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April 20-22, 2017

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COMING
next
month

The March issue will take a look at educational opportunities for Free Publication Professionals including The Leadership Institute (TLI) and much more. We will also continue to examine the people, publications and businesses that make up this ever-changing community publication industry.

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

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



Dave Neuharth

DAVE NEUHARTH
EDITOR

The **Louisville** lineup is looking **Good!**

IN 2009 WE HAD THE HONOR OF attending the Southeastern Advertising Publishers Association (SAPA) conference in Louisville, Kentucky.

As usual the conference, under the direction of SAPA Executive Director Douglas Fry, was an overwhelming success.

Now it is time for Douglas to shine again. SAPA is returning to Louisville in April and this time he will have plenty of help to assure the success of another home run.

Joining SAPA for this conference is the Association of Free Community Papers (AFCP) and the staff of Executive Director Loren Colburn, which means we can look forward to an even larger conference with more opportunities. The Leadership Institute (TLI), some of the best training personnel in the industry, food, entertainment and great off-site activities are all on the agenda.

Think classified ads are dead? When looking at the print media around the country, it may seem so. But take a look at the article on The Flyer in Florida. Under the leadership of Richard "Dick" Mandt, the number of classifies in his publications are soaring to new heights. Dick credits the training provided by Peter Lamb with the success.

The line up of speakers in Louisville will include Lamb. This is your opportunity to learn how to get that classified revenue back on track.

We know that Louisville is rich in the history of horse racing. The first race course was laid out in Lexington in 1789. In 1875 Churchill Downs officially opened in Louisville and began its tradition of the most famous two minutes in sports, the Kentucky Derby.

Attend the conference in Louisville where one of the activities is a visit to

the Kentucky Derby Museum. The museum features exhibits, memorabilia, a gift shop and a café over looking a paddock with a resident horse.

Before heading to the Kentucky Derby Museum, we'll first visit Papa John's. The pizza company was founded in 1984 and now has over 4,000 worldwide locations including 2,600 in the U.S.

Papa John's Campus is located in Louisville and it is on the agenda for conference attendees to visit and enjoy some pizza.

The campus produces dough balls for the chain. For the Super Bowl week in 2016, the company reported a record number of about one million balls made at this campus. This will be an interesting place to visit.

Attending the conference in Louisville gets better and better. It's an opportunity that will leave you with unforgettable experiences.

"THUNDER OVER LOUISVILLE!"

To some of the locals, this is the official kick-off to the Kentucky Derby Festival. To others it's the unofficial beginning of spring. "Thunder Over Louisville" is one of the largest air and fireworks shows in North America.

The Air Show starts at 3 p.m. The fireworks display is scheduled for 9:30 p.m. This is scheduled April 22 – the final day of the conference.

Where does all this take place?

On the river in Louisville. The Galt House hotel is located downtown on the Ohio river so you will have a bird's eye view of these famous events.

Secure your room now at www.afcp.org. **INK**

When You Are **In**, Get **Out**!

by Dennis Wade, Trainer – Speaker – Publisher



GOLF IS A CHALLENGING GAME. So challenging that it can, for many, hardly be considered a game. Darrell Royal, the legendary coach of the Texas Longhorn Football team, once said something to the effect that squaring the golf club face to the ball at the point of impact while executing a golf swing is one of the most difficult athletic skills to master. There are not many golfers who would disagree.

One of the unwritten tips to enjoying golf is that when you are in trouble, the immediate and only objective must be to get out of trouble. Golf courses are designed to make the game challenging and that is why there are so many trouble spots on the course. These troubles consist of sand, trees, bushes, water, hills, and on some courses, railroad ties. These troubles are easy to get into and can be very tough to get out of. But you simply must get out. The simple solution is often the best solution.

So when you hit a bad shot and find yourself in trouble, get out of trouble. Many amateur golfers stand over a golf ball that



is deep in trouble and imagine that they can hit a shot that the professionals would never attempt. They select the wrong club, take a stand and swing away. The result is predictable and they find themselves in more trouble than they were in prior to the risky shot.

