

FREE PAPER

INK

The Free Paper Industry's **NEWS SOURCE**

JULY/AUGUST 2016

[www.afcp.org](http://www.afcp.org)



**FREE COMMUNITY PAPER MONTH**  
Celebrate Your Important Role in the Community!

**AFCP Board Member Changes**  
Effective July 1, 2016

**A LOOK AT OUR HISTORY**  
AFCP's and INK's Roots



## Whose voice do industry leaders seek?

Just ask them.



**Kevin B. Kamen**  
President/CEO

"Kevin Kamen works relentlessly. Whenever he speaks about the publishing business or companies, I pay close attention."

— Paul Tash (Mr. Tash is Chairman of the Pulitzer Board and CEO/Chairman of the Tampa Bay Times.)

"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

## Whose judgment do they trust?

"Kevin Kamen correctly predicted as far back as 2010 that a buyer would be willing to pay \$42 million to \$51 million for The Journal ... 'They paid about \$4 million to \$5 million more than they should have,' Kamen told WPRI.com ... Kamen suggested Gatehouse was motivated to pay a premium in part to ensure a competing newspaper chain didn't get The (Providence) Journal instead."

— Ted Nessi, WPRI 12, Providence, Rhode Island

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## COMING next month

The next issue of INK will be the September issue where we will turn our focus to the digital aspects of the publishing world. Web, mobile and email all impact our marketplace and it's important to understand how to take advantage of their opportunities.

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**MISSION STATEMENT**  
Bring news and resources to the attention of the free paper industry by publishing a responsible quality magazine.

Free Paper INK is dedicated to keeping the industry informed on key issues, topics and industry news. If you have any items of interest that should be shared with people throughout the Free Paper Industry, simply email them to [loren@afcp.org](mailto:loren@afcp.org). We welcome your input, appreciate your readership and look forward to your contributions to our content.

Free Paper INK is not liable for errors appearing in advertisements beyond the cost of the space occupied by the error, and notification must be made in writing within ten days of publishing. The right is reserved by Free Paper INK to edit, reject, or cut any copy without notice.

### NO CASH REFUNDS

The opinions of the individual contributors or correspondents do not necessarily reflect those of the publication or its management.

Free Paper INK may include material produced under copyrighted or syndicated ad service. Permission of the publisher must be obtained before copying any of the material from any issue of Free Paper INK.

**DEADLINES:** The deadline for classified ads, display ads and editorial is the 4th of every month.



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*"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."*

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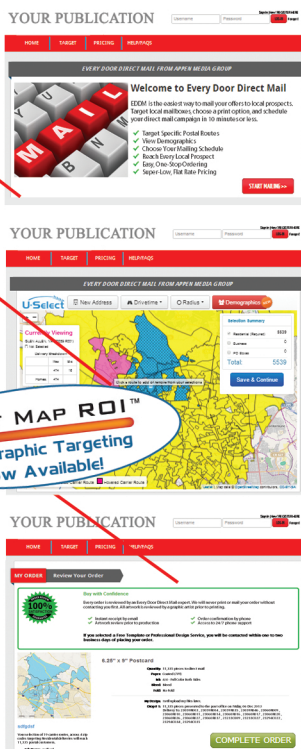
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**“From the Basics  
to the Innovative”**





*Dave Neuharth*

DAVE NEUHARTH  
**EDITOR**

## Think you've got it **TOUGH?** It could be **worse!**

**So YOU'RE WORKING ON A NEWS** article or composing an ad and your computer crashes – either you had a power outage or you hit the wrong key and what you were working on disappeared.

No, don't toss the computer out the window.

Take a walk down memory lane and look at how we used to do it and you will be thankful for the modern day digital world we live in.

Back in the old days, following a career in the Navy where my profession involved some typing, I returned to Grass Valley, Calif., and was looking for employment.

After reading the daily newspaper, The Union, I noted they did a lousy job of local sports reporting. "I can do that," I figured.

The owner and publisher of the paper was Robert Ingram and he did take the time to meet with me. After he listened to my pitch, he informed me that the paper could not afford a sports reporter. He offered me a job as a typesetter, for \$2 per hour, and said if I wanted to submit some sports articles I could do it on my own time. That worked for me.

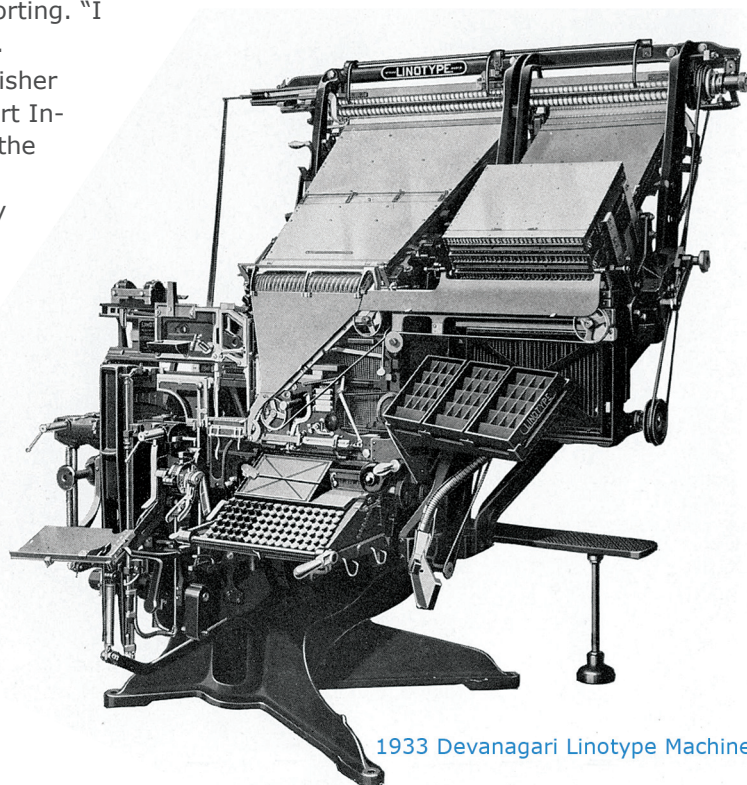
When I showed up for work the composition department introduced

me to what the staff referred to as "One of the Beasts," a Linotype Machine.

