ruling before the early August time frame. As of the present time, however, the PRC has not announced a date for its decision.

So where does the USPS and the industry stand on

what the PRC should do under the Court of Appeal's ruling? The USPS has three theories. All of them would lead to the industry paying the exigency rate increase for a much longer period of time. Two of these theories encourage the PRC to change its initial decision on the meaning and the timing of the "new normal."

In the PRC's original decision, it found that the Postal Service was entitled to collect losses of contribution due to the recession up until a time that the PRC defined as the "new normal." The PRC found that the period of time when the "new normal" began was different for each class of mail. The "new normal" dates were 2009 for Standard Mail, 2010 for First Class, and 2011 for periodicals. In calculating the amounts of lost contribution the USPS was entitled to recover, the PRC used contribution figures from 2014 USPS financials but limited the period of time to a period of 12 months. The USPS argues, at a minimum, using these same 2014 contribution levels for the time period leading up to the years that the new normal began for each class of mail, that the differences in lost contribution would increase from \$2.8 billion to \$3.9 billion. Under this interpretation, the exigency surcharge would remain in effect for approximately six more months, ending in early 2016.

Grasping at some dictum in the Court of Appeals' ruling, the USPS has also argued that the PRC should reconsider its ruling on when the "new normal" began.

The first argument the Postal Service makes to greatly expand the length of time it could collect the exigency surcharge is to urge the PRC to adapt one year, for all classes of mail, as the "new normal" to begin. Not surprisingly, it wants to pick one of the later years, 2011, that would increase the amount of contribution it could recoup until \$5.6 billion. This would continue the exigency surcharge for approximately two more years. The last, most aggressive argument the Postal Service advances is that the PRC should find that the "new normal" did not begin until a date when the Postal Service was able to "effectively" adjust to its recession-related volume losses by changing the network. This argument ignores three other factors that the PRC discussed as being part of the "new normal" test. The USPS says that it was not able to "effectively" respond to the losses due to the Great Recession until 2013. Under





this approach, the USPS seeks to have the PRC find it is entitled to recover a total of \$11.4 billion in lost contribution. This would extend the exigency increase until 2020, an additional 6+ years.

The Saturation Mailers' Coalition, along with other trade associations led largely by the Association for Postal Commerce, and the Association of Magazine Media have combined to file Initial Comments and Reply Comments rebutting the USPS arguments.

In the Initial Comments, the industry associations stated the PRC task and the Court of Appeal's remand order were clear. The PRC was not ordered to or required to reopen the entire proceeding. The case was sent back for a simple, mathematic computation of how the numbers would change if the PRC used the findings it had already made to calculate the losses beginning with the date the recession started, and the separate date, for each class of mail, that the "new normal" began.

One important difference in the industry argument from that made by the USPS was the contribution figures the mailers asked the PRC to use in calculating the additional lost contribution. The industry stated that the Postal Service was in error using 2014 contribution levels. The amount of contribution per piece in 2014 was higher than the contribution levels in the years the losses were found to have occurred. The mailers stated that the PRC should only give the Postal Service additional losses based on calculations of the losses in the year they occurred. Under this approach, the difference between the December 24, 2013 ruling and the recalculated losses, the increase in lost contribution, is a modest \$60 million. If the PRC was to adopt this approach, the exigency surcharge would still need to end sometime in August, 2015.

If the PRC follows the same methodology it used to calculate losses in its original ruling, it would not use the numbers advanced by the industry. The PRC did use the higher number of lost contribution in its original order. If the PRC sticks with its original methodology, it would seem reasonably likely that the PRC might extend the exigency increase to allow the USPS to increase the contribution it can collect from \$2.8 to \$3.9 billion.

The industry was outspoken in condemning any

effort to reopen or expand the docket before the PRC. The PostCom, et al. Reply Comments point out that the Court of Appeals soundly approved the PRC creation of a "new normal" standard, referring to it as "reasonable," "sensible" and well within the PRC's discretion. The Court of Appeals simply noted that the USPS had raised a new argument on the appeal that the PRC was free to consider on remand, if it liked. The industry chided the Postal Service for taking this polite acknowledgement by the Court of Appeals that the PRC, as an administrative agency charged with rate making authority under the 2006 Postal Accountability and Enhancement Act (PAEA), was free to consider any issue it liked in its remand proceeding too far. The industry writes, "The USPS has misrepresented the Court's polite 'stop by any time' as a formal invitation to dinner. Because the Court's holding upheld the Commission's 'new normal' finding in their entirety, there is no reason for the Commission to revisit these findings, whether it has been invited to or not."