When you are in trouble, your only immediate focus should be to simply and quickly get out of trouble. Learning to get out of trouble can be a tough lesson to master. Mistakes in business and life happen and it is far less important why it happened and who is at fault than it is to get things headed back in the right direction.

Once you have handled the initial issue that caused the trouble, you can move on to the causes and find out who and why. But discovering who and why is not nearly as important as quickly defusing the situation. Even if you have to

take ownership of trouble you did not create, the aggrieved will value your efforts to make their life better by confronting – and when appropriate, handling – the issue yourself.

So when you are in, get out! **INK**

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The Future of Postal Rates?

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

PRC BEGINS FIRST BROAD REVIEW OF POSTAL RATE MAKING SYSTEM

On December 20, 2016, the Postal Regulatory Commission (PRC) announced that it would begin its review of the system for regulating rates and classes for Market Dominant products that was established in the 2006 law that governs today's Postal Service and rate making system.

The Postal Accountability and Enhancement Act (PAEA) provided a system of setting postal rates tied to changes in the annual Consumer Price Index and provided that at the end of ten years the PRC would do a review of how the rate-setting process was working to achieve the objectives of the law. The PRC Order, entitled "Advance Notice of Proposed Rulemaking on the Statutory Review of the System for Regulating Rates and Classes for Market Dominant Products", could be just the beginning of a long process to review and evaluate how the current system is working. If the PRC finds the objectives of the PAEA Statute are not being met, it could establish another proceeding to modify the system, or adopt an alternative system, to achieve the objectives of the law.

The PRC Order stated it would examine "all aspects" of the rate-making system under current law, including but not limited to:

- The annual limitation on the percentage change in rates;
- The schedule for rate changes;
- 45-day notice before the implementation of rate adjustments;
- Expedited rate changes due to extraordinary or exceptional circumstances;
- Class level application of the annual limitation;
- The rounding of rates and fees;
- The use of unused rate authority;
- Work sharing discounts.

The Commission Order provides that stakeholder comments are due by March 20, 2017.

In addition to soliciting comments on how the current system is meeting the objectives under the law, the Commission invited commentors to suggest modifications that should be made to the system, or propose any alternative system that should be adopted to achieve the objectives of the law. This invitation for ideas about changes or a "future" or "different" system, was a surprise to some postal watchers who had not anticipated this invitation for new ideas and proposals in the initial rate review proceeding.

Once comments are submitted in March 2017, there will be no opportunity for a reply or comment on the submissions or suggestions of other parties. The Commission's opinion is expected sometime in the fall and as noted, this could start another round of rule making proceedings with its own initial comment (and likely reply comment) periods that are customary in formal rule making proceedings.

To assist postal stakeholders in submitting comments that would help the Commission focus on the objectives of the law, the Commission Order listed the nine objectives of rate making under the 2006 law and provided a preliminary definition for each objective, as well as potential method for measuring whether the objectives

were being achieved.

The Commission Order invites participants to comment on the definition and the metrics for measurement if commentors have different views or alternative metrics to suggest. The Commission also opened the door to commentors to suggest if the Commission's Order and "proposed framework is not appropriate for the review" or to suggest a different or better framework to be used for the review and how to measure the achievement of the objectives in the alternative framework.

It is anticipated that most stakeholders will not quibble with or challenge the Commission's framework for the proceeding, but will be exploring ways that individual stakeholders, and perhaps industry coalitions, could work together to submit comments.

"The PRC Order stated it would examine 'all aspects' of the rate-making system under current law."



The nine objectives established in PAEA, and subject to the rate making review, are as follows:

- To maximize incentives to reduce cost and increase efficiency.
- To create predictability and stability in rates.
- To maintain high quality service standards established under Section 3691.
- To allow the Postal Service placing flexibility.
- To assure adequate revenues, including retained earnings, to maintain financial stability.
- To reduce the administrative burden and increase the transparency of the rate making process.
 - To enhance mail security and deter terrorism.
 - To establish and maintain a just and reasonable schedule for rates and classifications; however, the objective under this paragraph shall not be construed to prohibit the Postal Service from making changes of unequal magnitude within, between, or among classes of mail.
 - To allocate the total institutional costs of the Postal Service appropriately between market dominant and competitive products.