The Linotype was a beast. It was close to the size of a press unit. It spit fire, smoked and made hissing noises like a train as it melted lead to make a metallic line of type known as a slug. The keyboard was about six times the size of a typewriter and had three sets of keys, one for capital letters, one for lower case and one for spaces and punctuation.

On the typewriter I could click over 80 words per minute. On the beast seven words per minute was an accomplishment.

A large bullet size of lead was hung onto the machine and it was melted by



1933 Devanagari Linotype Machine



fire as you typed. A sentence of characters was cast in metal for a complete line.

Line after line of the cast metals was put together to form a page before it headed for the press room. The machine assembled matrices, which are molds for the letter forms, in a line, which was cast as a single piece called a slug. As a typesetter, you produced the slugs during your eight-hour shift and they were turned over to composition personnel to piece the pages together.

After six months on the job, The Union eliminated the Linotypes and replaced them with Teletypes. These machines had a typewriter keyboard and produced tapes that were used to print your articles on a Compugraphic phototypesetter, which read the tape using a strobe behind a rotating file strip machine that produced the copy. The teletype was good for exercise. It made a clacking sound as the keys traveled a good half inch to make contact. You did not have visual sight of what you were printing. Reporters used typewriters and the copy went to editors who marked them for changes and turned them over to the typists.

This process required necessary items like Exacto knives, onion paper, rollers or plastic devices to press the final image on the pages, triangles and rulers of picas and points. Exacto knives were used to cut the copy into strips so it could be run through a hot wax machine and then pasted on the page. The wax machine – which was too hot to touch – used a bar of wax the size of soap. The machine was electric and resembled an old hand washer.

Headlines were made on a Compugraphic 7200 headline machine and exposed to film. These strips were about an inch wide and up to six feet long. The Exacto knife again cut the headlines, the paper was run through a wax machine and it was placed on the page. When errors were spotted, it was fun to watch one word on a page being replaced. And often through the press room process, these corrections would fall off.

My participation in providing sports articles for The Union involved taking photos and developing them in the dark room. That process we will save for another time.

Thank you, God, for the digital world we live in. 

## Technology at your fingertips... Money 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.

Check it out under the Member Benefits tab at...

# www.afcp.org



# PaperChain

## Celebrate **FREE** COMMUNITY PAPER MONTH!

by Dan Alexander, PaperChain Chair

**FREE PAPER INDUSTRY INSIDERS KNOW AND RECOGNIZE THE** valuable service community papers provide to readers and advertisers, but all too often in the hustle and bustle of today's fast paced world we become so wrapped up in publishing that those important facts get overlooked.

For the benefit of publishers of this valuable service, and for future generations of community paper publishers who will follow, it's important to remind those we serve of our important role in their community and to toot our horn just a little bit. Through the efforts of PaperChain, July has been established as Free Community Paper month.

PaperChain is the common link between all the national, regional and state free community paper organizations, which makes it the logical choice to lead the charge to organize a recognition and celebration of the grassroots industry.

The PaperChain members believe the noble mission of Free Community Papers fits perfectly with the national celebration of freedom the United States so proudly enjoys.

The concepts of freedom, liberty and the rights we hold so dear provide the nation's community papers with the perfect backdrop to remind the country of the valuable services the industry bring to millions of homes each week.

In the spirit of independence and freedom celebrated nationwide every July, we need free paper publishers to help to spread the word and demonstrate the reach of this industry. We encourage you do this by joining with other free papers nationwide through a celebration of the Free Community Paper Industry during the entire month of July.







Here are few thing PaperChain can offer to help you with your celebration:

Shown on the facing page is the Free Community Paper Month Logo. Please use this logo often on your mast head, folios, promotional ads, articles and as fillers throughout your paper leading up to and during the month of July. For original artwork and PDFs of the artwork visit <http://paperchain.org/free-papermonth.html>

Also shown (below) are sample ads from previous years of the celebration. Check back from time to time as new ads will be posted and the creative materials updated. The promotional ads will also be distributed by your state, regional and national associations.

We encourage all free paper publishers to put together a prize package for their readers to be able to enter and win locally. It doesn't need to be extravagant, but we know prizes always peak reader interest.

Publishers are asked not to alter the Free Paper Month logo, but to please use it often. We encourage you to localize the ad and draw your readers' attention to the important role your paper and staff play in this industry and how this industry stimulates the

local and national economy.

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

The 2016 celebration is only as big as you choose to make it. Ask your town fathers, city council and county government to consider taking action on a local proclamation formally recognizing Free Community Paper Month. Suggested proclamation verbiage 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 alive to your readers in this consolidated industry-wide effort. Please consider active participation in the July 2016 Free Community Paper Month.

Visit us on Facebook and let us know your plans for Free Community Paper Month. Thank you in advance for all you do to enhance the industry with every issue you publish and with your support with this project. **INK**

**The best things in life are free**

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

**Thank you!**

**FREE COMMUNITY PAPER MONTH**

**PaperChain**  
Fostering 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.CVCALUDIT.COM

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# Free Paper Feud!

**HERE ARE SOME OF THE INTERESTING RESPONSES** we got from the over 75 AFCP members who took the time to answer the survey questions we needed for the AFCP Free Paper Feud game we played at this year's conference. We thought some of them were worth sharing here in INK.

"And the survey says..."

## **Where do people read your paper?**

Home – 27%  
Bathroom – 16%  
Living Room (TV, Couch...) – 12%  
Kitchen – 10%  
Restaurant – 8%

## **Name an influential paper in the past 100 years.**

NY Times – 49%  
Wall Street Journal – 16%  
Washington Post – 10%  
USA Today – 7%

## **Favorite INK color other than black.**

Red – 41%  
Blue – 28%  
Green – 9%  
Yellow – 9%  
Pink – 8%

## **Name something awesome about the free paper industry.**

FREE – 30%  
People – 19%  
Community – 14%  
Still Around/Continual Growth – 12%

## **Name a term or word you might see in a banner of a community paper.**

Free-30%  
Local-14%  
Community-10%  
Date-4%  
Circulation-4%

## **Name a newspaper term that starts with a "C."**

Copy-18%  
Circulation-13%  
Composition-13%  
Classified-9%  
Column Inch-7%  
Color-7%

## **Name something that people use a newspaper for outside of reading it.**

Birdcage-22%  
Fire Starter-18%  
Packing Material-11%  
Fly swatter-9%  
Cleaning Windows-7%