The mailers point out that reopening or expanding of the remand docket would create due process concerns. The mailers would be entitled to raise new issues and a case, that has been dragging the industry down since 2010, could lead to another round of proceedings and appeals. This would defeat the central purpose of predictability and stability that the 2006 PAEA sought to create with a rate-cap framework.

The case is now in the hands of the PRC. With mailers and advertisers seeking to plan for the future and to do budgets for 2016, we hope for a speedy ruling that truly limits the exigency increase to those losses the USPS suffered "due to" the recession in a manner consistent with the mailers' calculation. At a minimum, we must hope that the PRC soundly rejects any efforts to reopen and expand the argument about the "new normal," and slaps down the USPS' efforts to make mailers pay \$10 billion more in postage relating to a recession that ended many years ago. **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.*



# 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
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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**





# Set Sail for Success

by John Draper, 2016 Conference Committee Chair



John Draper

## MARK YOUR CALENDAR.

Clear your schedule. Get a dog-sitter. Book your flight. AFCP is hosting our annual conference and trade show, April 28-30, 2016.

The AFCP staff and conference planning team are excited to have our members join us for the 2016 edition of the industry's best training, networking, and trade show event.

As we Set Sail for Success let's look at our point of disembarkation. We start our excursion from the beautiful climes of Southern California, San Diego to be exact. Called "America's Finest City," San Diego offers an average April temperature of 69 degrees. Whether you seek cultural activities, natural beauty, urban venues, or peaceful relaxation, San Diego will provide. Our trip will provide some great exposure to this fine city and some opportunity for special activities, but consider coming early or staying late to really take it all in.

We dock at the Sheraton Marina and Hotel. This well-appointed facility should prove to be an oasis sure to offer the perfect space for us to gather our supplies as we Set Sail for Success.

The supplies we need are plenty, and AFCP is here to help. We are working on booking details for some great speakers and instructors. These energetic and knowledgeable individuals will motivate, educate, and challenge you. Of course we will have a full battery of TLI classes with some new and special classes being offered again this year. General sessions will be available for all attendees and special tracts for managers and editorial/content departments are under development.

Having some good connections is another necessary supply as we Set Sail for Success. Our conference team is working out some wonderful networking and social events so you can connect with others and build your contact inventory. We will also host the industry's largest trade show. The opportunity to speak with the talented group of industry suppliers offers you yet another necessary supply as you set sail.

Keep your eyes open to INK magazine and other communications from the AFCP office as details become finalized and released. We will have some exciting announcements to come.

Our destination is success. AFCP is on call to help, but it's really up to you. Start your excursion by planning now to attend the 2016 AFCP Conference and Trade Show. We have plenty of room on our vessel and plenty of supplies to make your excursion worthwhile as we Set Sail for Success. **INK**



The San Diego skyline at night, seen from Centennial Park in Coronado, California.

Copyright: Jon Bilous



# WCP's Annual Conference





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

by Carol Toomey

**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)**



**MultiAd®**



# California: Bad news, Good news

by Greg Birkett

**LIKE MANY OF YOU,** I was shocked a couple of months ago when I heard that PennySaverUSA 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 9 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. I know of a couple instances where that has happened already, including El Clasificado launching their first English language publication. Buena suerte, Martha and Joe!

My heart goes out to the employees, many of whom 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 that will pick up the coverage area with their publication or perhaps start one. I would love to hear of any publishers that are doing that.

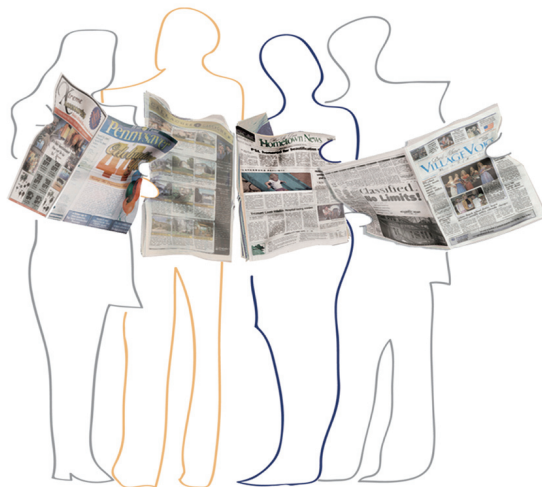
Elaine Buckley has been a trooper throughout this process, helping her former colleagues and continually posting positive encouragement on Facebook to help them get through the tough times. I hope in the end the staff will be in a better place and that they know they are in our thoughts. It certainly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