Significantly, the PRC also has a separate proceeding pending before it to consider whether the current share of institutional costs, 5.5%, allocated to competitive products is sufficient or should be changed.

The Postal Service has made no secret of its goals to seek relief from the CPI rate cap and to argue that the current system is working for the USPS to meet its financial needs in terms of adequate revenues, and building revenues to make capital improvements and maintain financial stability. Undoubtedly, the Service will seek much greater pricing flexibility, including the potential of an increase in the current rate base and freedom from the constraints of the CPI rate cap.

SMC and other mailer associations have applauded the CPI rate cap as finally providing mailers and other stakeholders with some assurance of predict-

ability and stability, and protecting the investment in mail programs and market expansion or frequency that has been done by SMC members over the past 10 years.

SMC will be participating with other mailer associations, as well as through our membership in PostCom, in the rate review proceeding.

USPS ANNOUNCES A PHASE TRANSITION FOR MARKING MAIL

In response to industry concerns about the USPS announcement to re-brand standard mail to the Name Marketing Mail, the Service has issued a number of advisories stating that it will implement this name change in a phased transition to allow both hardware and software changes to be successfully implemented.

Some industry officials are still urging the Service to allow postal indicia and names on postal pieces that do not include the name "marketing mail", as some mailers are concerned that this name could cause consumer confusion or be inconsistent with the purposes of some types of pieces currently using the broad spectrum of products permitted as "standard mail".

In December 2017, the Service announced, "The new indicia and/or postage markings should not be used for letter or flat mail until January 2018 at the earliest." It stated tray label and pallet markings will be deferred until mid-2017 at the earliest.

In a subsequent announcement, the USPS stated it is "working closely with the industry" and had heard concerns about "open rates". The Service stated it was "exploring options that will not require the term 'marketing mail' to be used."

The Service thanked the industry for its feedback and stated it looked forward to an ongoing collaboration.

“Once comments are submitted, there will be no opportunity for a reply or comment on the submissions or suggestions of other parties.”

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POSTAL APPOINTMENTS

Congress ended the lame duck session without taking action to appoint any persons to serve on the USPS Board of Governors. As of the end of the year, the Postal Board of Governors only had the Postmaster General and Deputy Postmaster General remaining as its governing body. It remains to be seen if the new Congress will consider postal governance a priority or if the Postal Board of Governors will continue to be run by its chief executive officer and deputy.

Fortunately, Congress did take action to reappoint two well-respected postal pros to continuing service on the Postal Regulatory Commission. With the very important 10 year rate-making proceeding underway, the industry was relieved to see Congress confirm the appointments of Robert G. Taub and Mark Acton as continuing commissioners for the Postal Regulatory Commission for terms that will expire October 14, 2022. Both commissioners were confirmed by the United States Senate on December 10, 2016. Taub has been designated as Chairman of the Commis-

sion. He has served as acting chairman since December, 2014. The PRC unanimously voted to designate Commissioner Acton as Vice Chair for calendar year 2017.

These appointments came through at a critical time for the Commission as the Postal industry and Commission begins the intensive statutory review of the price cap system for regulating Market Dominant products.

Chairman Taub has more than 30 years of experience in public service, with a decade of service as Chief of Staff to U.S. Representative John McHugh. John McHugh's work on postal reform and legislation led to the current law.