## **What is the most important element of a display ad?**

Headline-34%  
Graphic Element-22%  
Offer-12%  
Call to Action-8%  
Eye Catching-7%  
White Space-7%

## **What software does your graphics department use?**

In Design-54%  
Adobe CS-11%  
Photoshop-10%  
Illustrator-7%  
Creator-6%  
Quark-3%

## **What was your favorite AFCP Conference?**

New Orleans-16%  
Miami-16%  
Savannah-14%  
San Diego-13%  
Orlando-8%  
Denver-6%

## **Name something that an old print shop would have that they don't use anymore.**

Lead Type (Metal Letters, Letter prints, letterpress)-29%  
Wax Machine-24%  
Camera/Film-8%  
Type Setting Equipment (headliner, linotype)-6%  
Pica Pole/Ruler-6%

## **Name a company that makes paper.**

Abitibi-15%  
Hammermill-10%  
Georgia Pacific-8%  
International Paper-7%  
Weyerhaeuser-7%

## **Name a catalog that men like to look at.**

Sports Illustrated-17%  
Cabelas-14%  
Victoria Secret-9%  
Auto Trader-7%  
Bass Pro Shops-7%

## **Name a word or phrase the Post Office stamps on a package.**

Fragile-27%  
Return to Sender-13%  
Postage Paid/Due-11%  
Priority-10%  
First Class-10%

## **How long is it between the cleaning of your computer monitor.**

More than a year to NEVER-32%  
Less than a month-30%  
1-2 Months-18%  
3-6 months-11%  
A year-8%

## **Name something belonging to your boss you might use if he/she was gone all day.**

Office Chair – 18%  
Supplies (pen, phone, stapler) – 13%  
Computer – 10%  
Parking Spot – 10%  
Personal Bathroom – 7%  
In theory, I am the boss – 6%



Providing print services to over 50 publications and associations across the country.

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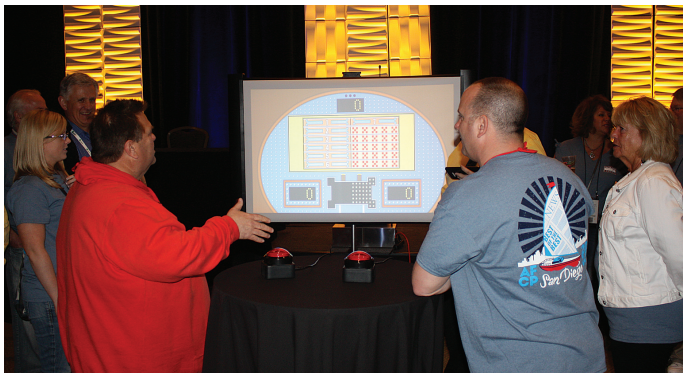
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# New AFCP Officers & Directors



Shane Goodman

SHANE GOODMAN WAS ELECTED president of the Association of Free Community Papers (AFCP) at the general membership meeting held recently at the annual conference in San Diego, Calif.

The owner and publisher of City-view in Johnston, Iowa, Goodman is a board member and longtime supporter of AFCP. He received the association's highest honor, Publisher of the Year, at the conference.

Elected to serve as first vice president was Charlie Delatorre, the owner and publisher of Tower Publications in Gainesville, Fla. Elected as second vice president was Michael Van Stry, publisher and owner of Coastal View News, in Carpinteria, Calif. John Draper, publisher of The Free Star in Pipestone, Minn., moved from an at large director position to third vice president.

Karen Sawicz of the Lake County Pennysaver in Albion, N.Y., was re-elected to serve as secretary/treasurer. Greg Birkett of the Dubuque Advertiser in Dubuque, Iowa, will serve as past president.

Will Thomas, publisher of The Exchange in Fayetteville, Tenn., was elected to replace Draper as an at large director. Carol Toomey, the past president and publisher of Action Unlimited in Concord, Mass., will replace Greg Ledford, who after years of service resigned from an at large director position.

Caroline Quattlebaum will replace Russel Quattlebaum as the SAPA director. Both are the owners of The Southeast Sun in Enterprise, Ala. David Sickels will replace Hans Appen's Rising Stars board seat.

A complete list of officers and directors is on page 4. **INK**



Charlie Delatorre



Karen Sawicz



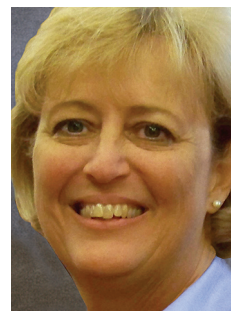
Carol Toomey



Michael Van Stry



Greg Birkett



Caroline Quattlebaum



John Draper



Will Thomas



David Sickels

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# It's Time to Open the Faucet

by Shane Goodman

**GREETINGS TO MY** free paper friends, including those I have met and those I have not. Like many of you, I value my membership in the Association

of Free Community Papers. I am also honored that the members of this organization have shown confidence in me to serve as its president, and I take this role and responsibility very seriously.

As you all know, we have our work cut out for us to compete effectively in today's world. Readers continue to look to our publications in droves for the content they can't find in other places, but advertisers are being swayed by the claims of the latest digital fads. Fortunately for us, the statistics are starting to work in our favor again. Consider these facts from various independent news sources:

- Thirty-six percent of all web traffic is fake (Business Insider, March 24, 2014). Imagine if 36 percent of your print distribution was fake. The wheels would come off your business, and that is exactly what is beginning to happen to many of the digital-first companies as this fraud becomes clearer.

- One in four Facebook users lie on their profiles (CNN, May 4, 2012). Age? Marital status? Education? Twenty-five percent of Facebook users admit to lying about this data. The real number may be much higher. And this is one of the ways that Facebook claims it can deliver the demographics that advertisers want? What else are users lying about?

- One-third of all Internet users use some

form of ad-blocking software (The Wall Street Journal, Aug. 10, 2015). So those ads sold on many digital networks aren't even making it to users' screens? About 33 percent aren't, and that number is growing as mobile users realize that ad blocking software helps increase battery life and reduce data usage, too. This might be the most alarming statistic for digital advertising companies.