Enough sad talk. Time to think about Southern 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 AFCP committees have been busy and I appreciate the board's and committee members' hard work as we move the association forward. I was excited to host our first Peer Group conference calls a couple of months ago. 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 even get a bit sappy over it, then most likely he would lick his finger and stick it in my ear!

Hope you are having a good summer! **INK**



  
GREG BIRKETT  
**AFCP PRESIDENT**  
DUBUQUE ADVERTISER



# The PennySaver

## Closes Without Notice

**WITHOUT ANY ADVANCE 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 50 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 zone closures at 6.5 million.

On the following Sunday Open Gate Capitol CEO Ron Myers issued a statement 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.

Sales representatives noted that they had just finished the Memorial Day publication, one of their top weeks for sales, and now the clients won't have their advertisements delivered.

In a message to the Association of Free Community Papers (AFCP) board of directors, Elaine Buckley, a 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 our last paychecks, or expenses we incurred. People are stunned and shocked, and they are looking to me for guidance, reassurance, anything, and I have none to give.

"This company brought in Liquidators and 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, their dreams, their retirement, all of it."


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.

The State will investigate the closing and if Open Gate broke any laws in putting the PennySaver out of business without giving employees proper notice.

Since the closing, Buckley has been instrumental in working with potential employers for PennySaver personnel and establishing a Facebook page, PennySaver Proud. The 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, Ashley Furniture, notified the Harte-Hanks employees that it will accept applications from the laid-off workers from San Diego to Sacramento for positions that include warehouse workers, customer service reps, graphics personnel and sales agents.

The PennySaver was founded in 1962 by Robert Demarco in a Huntington Beach, Calif., garage. Also mentioned were Herbert Sutton and H.C. Van Ausdell.

Harte-Hanks, a targeted direct marketing giant, bought the PennySaver from De Marco in 1973. In 1981 the headquarters for Harte-Hanks was moved to nearby Brea. Some of leaders who were members of AFCP and in management for Harte-Hanks, and who were responsible for the growth of the company, were Harry Buckel, Pete Gorman, Loren Dalton and Jim Kendall.

The State will investigate the closing and if Open Gate broke any laws in putting the PennySaver out of business without giving employees proper notice. Unless there are special circumstances, employees of larger companies have the right to receive 60 days' notice. 

# MARTHA DE LA TORRE Launches EC Classifieds

## EL CLASIFICADO WAS FOUNDED IN 1988 BY CEO

Martha de la Torre and COO Joe Badame, with the purpose of becoming the go-to resource and the perfect marketplace of products and services within the Hispanic community in Southern California.

Now, with a circulation of over 500,000 weekly copies, El Clasificado has grown into the largest free Spanish classified magazine in the nation with 22,000 distribution points covering most of Southern California and attracting 1.5 million readers.

So when the PennySaver in California, a longtime Association of Free Community Papers (AFCP) member, decided to shut down, a dramatic change was expected.

De la Torre knows when an opportunity presents itself and took advantage of the underserved advertisers and consumers that the PennySaver left behind to launch their first English magazine, EC Classifieds, which hit the streets with a distribution of 95,000 copies the first week of July.

Martha de la Torre noted that an English paper was never in the planning stages, but the closing of the PennySaver presented the opportunity. Four top reps from the PennySaver were hired to launch the publication.

The new reps led to many new leads for advertisers, and several top advertisers came aboard to help get EC Classifieds up and running. Although the PennySaver had a circulation of 9.1 million publications across the nation, EC Classifieds is expected to grow fast in other areas. De la Torre noted that 95,000 won't replace the PennySaver's circulation of 9.1 million but will fill the gap in Southern California. She also stated she always had respect for the PennySaver, and is now looking forward to hiring more employees who lost their jobs.

The company also launched an online marketplace in English ECClassifieds.com. Plans are underway to soon have a robust site for EC Classifieds using their award-winning ElClasificado.com platform with 25 million page views and over 1 million unique visitors.