Commissioner Acton was first appointed to the PRC by President George W. Bush in 2005. Prior to that appointment, he had served as a special assistant to the Commission Chairman. Before joining the Commission, Acton had an extensive professional history of active involvement in the public policy arena — including nine years of experience managing legislative and regular concerns as Staff Director for the Republican National Committee Council's office. **INK**

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“ From the Basics to the Innovative ”

The Extraordinary Career of Dick Mandt

DURING HIS EXTRAORDINARY accomplishments in the free paper industry, Richard D. (Dick) Mandt has served as president and CEO of ADVO, founded The Flyer in Miami, served as group president of Harte-Hanks Shoppers, served as president of the Community Papers of Florida (CPF), received the CPF Milton & Bernice Beckerman Award for community service, served as president of the Association of Free Community Papers (AFCP), and received the United States Postal Service Business Partners award, the AFCP Distinguished Service Award and the AFCP Publisher of the Year Award.

Mandt has been in the free paper business for over 40 years. He and his late wife, Judy, founded The Flyer magazine in 1977 as a direct mail local shopper in Miami with a circulation of 20,000.

The Flyer eventually grew to a circulation of over 1.2 million with over 700,000 distributed in the Miami area and 500,000 in the Fort Lauderdale area.

After his early success in 1982, he sold the company to Harte-Hanks Communications of San Antonio, Texas. He joined Harte-Hanks, serving as group publisher. His responsibilities included acquisition and/or management of shoppers in Albuquerque and Las Cruces, New Mexico; El Paso, Austin and Arlington, Texas; Oklahoma City, Oklahoma; and Tucson, Arizona. Additional responsibilities included direct marketing and/or hand distribution divisions in Albuquerque, Tucson, San Antonio, Houston and New Orleans.

In late 1987, Mandt once again became an entrepreneur. He purchased the struggling Tampa division from Harte-Hanks. The direct mail shopper had a circulation of 250,000. Under his leadership, the direct mail shopper grew quickly to over 900,000 circulation and revenue increased over 1,000 percent.



In May of 2005, Mandt agreed to sell The Flyer in Tampa back to Harte-Hanks. During the next few years the print industry and classified advertising took a downturn. Harte-Hanks made the decision to sell The Flyer in Tampa and added the The Flyer in Miami to the sale. Mandt went back into the business and made the purchase, which was effective January 1, 2013. He assumed ownership of one of the largest free paper publications in the U.S.

The Flyer now direct mails 1,100,000 weekly in the Miami/Fort Lauderdale area and 690,000 in the Tampa Bay area.

Over the years Mandt has seen many changes in the print industry, but his plan has always been committed to his mission: to connect buyers and sellers and bring the best local values

to The Flyer's customers no matter where they are.

Through the years Mandt has also been passionate about training sales reps and being one of the strongest classified media publications in The Flyer's market.

Revenue for classifieds had dropped dramatically during the years after Harte-Hanks resumed ownership. Mandt brought Jennifer (Ingram) Epps back into this program, a long time manager under his old regime, and used the training expertise of Peter Lamb to jump start the classified program. It has been a huge success and The Flyer has increased telemarketing revenue to new heights. Between the print product and The Flyer's website, the number of reader ads is over 172,000 per week.

For many years The Flyer has been one of the strongest supporters of the free paper association classified networks. The Flyer has supported AFCP, IFPA, SAPA and CPF.

Mandt is an advocate that classified advertising is not dead, but that too many companies have too easily given
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The Extraordinary Career of Dick Mandt

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up the ship in selling their telemarketing ads. He credits Lamb and the staff he has put together with making The Flyer classified ads a profitable part of his operation.

Despite the changes in publishing over the years, The Flyer has kept up with the changes and become a force in the market.


Flyer Digital is a new division of the company created in 2014. It focuses on the expanding portfolio of digital products and services for local businesses, along with directing the launch of the new stand-alone website for TheFlyer.com

Flyer Digital has been hard at work launching new products including: FlyerSites, affordable and customizable website solutions for local businesses; Smart Home Style, a new website and publication focused on the needs of the owners of upscale homes; and Local Savings Extra – Hyper Local, which provides coupons and deals from businesses in area neighborhoods. The Flyer Digital continues

to work on several new initiatives for digital products and service offerings catered to local businesses.

The Flyer is one of the largest commercial printers in the Tampa Bay area. It also serves as the printing company for a number of other publications around the state.