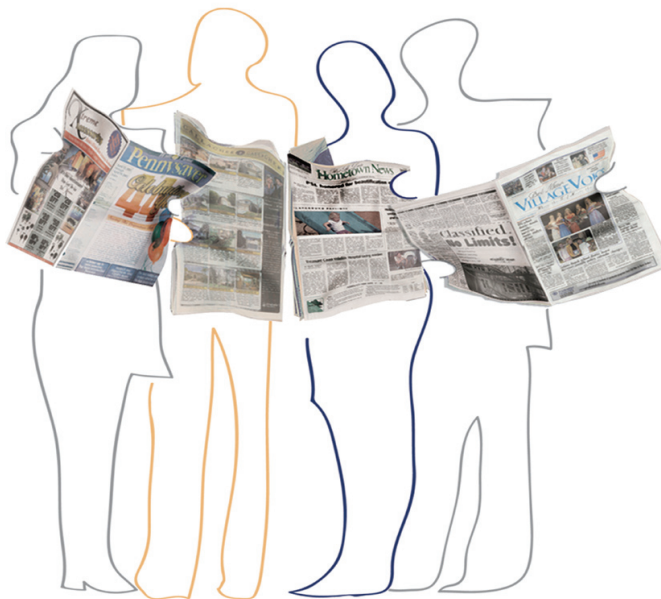
- Facebook's organic reach for Pages is just six percent (Time, March 22, 2014). All those "likes" don't mean much if only one in 17 in the network can even have the opportunity to see the post. Some claim that the number might actually be half that. Facebook's solution? Buy ads from them, because the free gravy train is over. Meanwhile, local businesses that continue to rely solely on their Facebook pages for advertising need to be aware of this important fact.

- Digital advertising spending is tapering off (Medialife magazine, April 25, 2016). Online advertising spending grew 26 percent in 2015, falling to a 20 percent gain in the first quarter of 2016, and 15 percent growth in March of 2016. It is still growing, yes, but major advertising categories are moving money back to TV after experimenting with digital

and expressing concerns about viewability and measurement — i.e. fraud. Most of those dollars came from TV and went back to TV, but print was clearly hurt in these digital "experiments," too.

Of course there are many other statistics showing positive growth aspects of digital, and online advertising sales reps are spouting those continually to local businesses. The facts in this column are ones that

*Continued on page 18*



# The Early Origins of Free Paper INK



One of the early predecessors to Free Paper INK from 1969 – newsprint tabloid.

## DOES THE NAME WILLIAM CASTON ring a bell?

Probably not. Historians of the free paper industry credit Caston with publishing the first free paper. In 1472 he printed a handbill announcing the availability of church missals produced in his shop in England.

America's shopping guides and free circulation newspapers are a product of the 20th century.

Early in the 1900's, a few free papers appeared sporadically and by the 1920's the papers began to be published with some regularity.

In 1928 the U.S. Postal Service created third class mail, which became attractive to publishers in the free paper business.

By 1940 eight of America's largest cities supported shopping guides – the first recorded was the Cleveland (Ohio) Shopping News, which was initiated in 1921.

The era of free papers ended during World War II mostly due to newsprint shortages and overall cost cutting.

After the war, free papers began to appear around the country. In most cases they were competitors to the established paid newspapers.

Jump ahead to 1951. Free papers con-

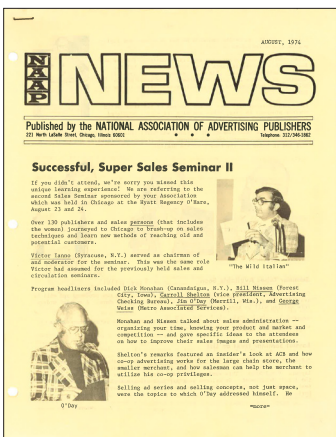
tinued to grow but there was no national representation of the industry. Publishers from Wisconsin, New York and Michigan met and formed the National Association of Advertising Publishers (NAAP). Over time the NAAP evolved into what is currently the Association of Free Community Papers (AFCP) and the Independent Free Papers of America (IFPA).

One of the founders of the NAAP association, John S. Morgan, was elected as its first president. Morgan was the owner and publisher of the Alma Reminder in Alma, Michigan.

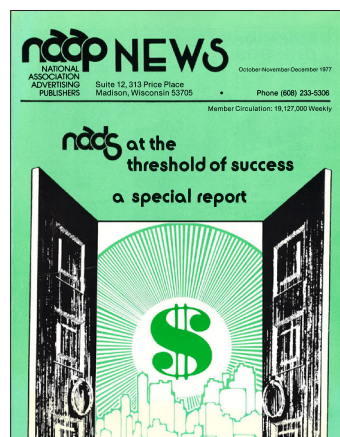
A 1951 NAAP newsletter reported the association had 67 members with a distribution in excess of 231,000. A staff for NAAP was hired and located in Aurora, Ill. Today AFCP has 242 members and a distribution of 16,234,626.

According to estimates, in 1968 there were 2,000 free papers distributed in the United States. Half were shopping guides. Circulation was estimated at close to 30 million.

There were 8,000 paid weekly newspapers and 1,700 daily newspapers with circulation pegged at 61 million. Today there are 1,226 dailies with a daily circulation of 32,261,137. The Sunday circulation is 34,383,554.



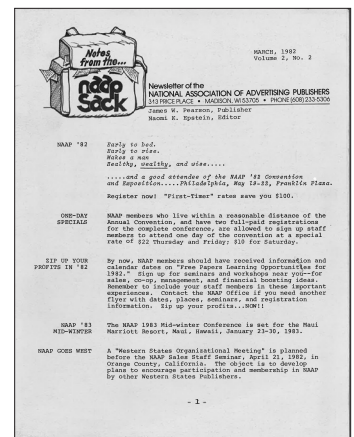
August 1974 version of NAAP NEWS – Single sheets, collated and stapled (6 pages).



1977 saw NAAP NEWS go to a magazine format.



1981 transitioned to FREE – A Journal of the Free-Circulation Paper Industry.



A NAAP newsletter from March of 1982 called "Notes from the NAAP Sack."



## What happened to NAAP?

It appears that as time passed, many free independent papers became part of corporate America and many daily newspapers initiated their own free paper publications.

According to Victor Jose, the sentiment grew among some members that the association could become stronger if the membership was not limited to independent publishers. Jose owned a free paper in Richmond, Ind., and was one of the association's key leaders.

In 1980, at a conference in Nashville, the NAAP board of directors approved a change to the bylaws which would allow the corporate publications to join the association going forward. This change created a strong political divide among existing members and a group led by Jose decided to establish a new association that would serve the independent publication owners exclusively. Jose resigned from NAAP and with the support of a group of independent publishers, established the Independent Free Papers of America.