De la Torre's history reveals the success she has enjoyed in the publishing industry since starting El Clasificado. After she graduated from Loyola Marymount University with a Bachelor of Science in Accounting, she became a CPA at Ernst & Young.

In 1986 she was hired as the Chief Financial Officer for La Opinion, a daily Spanish newspaper in Los Angeles. De la Torre quickly learned the publishing business for the Spanish market and realized there was a need for



Martha de la Torre and her husband, Joe Badama, founded El Clasificado in 1988 and recently launched the English-language EC Classifieds.

a free distributed Spanish paper that focused on classifieds. With that goal in mind, El Clasificado was born.

The early years during a recession were difficult. De la Torre sold her home and car moved in with her parents and worked part time as a CPA to keep El Clasificado going.

In 1992, when conditions improved, Martha along with her husband and co-founder changed their distribution method from home delivery to street racks distributing in strategic stores, the most popular for the Latino community.

After going it alone for several years with just assistance from her family, she hired part-time help in 1993. She was inspired by the movie, "Stand and Deliver" about a teacher who encouraged Latino students to excel. De la Torre recruited computer-literate students from the same Garfield High School featured in that movie. Many of those students have worked for her for years and are now managers and directors.

El Clasificado's success led to continued growth. In 2001, El Clasificado purchased a 95% interest in Al Borde (On The Edge), a Spanish tabloid alternative entertainment newspaper aimed to serve the Latin alternatives millennial with content on music, Latin Alternative rock and entertainment.

*Continued on page 18*



# MARTHA DE LA TORRE Launches EC Classifieds

*Continued from page 17*

Under Martha de la Torre's leadership, El Clasificado launched other platforms like Quinceanera.com, a multi-platform party-planning brand that integrates web, publications and events to help bilingual teens and their Hispanic families plan for their fifteen-years celebration. Su Socio de Negocios also became part of their robust portfolio, launched to help small business owners grow their business with educational events, web and content. Along with the launch of many platforms, El Clasificado continued filling the gap where needed, creating special print supplements and launching El Punto, a monthly magazine with editorial content covering news on immigration, politics, sports, community, and entertainment, amongst others.

De la Torre's success has not been a secret in the business world. Her story has been featured at the Los Angeles Times, CNN en Español, CNBC and Univision. She was also named the Small Business Person of the Year in the Los Angeles District by the United States Small Busi-

ness Administration, and recognized as a finalist to Ernst & Young Entrepreneur of the Year award. She has been included in the National Association of Women Business Owners Hall of Fame, and named the Latina Business Women of the Year by the California Hispanic Chamber of Commerce, among much more prestigious recognitions.

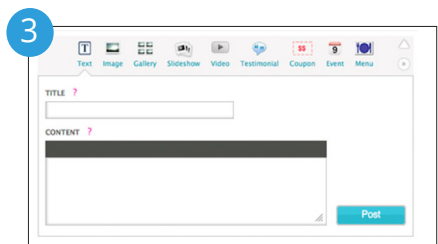
In 2005, the Association of Free Community Papers honored de la Torre as the recipient of the Entrepreneur Award. When this award was presented, AFCP's then President, Orestes Baez, said, "This award is for a special person who has been an inspiration to all of us in the free paper industry."

Today, the company surpassed the \$23 million dollar mark, has a weekly combined circulation of 605,000 magazines (with El Clasificado & EC Classifieds), prints eight Quinceañera magazines a year and El Punto monthly publications. Through its successful online platforms, grassroots events, print publications, and niche websites, the company connects advertisers with niche Latino demographics. **INK**

## Did You Know? More than 50% of Your Advertisers Do NOT Have a Website!

Create Professional Websites for Your Clients with the #1 Website Builder for Print Publishers!

- 1 Professionally Designed Themes** - Choose from our large selection of pre-designed themes or create your own.
- 2 Beautiful on All Devices** - Our responsive design ensures that every site you create looks great on desktop, tablet and mobile.
- 3 Easy-to-Edit** - Add text, photos, coupons, videos and more. It's so easy, you can grant your clients access to manage their site themselves.
- 4 Huge Profit Potential** - There are thousands of small businesses in your area that need a website. Set your own prices and profit. Keep 100% of the sales.