Over the years Mandt has been active in the community paper associations. He is an active member of CPF, SAPA, IFPA and AFCP.

When he received the AFCP Distinguished Service Award, Mandt said, "I am grateful for the opportunity to have served the free paper industry. One of the distinct benefits of membership and participating in these associations has been the ability to get significant help and support when the interests of our members are threatened. I have been honored to lead several free paper associations that exist to protect and serve the rights of their members. We also have a great opportunity to meet with our peers in this industry and share knowledge of our business." 

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Need Service? Think **Kapp!**

FOLLOWING HIS U.S. NAVY career in World War II, Robert Kapp was employed as an appliance salesman.

Kapp enjoyed selling but did not care for waiting for customers to show up, so he went in search of a career that would suit his salesmanship.

He made a deal to purchase the Merchandiser from Lestor Benson, who founded the publication in 1948. The paper had a circulation of 2,300.

At the time of the purchase, the business was located on West Main Street in Myerstown, Pennsylvania, and later moved to Millardsville, Pennsylvania.

Kapp set out on a mission to help his customers' businesses grow. The rest is history. He established Kapp Advertising Service in central Pennsylvania and northern Maryland, which has grown to 11 publications with over 300,000 distribution and one of the ten largest groups of independently-owned weekly newspapers in the United States.

Kapp built Kapp Advertising Service, Inc., on just that – service! Today, the company continues to embrace that philosophy as they serve their clients, readers, and communities from their offices in Lebanon, Hanover, and Reading, Pennsylvania. Kapp was known for his commitment to service and industry education. He was active in IFPA, AFCP and MACPA.



This 1961-62 file photo of Robert Kapp was taken when he served as president of NAAP (now AFCP).

As publishers of free community newspapers since 1950, the company continues to deliver the best possible service to advertisers and readers. The company's mission is to play a vital role in the communities it serves.

In January of 1977, the Merchandiser moved to its present location at 100 East Cumberland Street, Lebanon, Pennsylvania. It has a fully computerized graphics department and two high-speed presses to produce not only the Merchandisers, but other printing work as well.

Kapp Advertising Service supplements its flagship Merchandiser product with a monthly parenting publication,

"About Families," covering the Lebanon and Berks County, Pennsylvania, markets; a bi-monthly senior publication and several seasonal niche pieces including Bridal, Football, Racing and Recreation, and Fun Guides. In addition they offer preprint distribution and commercial printing services.

Jane Means serves as the current CEO and general manager of the company. She accepted the position in 2016 to oversee the company with over 200 employees. For her service to IFPA, she was named the 2016 recipient of the annual Ben Hammack Award. **INK**



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It's time to REGISTER for conference!

by Will Thomas, Conference Committee Chair



Will Thomas

ON BEHALF OF THE AFCP and SAPA Boards of Directors and staffs, it is my privilege to officially invite you to the 2017 Joint Conference and Trade Show that will be held in Louisville, Kentucky from April 20 – 22, 2017. This annual networking event brings together the free community publication industry for what promises to be a fantastic conference in one of America's

most historic and welcoming cities.

The conference team has been hard at work creating the mix of content, educational opportunities and networking events to provide an enjoyable, professionally rewarding and informative experience for all attendees. Our plan will invite you to roll up your sleeves, get into some great discussions and learn from some of the very best our industry has to offer. Our goal is to expose you to as many serious revenue generating ideas as will be needed to help make 2017 a year you are able to "Knock it Out of the Park!"

Here are just a few highlights:

Michael Allosso will jump start this year's conference with his opening keynote, "You on Your Best Day". I have had the privilege of seeing Michael's presentation through my area Vistage International group and assure you it will provide you with tips to perform at peak levels on a regular basis. Michael's program will deliver the keys to modify your daily behaviors as well as provide techniques for doing this as soon as you return home.