In the mid 1980's, the NAAP board of directors opted to change the formal name of the association to the Associa-

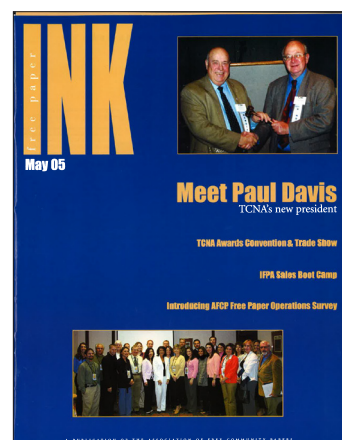
tion of Free Community Papers to better reflect the diversity and depth of the member publications it represented. During the late 1980's and most of the 90's, the association was managed by a team of professionals at SmithBucklin, an association management company located in Chicago.

By 1999, AFCP was ready to take back the independent management role and establish its own offices once again. Craig McMullin won the bidding process and took over the day-to-day management of the association's affairs, establishing the headquarters in Denver, Colorado. When Craig passed away in a tragic motorcycle accident in the summer of 2009, the association began a search for a new executive director. With the hiring of Loren Colburn in early 2010, the association headquarters transitioned that year to Liverpool, New York, where the offices are currently located. **INK**

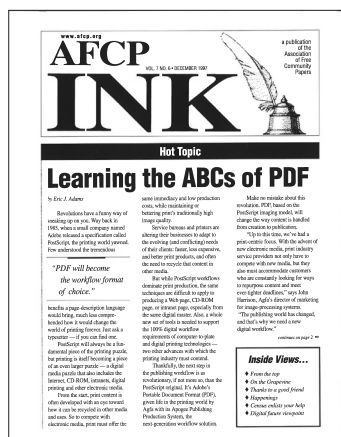
*(Editor's Note: Some of the above information is from two books on the free paper industry: "The Free Papers" by George Brandsberg and "The FREE PAPER in America – Struggle For Survival," by Victor Jose. Other information was compiled from the INK and AFCP offices.)*



And in September of 2006, the latest design emerged.



May of 2005 brought Free Paper INK back to process color!



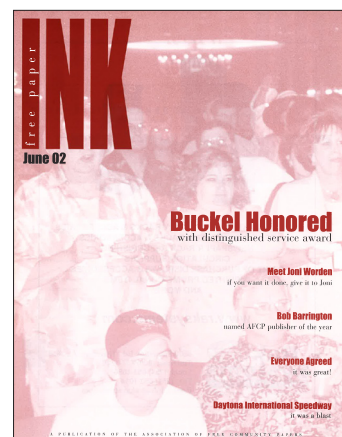
December 1997 went back to magazine format with AFCP INK.



September of 1998 brought color for AFCP INK!



July of 2001, glossy AND color for Free Paper INK!



June of 2002, Free Paper INK had a new look.



# AFCP's Past Presidents



**1950–1951**  
**John S. Morgan**  
*Alma Reminder*  
 Alma, MI



**1954–1955**  
**W.J. Van Allen**  
*The Reminder*  
 Plymouth, WI



**1958–1959**  
**L.U. Tollefson**  
*Luverne Announcer*  
 Luverne, MN



**1962–1963**  
**Elmer H. Verneer**  
*Sioux Center Shopper*  
 Sioux Center, IA



**1966–1967**  
**Max L. Colgrove**  
*Pennysaver*  
 Mansfield, PA



**1951–1952**  
**S.T. Barkman**  
*Berlin Shopping News*  
 Berlin, WI



**1955–1956**  
**Lynn Leet**  
*Buyers Guide*  
 Mount Pleasant, MI



**1959–1960**  
**Delbert Kistler**  
*Fort Reminder*  
 Fort Atkinson, WI



**1963–1964**  
**Gordon Davis**  
*Pennysaver*  
 Skaneateles, NY



**1967–1968**  
**James McLaughlin**  
*Flashes*  
 Eaton Rapids, MI



**1952–1953**  
**Floyd A. House**  
*Pennysaver*  
 Angola, NY



**1956–1957**  
**Mack Bennett**  
*Shoppers Guide*  
 Otsego, MI



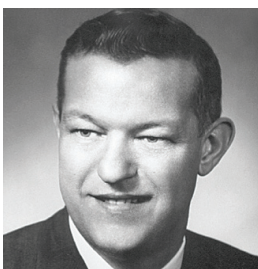
**1960–1961**  
**Victor Green**  
*The Banner Gazette*  
 Pekin, IN