4	NUMBER OF SITES SOLD	UPFRONT DESIGN INCOME	RECURRING MONTHLY INCOME	RECURRING ANNUAL INCOME
	25	\$9,975	\$1,250/mo.	\$15,000
	50	\$19,950	\$2,500/mo.	\$30,000
	100	\$39,900	\$5,000/mo.	\$60,000
	200	\$79,800	\$10,000/mo.	\$120,000
	400	\$159,600	\$20,000/mo.	\$240,000
	1000	\$399,000	\$50,000/mo.	\$600,000



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# 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

**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. The largest Hispanic publication in North America, it has 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."



Dick Colvin

**DICK COLVIN HAS RESIGNED** as the executive director of the Midwest Free Community Papers (MFCP).

In a letter to the MFCP board of directors, Colvin said, "It has been my pleasure to serve MFCP for the past three years. It's with mixed emotions that I must announce my resignation as your director. Susan and I

need to move back to Texas in the next few months for personal family reasons. I will remain in place for the duration of time needed to make the transition to a new director.

"Charlene Oligmueller will remain and we expect 'not to miss a beat' in the interim. The search committee is now searching for the right candidate to lead MFCP's service to our members. I know that the

future of MFCP is bright and I am proud of what we have accomplished together.

"The friendships I have made will be forever in my mind and I hope that we will continue to stay connected. As for my future, my plans are not to retire but to seek opportunities in Texas; and it likely will be in the newspaper industry. In the short term, I look forward to seeing you at the summit in Okoboji and at the fall conference in West Des Moines."

Prior to his employment with MFCP, he served as the executive director of the Texas Community Newspaper Association (TCNA).

Colvin began his newspaper career in the advertising department at the Ft. Worth Star-Telegram while still in college, and grew through the ranks to the position of retail ad manager.

In 1991 he transferred to Sacramento, Calif., to become general manager of Magic Acts, a rack distribution shopper. He later became the director of marketing and sales director for both Magic Ads and the PennySaver. He later served as vice president for the two Harte-Hanks Shoppers Websites.

In his spare time, Colvin likes to golf and spend time volunteering for numerous nonprofit groups.

A native of Fort Worth, Colvin is a 1972 graduate of the University of Texas in Arlington where he earned a BBA. Married to Susan, they have two children.



Vincent Grassia

**VINCENT GRASSIA HAS** stepped down from his position as the chief executive officer (CEO) of Iwanna Division of Fayetteville Publishing Co., located in Asheville, N.C., to return to his home in Ponte Vedra Beach, Fla.

Grassia will continue to serve as a Senior Advisor for the publishing company. He will be replaced by Patricia Betts, who was named general manager.

The Association of Free Community Papers (AFCP) named Grassia the AFCP Publisher of Year at the conference held earlier this year. **INK**

# 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 link-age 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.







# 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? **INK**

*(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*





# 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-

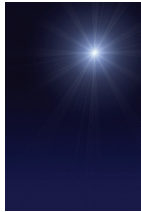
lotte" via social media.

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**





# 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 Hometowneer.

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 MFCP (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

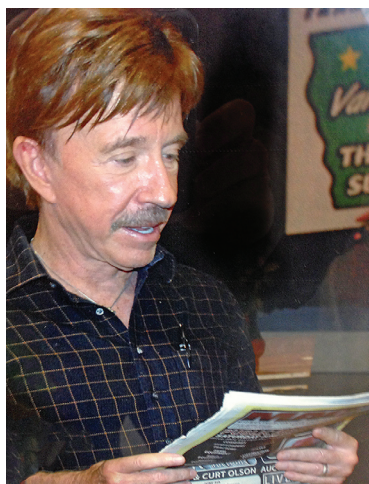
it happens. Sure the papers can be sold, but papers tend to lose the advantages of community journalism when they become part of a larger group and lose that local connection.

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. **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](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.

**THE INDEPENDENT FREE** Papers of America (IFPA) board of directors approved the recommendations of the nominating committee for officers and directors.

The recommendations include Doug Fabian for president, Jane Means as vice president, and for Mark Helmer to continue to serve as director of finance.

Nominated as directors were Dan Buendo, Katie Thomas, Rena Reiser, Eileen Curley and Joe Mathes. Rick Wamre was nominated to serve as Sergeant At Arms. Deborah Phillips will continue to serve on the board as past president.

The nominations will be voted on by the general membership at the annual conference in September.

**THE LEADERSHIP SUMMIT** scheduled for October 5-6, 2015 by the Free Community Papers of New York (FCPNY) will include training sessions for publishers, general managers and sales managers.