On Friday, Sherri Horton will guide us through the digital analytics spectrum to help us to a better understanding of the importance, pitfalls and critical information available for our websites. As a data analyst for Gatehouse Media, Sherri understands how this information relates to our industry; and being Google Analytics certified, she understands how to accomplish the data mining to access the critical statistics.

The introduction of our newest information offering of "flash presentations" should provide an opportunity for attendees to experience a variety of topical discussions on specific subjects of interest to their business. This unique format will offer a broad range of topics that will be addressed in an intimate setting to provide plenty of opportunities for asking questions and exchanging information.

The Leadership Institute (TLI) will again provide the educational backbone of the annual conference with a full compliment of 30 class presentations. This accredited program has been specifically designed for sales reps and managers of all levels to increase performance and improve effectiveness with focused industry-specific training. Rob Zarrilli continues to do an excellent job leading a talented faculty from across the country on this one-of-a-kind professional development program.

The 2017 Conference Trade Show remains the largest of its kind for the free paper industry. This year's show will host an assortment of sponsors with products and services specific to our industry and aimed at solving problems and creating opportunities for publishing members. From software solutions to rack systems, promotional products to graphics and content providers, the Trade Show has it all. We'll be carving out some time throughout the conference for you to spend some quality time with these phenomenal trade show partners.

The Galt House Hotel is situated in the very heart of downtown Louisville and provides convenient access to all the fascinating attractions Louisville has to offer. Our Friday program will conclude a short walk from the hotel in the exciting Fourth Street Live area as we combine the annual Club AFCP and dinner at Tavern on 4th where attendees will experience a variety of activities to facilitate the industry's premier annual networking event.

After the conclusion of our conference on Saturday, you will have the opportunity to experience one of Louisville's premier events with the kickoff of the Kentucky Derby Festival featuring "Thunder Over Louisville". This is the nation's largest civic celebration including an incredible air show Saturday afternoon and the nation's largest fireworks show on Saturday evening – all right in front of our host hotel.

Continued on page 16



Walking the WALK

by Shane Goodman

AS FREE PAPER publishers, we know the importance of providing training to our staff and learning from those around us

in the industry through networking opportunities. Survey after survey, these are two of the highest rated membership benefits for AFCP. Simply said, when it comes to training and networking, most of us talk the talk. But do we walk the walk?

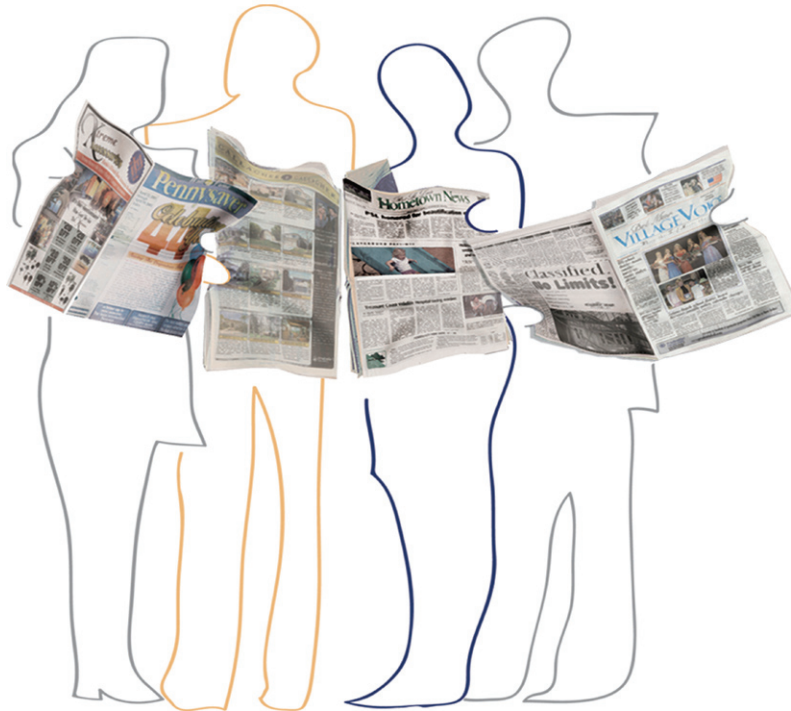
Tighter budgets. Smaller staffs. Greater time constraints. These are some of the reasons we offer for not sending more of our staff to the AFCP annual conferences. They are all legitimate; but when budgets are tighter, staffs are smaller and time is truly constrained, training and education become even more important. And for the dollars spent, there is no greater value than the AFCP Conference & Trade Show.