**1964–1965**  
**Thomas S. Wallace**  
*Scotsman Press*  
 Syracuse, NY



**1968–1969**  
**Victor Jose**  
*The Graphic*  
 Richmond, IN



**1953–1954**  
**H.E. Von Haden**  
*Fort Reminder*  
 Fort Atkinson, WI



**1957–1958**  
**A.K. Fox**  
*Westside Shopper*  
 Des Moines, IA



**1961–1962**  
**Robert S. Kapp**  
*Merchandise*  
 Myerstown, PA



**1965–1966**  
**Joseph M. Sklenar**  
*Sklenar Publishing Co.*  
 Ames, IA



**1969–1970**  
**Rudy Van Drie**  
*Ames Advertiser*  
 Ames, IA



**1970–1971****Dwayne C. Lighter**

*The Algona Reminder*  
Algona, IA

**1971–1972****Gilbert M. Selznick**

*Reporter*  
Toms River, NJ

**1972–1973****William E. Mitten**

*The Windsor Press*  
Hamburg, PA

**1973–1974****Richard Luzadder**

*Osceola Shopper*  
Kissimmee, FL

**1974–1975****J.R. Carson**

*Tip-Off Shopping Guide*  
Jonesville, MI

**1975–1976****James Start**

*Fox Valley Shopping News*  
Yorkville, IL

**1976–1977****John Holmes**

*Holmes Publishing Co.*  
Whiting, IA

**1977–1978****Victor G. Ianno**

*Scotsman Press*  
Syracuse, NY

**1978–1979****James O'Day**

*Shopper and Foto News*  
Merrill, WI

**1979–1980****Roger Miller**

*Town Crier*  
Brattleboro, VT

**1980–1981****Shirley Colgrove**

*Advertiser Advocate*  
Alief, TX

**1981–1982****James Crosby**

*The Valley Shopper*  
West Des Moines, IA

**1982–1983****Gladys Van Drie**

*Ames Advertiser*  
Ames, IA

**1983–1984****Thomas Karavakis**

*Towne & Country Shopper*  
Waupaca, WI

**1984–1985****Stan Henry**

*Chanry Communications*  
Levittown, NY

**1985–1986****Terry Burge**

*Burge Publishing Corp.*  
Houston, TX

**1986–1988****Edward B. Marks**

*Marks-Roiland Communications*  
Jericho, NY

**1988–1990****Craig Trongaard**

*Woodward Communications*  
Dubuque, IA

**1990–1991****Bruce Gotts**

*Access Communications*  
Adrian, MI

**1991–1992****J.J. Blonien**

*Enterprise Newspapers*  
West Allis, WI

**1992–1994****Lee Borkowski**

*Trade Lines*  
Eau Claire, MI

**1994–1996****Dick Mandt**

*The Flyer*  
Tampa, FL

**1996–1998****Robert Barrington**

*Antigo Shoppers Guide*  
Antigo, WI

**1998–2000****Gordon Lowry**

*Add Inc.*  
Columbus, OH

**2000–2002****Dan Holmes**

*The Berkshire Pennysaver*  
Lee, MA

**2002–2004****Loren Colburn**

*Scotsman Press*  
Syracuse, NY

**2004–2006****Bill Welsh**

*Maverick Media*  
Syracuse, NE

**2006–2008****Jim Kendall**

*The Flyer*  
Tampa, FL

**2008–2010****Orestes Baez**

*Maryland Pennysaver*  
Baltimore, MD

**2010–2012****Scott Patterson**

*Carolina Moneysaver*  
Charlotte, NC

**2012–2014****Carol Toomey**

*Action Unlimited*  
Concord, MA

**2014–2016****Greg Birkett**

*Dubuque Advertiser*  
Dubuque, IA

**2016–present****Shane Goodman**

*Citiview*  
Des Moines, IA



We thank them for their many contributions to AFCP & the free paper industry!

# Will Thomas Joins AFCP Board



Will Thomas

**A NEW BOARD MEMBER OF THE** Association of Free Community Papers (AFCP) is involved in more than just the printing business.

The Exchange Media Group in Fayetteville, Tenn., has been delivering nationally-recognized direct mail shoppers since 1979, and it now publishes numerous print products from market-saturation shoppers to niche-focused publications.

In the digital world, the Exchange has moved forward with digital platforms consisting of small business website solutions and a classified website software engine that powers classified ad websites for its publications and other publishers' websites. The company owns a printing facility and a commercial print company, Pulaski Web, Inc., and it has established a new division, allySites which is on the way to becoming a market leader in the southeast for website and reputation management.

Behind the growth of the Exchange is Will Thomas, the chief executive officer (CEO) and publisher of Exchange Media Group.

Thomas is officially a board member of AFCP on July 1. He also is active in the Independent Free Papers of America (IFPA), the Southeastern Advertising Publishers Association (SAPA) and the International Classified Media Association (ICMA). He serves on the board of directors of SAPA.

Bill Thomas, Will's father, published the first Exchange in 1979 to meet the local advertising needs of businesses and individuals in the area.

Thomas made the decision to enter the family business while attending McCallie for high school. He realized

during that time that he wanted to go home after college and help his father build the company he'd started.

Of the company's current success, Thomas said, "We use technology to help advance us as a company through gaining efficiencies and abilities we used to not possess. Technology has enabled us to reach more markets and improve not only our digital products but also our print products. We believe digital technology will empower print in the future and allow us to produce printed products that today can't exist. Our goal is to make connections effortless and safe in the markets we and our clients serve."

In the last 13 years he has experienced the change in the industry. "The opportunity digital presents gives us a whole new world for growth that we didn't have when I started. We now aren't as geographically confined," he said.

Prior to assuming the role of CEO he held various positions for Exchange931.com and managed sales for Pulaski Web.

Thomas has a Business Economics undergraduate degree from Wofford College in Spartanburg, S.C. While at Wofford he met his wife, Pierrine, and they have two children.

He also is involved in community service, serving on the board of the Bank of Lincoln County and as past chairman of Fayetteville Lincoln County Industry Development Board. He belongs to Vistage, an international CEO best practices group, and is a member of the First United Methodist Church.

He enjoys spending his limited spare time with his wife and family. When he needs to zone out, he works on the farm where they reside and collects Lionel trains. **INK**

## From the Top: It's Time to Open the Faucet

*Continued from page 13*

aren't being shared so readily, but they should be — and we should be the ones doing it.

Is there a place for digital advertising? Absolutely, but it should be to complement the massive readership we have in print, not replace it. Advertisers on a national level are starting to uncover digital fraud, and this will certainly trickle down locally as well. It is time for us to open up the faucet. We can, and should, sell digital advertising along with our print buys, but only in ethical and honest ways.

As your president, I will help do all I can to lead this organization in ways that will help each and every one of you, whether that be in print, online or wherever the future may take us. But we must do so with factual data. Like many of you, I look forward to the challenge. **INK**

SHANE GOODMAN  
**AFCP PRESIDENT**  
CITYVIEW



# 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!

***"What is a joy to one, is a nightmare to another."***

**– Berthold Brecht**

**IN HIS POPULAR TED TALK AND HIS BOOK, *Why We Work*, Professor Barry Schwartz tells the story of "Luke," a custodian at a large hospital.**


Luke was not particularly well paid and his lengthy job description included tasks like, "unplug clogged commodes, urinals and sinks," and "collect and dispose of soiled linens." The hospital's housekeeping department experienced a high rate of turnover and employee morale was generally poor.

When researchers interviewed Luke they were surprised to learn that he took great pride in his job and found great personal satisfaction in performing these menial duties. His supervisors noted that Luke's work is exemplary and he leaves the areas he is responsible for sparkling clean.

What sets Luke apart from his peers? I'm sure that his less enthusiastic co-workers consider Luke a "brown-nosing dolt," but the researchers who interviewed him came up with a different reason for his positive attitude toward his job. They found that Luke saw his position as aligned with the "telos," the goal or mission, of the organization. He did not consider himself just a custodian, but as a "hospital custodian."