The Monday afternoon session will focus on print while Tuesday morning's focus is on digital.

Speakers include Chuck

Bartlett, who will open the conference with a session on leadership; Ed Henninger will present a "License to Print Money" session; David Crawford and Tim Bingaman will coordinate a Media Buyer's interactive panel; Chris Brewer will moderate a digital presentation; Michelle Novak will moderate an email marketing panel discussion; and Shannon Kinney will discuss how social

media relates to the free paper industry.

A highlight of the summit will take place on Monday evening with a cocktail reception and dinner to celebrate the 65th anniversary of FCPNY. The celebration will include guests from the past 65 years.

The conference will conclude with the graphic awards luncheon.

**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.

To submit your "associations in the news" story, please contact Dave Neuharth at: [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com).

**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.



| sept.

ORLANDO, FL :  
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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: danielledburnett-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.

TBA, WI :  
OCTOBER 7, 2015

Wisconsin Community Papers (WCP). Publisher's Summit, October 7 from 10 a.m. to 2 p.m., location to be announced. For information contact Janelle Anderson, janderson@wisad.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.

| 2016

SAN DIEGO, CA  
APRIL 28-30, 2016

Association of Free Community Papers (AFCP). Annual Conference & Trade Show, Sheraton San Diego Hotel and Marina on the shoreline of San Diego Bay, San Diego, Calif. For information contact Loren Colburn, loren@afcp.org.

| 2017

LOUISVILLE, KY  
APRIL 20-22, 2017

Association of Free Community Papers (AFCP). Annual Conference & Trade Show, Gait House, downtown Louisville, Ky. For information contact Loren Colburn, loren@afcp.org.

To list your conference information in Free Paper INK, send it to:  
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To list your conference information on the AFCP website, send it to:  
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# GRAPEVINE

## WHAT'S GOING ON...

**CHARLOTTE MEDIA GROUP**, a newly-formed subsidiary of the McElvy Media Group of Houston, Texas, has purchased the assets of the Carolina Weekly Newspaper Group from founder and publisher Alain Lillie of Charlotte, North Carolina.

The acquisition includes the South Charlotte Weekly, Union County Weekly, Matthews-Mint Hill Weekly and the Pineville Pilot. The four community newspapers are delivered weekly to over 60,000 homes and businesses in the South Charlotte market.

The sale was announced by Jonathan McElvy, president and CEO of McElvy Media Group LLC, the parent company of McElvy Media in Houston, Texas. The company is owned by McElvy and his wife, Meghan.

McElvy Media currently owns The Leader (Houston, Texas), and has a management agreement to operate the Ft. Bend (Texas) Star and the Ft. Bend Business Journal.

David Slavin of W.B. Grimes &

Company represented the Carolina Weekly Newspaper Group in the transaction.

McElvy, a Tuscaloosa, Alabama native, is a graduate of the University of Alabama. He spent the first seven years of his career learning from one of the most respected newspapers owners in the country, Jim Boone. In 2006, McElvy moved to Houston as vice president of ASP Westward, which owned more than 60 newspapers in Texas and Colorado. In 2012 McElvy purchased The Leader in Houston, and in 2014 he began a management contract to operate the Ft. Bend Star and Ft. Bend Business Journal.

"Our company is so fortunate to have found a group of newspapers that have served residents of South Charlotte and Union County, and I'm incredibly grateful to Alain Lillie for the work he has done building a tremendous brand in this market. Our job is to take what Alain has built and do what we know how to do best: produce

a quality product that readers anticipate every single week," McElvy said.

Frank Vasquez, Douglas McElvy and Robb Reeves joined McElvy Media Group as investors in the new Charlotte Media Group.

"It has been a difficult decision to sell the company after a deep personal involvement for many years," Lillie said. Lillie, who also served as founder and publisher of both the Mooresville Weekly and Denver Weekly community newspapers serving the Lake Norman market, said, "We believe that Jonathan will provide new ideas and resources that will help keep the South Charlotte Weekly, Union County Weekly, Matthews-Mint Hill Weekly and the Pineville Pilot viable community services moving forward. The commitment to offer our readers relevant hyper-local news and information remains unchanged." 

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**NICE 6 SLOT MULTI-** publication racks for sale, in good condition @ \$20.00 per rack. Can send a picture if interested. Please email Julie or Rob at julie@opcfla.com or rob@opcfla.com.

free paper  
**INK**

CLASSIFIED  
ADVERTISING  
INFO

**RATES:**  
Up to 30 words  
\$25 per issue  
(additional words -  
90 cents per word)

**DISCOUNTS:**  
10% off for 6 months  
20% off for 12 months

**CONTACT:**  
Phone: 877.203-2327  
Fax: 720.528-7943  
Email: afcp@afcp.org

# NEW REVENUE

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

## Branded eCommerce Site

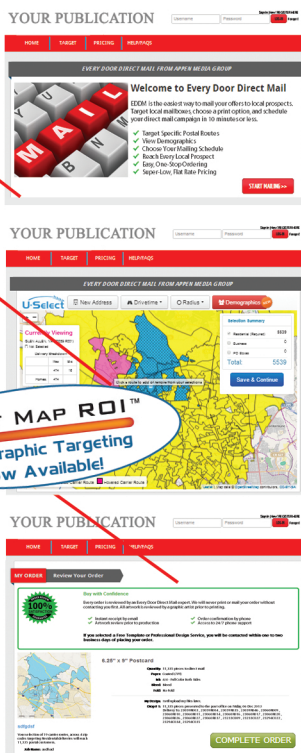
Your advertisers (or sales reps) target postal routes, choose design and print options, and order online – in 10 minutes or less!

## 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!  
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## 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)

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## Technology at your fingertips... Revenue in your pocket!

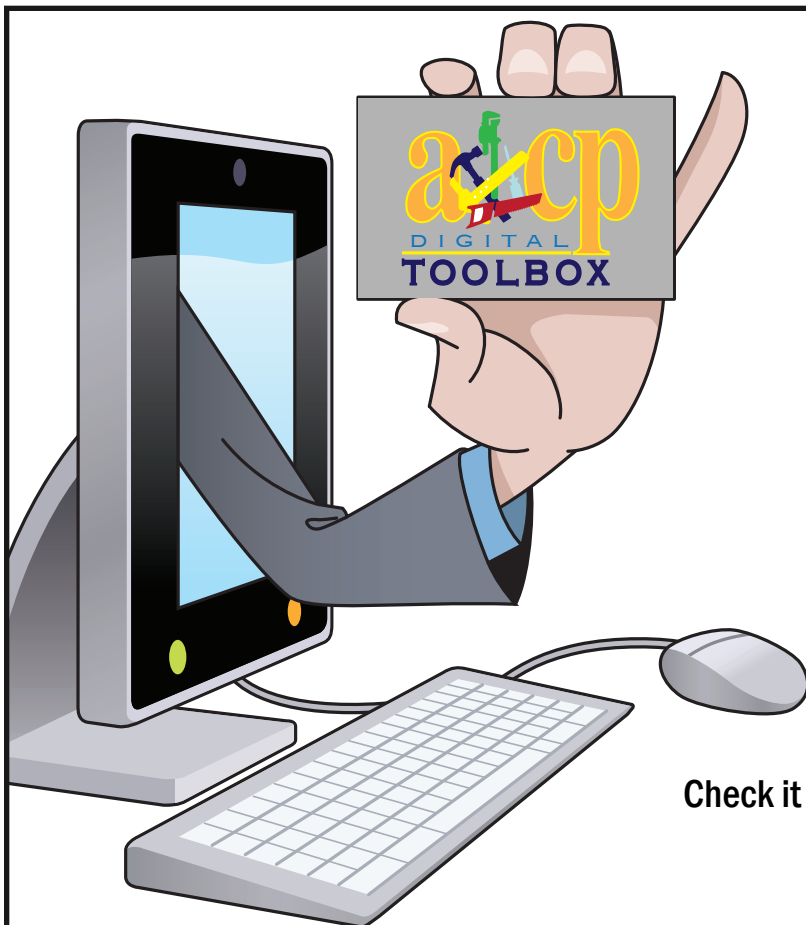
### - A Valuable Resource for AFCP Members -

The AFCP Digital Toolbox helps members find the right product and service providers to meet the varying needs of their publications. This handy resource tool lets you locate an appropriate provider and see a brief description of their products and services. If the company looks like they will be able to meet your needs, you have the ability to click right to their website for additional information and direct contact.

We encourage you to investigate and take full advantage of these partners in our industry, as their business is targeted at helping you improve your bottom line.

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going on with your business  
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There are a ton of reasons!**



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