Luke was not just cleaning rooms and mopping floors; he was doing his part to help people heal. He would go out of his way to avoid disturbing patients and their worried families, he would take time out to talk to patients and give them a smile. Professor Schwartz noted that Luke saw his employment as a "calling" rather than as a "job." This attitude turned a job that most people detested into a pleasure for Luke.

The research cited by Barry Schwartz indicates that working for the good of others is far more satisfying than simply chasing a paycheck. I have seen this in our own industry. The best salespeople are genuinely concerned for the welfare of their customers; the best managers are interested in helping their people to be successful. Not only does this outward focus help these people find great satisfaction in their work, but their passion makes them highly productive and successful in their careers.

Many people come and go quickly in our industry. They find that it is simply not for them. Others enjoy long, satisfying and successful careers. The difference...their attitude...this job can be a nightmare...but being called to help people with advertising is a true joy. 





# Advertising's Dirty Little SECRET

by John Foust

## ADVERTISING HAS A DIRTY LITTLE

secret. Most ad managers know it, but don't like to bring up the subject in staff meetings. Most sales people know it, but wouldn't dare mention it in sales presentations. And most advertisers know about it, even though it rarely figures into their marketing plans.

What is this dirty little secret? Ad churn. When an ad campaign doesn't work – or falls short of expectations – the advertiser is likely to pull out of the paper. And the sales person is faced with the challenge of finding a replacement for that lost revenue.

It's all about expectations. In their eagerness to close the deal, sales people have a tendency to oversell the possibility of making their prospects' phones and cash registers ring. "Just run some ads," they say, "and you'll expand your customer base and increase sales." But once the ads start running, the new advertiser's focus shifts from words (what the sales person said) to results (what the ads actually do). If the ads don't meet expectations, other media choices become more enticing.

In my opinion, disgruntled advertisers are the primary prospects for new media outlets. If they're unhappy with Publication A, they'll readily consider Publication B.

Churn is expensive. I've heard that the costs of replacing a lost customer can be as high as ten times more than the cost of keeping an existing client. Losing one advertiser can hurt, but losing a number of advertisers can be devastating.

The days of John Wanamaker are long gone. Wanamaker, the marketing pioneer who opened Philadelphia's first department store in 1896, famously said: "Half the money I spend on advertising is

wasted; the trouble is I don't know which half." Today we have Pay-Per-Click online advertising (PPC), in which advertising charges are based on response numbers.

The growth of PPC advertising is pressuring traditional media to produce measurable results for advertisers. That's why it is increasingly important to manage expectations. Simply running ads is not enough. Those ads have to work.

There are essentially two types of advertising: image ads and response ads. Image ads are designed to build recognition and response ads are intended to generate immediate results. Unfortunately, some advertisers think that "putting their name out there" in image ads will produce customers right away. That's possible, but not likely. When new customers don't flood in, an advertiser might jump ship and run ads elsewhere.

On the other hand, response ads can give advertisers an immediate reading on results. The key is to make the right offer. Instead of saying, "here's a whiz-bang benefit of using our widget," say "here's why you should buy our widget today."

Although image ads and response ads play different roles, both are important. Brand recognition is a good thing. And immediate response is a good thing, too.

Churn is a big concern in the advertising world. Perhaps it's time for those ad managers who have been saying, "Sell ads" to start saying, "Sell ads that work." **INK**

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# Is VIRTUAL REALITY the Future of News?

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

**NONNY DE LA PEÑA, A FORMER** correspondent for Newsweek and the CEO of Emblematic Group – a company which develops content for the virtual reality headset Oculus Rift – gave a TED talk which aired late last year explaining how the technology can be used by journalists to put the audience “inside the story.”

She shows a few examples (which can be seen at [http://www.ted.com/talks/nonny\\_de\\_la\\_pena\\_the\\_future\\_of\\_news\\_virtual\\_reality](http://www.ted.com/talks/nonny_de_la_pena_the_future_of_news_virtual_reality)), but the one that had me sitting up a little straighter was the VR experience she titled “Project Syria.” The piece is about Syrian children refugees, and in the scene built for this story, participants are dropped onto a Syrian street near where a little girl is singing just before a bomb explodes close by. She explains that time and time again, participants viewing these experiences felt compelled to interact with their surroundings, regardless of the limitations of the software. In one example she showed, a woman walked away from her headset crying.

The challenge is to take what journalists are collecting anyway – audio, video, interviews, photographs, etc. – and to package it in a way that makes the viewer believe they are truly at the scene and not simply a third-party observer.

Her point is that virtual reality tech is quickly evolving, and for news companies like ours, it’s better to be ahead of the curve than behind the 8 ball. She has a point, too. Analyst firm SuperData has predicted we’ll spend \$5.1 billion on VR by the end of this year, and Facebook CEO Mark Zuckerberg has reportedly already invested \$2 billion of his fortune in developing the technology since 2014.

On top of that, a recent report by

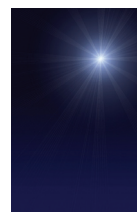
Forester Research suggests there’s a major demand for VR products here in the U.S., with 52 million units estimated to be in use by 2020. If VR tech is going to continue to improve at the incredible pace experts suggest, maybe it’s not a bad idea to start looking at it less like a toy and more like a serious news tool.

As fantastic as this all sounds, there are some incredible hurdles which must be passed to make any of this realistic. The labor required to take a project from start to finish is immense. Worlds must be built with realistic graphics and textures required. And who has the time necessary to spend on one single project?

Then there’s the ethics issue. Is it right or fair to present virtual reality as news? And how can we monetize it? Will we just build Coca-Cola billboards into the virtual world?

Thankfully, a few media outlets like The New York Times have already started figuring this out for us. They’ve used the \$15 Google Cardboard VR headset – perhaps one of the cheapest options on the market – to bring people on the presidential campaign trail and to experience Paris following a catastrophe. Now, using only employees of the Times with reportedly no outside help, they are using VR to bring Pluto a little closer to home.

It’s hard to imagine a time when readers of local newspapers are bringing a VR headset to the doctor’s office, but if one thing is clear, people are ready to experience it for themselves. **INK**



# So, You're **Not Doing...**

by Dennis Wade, Trainer – Speaker – Publisher



## **Wow, YOU DID NOT SEE THAT COMING!**

You just learned that you were expected to do that which you were not instructed to do. Therefore, you did not do the expected, without knowing what it is, and somehow, unexpectedly, you are accountable.

The matter is singularly one of reasonable expectations and very clear communications specific to those expectations. What is expected should be inspected to use a tried and true statement. Inspecting anything, with the goal of setting expectations, requires the time committed to doing the work necessary in order to get to know more about every facet of the matter.

One of the main reasons that capable people fail to meet expectations is that they are never fully informed what the expectations are, until it is too late. One of the main reasons that customers become confused, disenchanted and then abandon plans far too early, is because no one took the time to tell the truth early on about what they should reasonably expect and when.

Leaders spend considerable time and effort selecting the right employees for the right job and far too little time telling

those employees what they need to do, how they must do it and when it is expected to be done. Leaders should also make it clear that they expect employees to ask for all the help they need, not all the help they want.

Setting and sharing aggressive yet reasonable expectations is leadership's responsibility when employees are involved and your responsibility when customers are involved. There is little you can do that has greater value than setting clear expectations, especially in the beginning.

If expectations are not clearly set, managed and measured, then anything is acceptable. Employees will feel they are meeting expectations because they do not know otherwise and customers will envision, establish and own their unrealistic expectations as part of the deal they struck with you.

Be certain to make expectations clear and you can expect to have more as those expectations are met and exceeded. If you don't know what is expected or you feel there is something that needs further explanation, then ask for and expect help. Always expect more from yourself than you do from others. **INK**

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### MANKATO, MN : JULY 13-14

Midwest Free Community Papers (MFCP). Publisher's Summit, Mankato, MN. For information contact Kevin Haezebroeck at [Kevin@mfc.org](mailto:Kevin@mfc.org).

## sept.

### DENVER, CO : SEPTEMBER 19-21

Niche Digital Conference. For information contact Carl Landau at 916-443-3000 or [carl@nichemediahq.com](mailto:carl@nichemediahq.com).

### DENVER, CO : SEPTEMBER 25-28, 2016

North American Mature Publishers Association (NAMPA). National Convention, the Magnolia Hotel, Denver, Colo. For information contact Gary Calligas at [gary@maturepublishers.com](mailto:gary@maturepublishers.com).

### ORLANDO, FL : SEPTEMBER 29 - OCTOBER 1, 2016

Independent Free Papers of America (IFPA), Southeastern Advertising Publishers Association (SAPA) and Community Papers of Florida (CPF). Joint Conference, the Caribe Royale All-Suite Resort, Orlando, Fla. For information contact Douglas Fry, [info@sapatoday.com](mailto:info@sapatoday.com), or Dave Neuharth, [djneuharth@aol.com](mailto:djneuharth@aol.com).

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

### JERSEY CITY, NJ : SEPTEMBER 28-30, 2017

Independent Free Papers of America (IFPA). Annual Conference, Westin Jersey City Newport Hotel. For more information contact Douglas Fry at [info@sapatoday.com](mailto:info@sapatoday.com).

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# Associations IN the NEWS

**THE INDEPENDENT FREE PAPERS OF AMERICA** (IFPA) has announced the recipients of the annual Bob Wright Memorial Scholarships.

Jennifer Rindler of Covington, Ohio, received one of the \$1,500 scholarships. She is a senior at Bowling Green State University and is studying Adolescent/Young Adult Integrated Language Arts. She plans to pursue a career as a high school English teacher. She is the daughter of Kim Rindler, who is employed at Stillwater Valley Ad in Ohio.

Emily Klepper is a recipient from Huntington, Ind., who is attending Bishop Luers High School. She has a host of honors and a 3.932 grade point average. She plans to attend Butler University. Her mother, Cynthia Klepper, is employed at the Huntington County TAB in Indiana as the news editor.

Another scholarship recipient is Paige Scott from Benbrook, Texas. She is a sophomore at Texas A&M University majoring in Marketing Communications with a double minor in Business and Spanish. She is involved in numerous volunteer activities and is financing her education with scholarships based on her 4.62 high school grade point average. Her mother, Karen Scott, is employed at Wedgewood Shopping News in Fort Worth, Texas.

Another recipient is Ryan Piersma, who is attending Otsego High School in Otsego, Minn. He has a 4.345 grade point average and has earned numerous honors. He is an all state trombonist and an all conference tennis player. He is considering attending the University of Oklahoma. His mother, Pamela Piersma, is employed at Community Shopper's Guide in Otsego.

**JESSICA MOFFIT HAS JOINED** the staff of the Midwest Free Community Papers (MFCP) as its administrative assistant.

Moffit will work at the Coralville, Iowa, office Tuesday, Wednesday and Thursday. She has experience with Microsoft Word, Excel, PowerPoint, Outlook, Publisher and QuickBooks.

She resides in Mechanicsville with her three children. She likes to garden and can vegetables.

Moffit replaces Charleen Oligmueller, who left MFCP to spend more time with her family and to travel with her husband.

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

**THE MIDWEST FREE COMMUNITY PAPERS (MFCP)** has announced its annual scholarship winners.

The awards are presented to a student who has a parent or guardian employed by a member publication of MFCP.

Kristy Sonnek was named the recipient of the Joe Sklenar Post Graduate School Scholarship. She was selected because of her outstanding academic achievements and for her work in school, church and community. She is the daughter of Kristy Sonnek, who is employed by Home Magazine in Mankato, Minn. Kristy plans to attend The French Pastry School of Kennedy-King College in Chicago, Ill.

Rory Tucker was named the recipient of the Kay Fox College Scholarship. She is attending Park University in Parkville, Mo., pursuing a degree in Psychology. Her mother, Penny, is employed by Equalizer Xtra in Vermillion, S.D.

The Merle C. Been High School Scholarship has been awarded to Luke Worden of Belmond, Iowa. He is a gifted student, active in sports, clubs, church and community activities. He is the son of Joni Worden, who is employed by The Reminder in Belmond. Worden plans to attend Iowa Western Community College, taking the Ag Business/Ag Transfer Program. He also will be playing football.

The scholarships are for \$500 per year for up to four years.



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The Smart Shopper Group is rapidly expanding their Shoppers into the Sarasota Fl. Market and is in need of an experienced Sales Manager. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and managing a sales group. Shopper and/or weekly experience is a plus. Salary commensurate with experience. Please email your resume with a cover letter and salary requirements in confidence to R Knight, CEO at [rknight@smartshopg.com](mailto:rknight@smartshopg.com)

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