My first AFCP Conference was in Chicago in 2000. My boss at the time, Craig McMullin, didn't ask me if I wanted to attend; he told me that I would. He guaranteed me that

I wouldn't regret it, and he was right. Many of the people I met on that trip 17 years ago are friends and colleagues still today, and I have learned much from them. They encouraged me to continue to attend the conferences and to bring others — to walk the walk. Through the years, I have done so, some years more than others for the aforementioned reasons. I know that many of you can relate to this.

With all this in mind, my challenge to you is

two-fold. First, be sure to personally sign up and attend the AFCP Conference in Louisville, Kentucky, from April 20-22. You will clearly benefit from all it has to offer. Second, and maybe more importantly, plant seeds for the future by bringing staff members to the conference, too. It is an investment in your staff, an investment in your company and an investment in your industry.



In short, walk the walk. You won't regret it. See you in Louisville, and, as always, thanks for reading. 

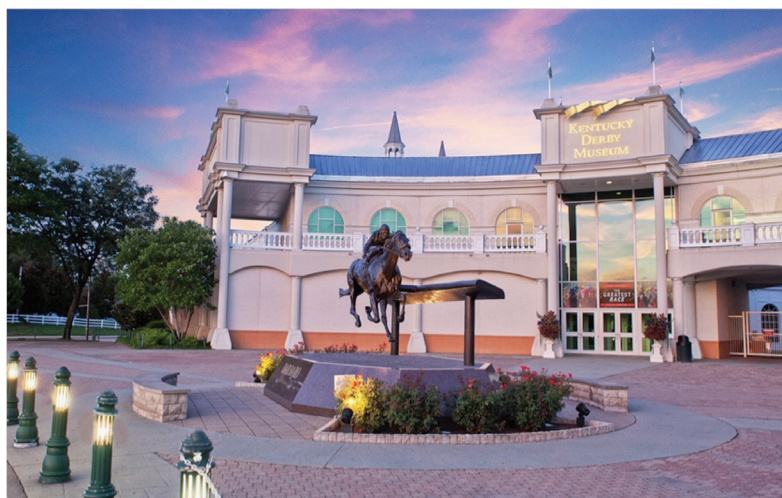
SHANE GOODMAN
AFCP PRESIDENT
CITYVIEW

Kentucky Derby Museum

THE KENTUCKY DERBY MUSEUM IS ONE OF THE premiere attractions in the Louisville region, celebrating the tradition, history, hospitality and pride of the world-renowned event that is the Kentucky Derby.

The Kentucky Derby Museum first opened its doors in April 1985. Although the Museum sits adjacent to historic Churchill Downs Racetrack, it operates as a separate 501 (c) 3 non-profit organization, generating its own revenue. The Museum's property was donated by Churchill Downs Racetrack, and the construction of the facility and seed money for its endowment fund were provided by the J. Graham Brown Foundation and five banks in the community.

In 2010, the Kentucky Derby Museum's 25th Anniversary was marked with a \$5.5 million renovation which dramatically transformed the Museum's interior from top to bottom. The Museum embraced the renovation project after a severe flash flood devastated the main floor exhibits and lower level offices in August of 2009. During the nine months of closure, the Museum created all new exhibits and themes, developed research and embraced the mission to engage, educate and excite everyone about the extraordinary experience that is the



Kentucky Derby.

The Museum has welcomed more than four million visitors from all over the world including celebrities Bo Derek, Steven Spielberg, Kate Capshaw, Muhammad Ali, Sigourney Weaver, Gene Simmons, Susan St. James, Dick Ebersol, President Mikhail Gorbachev and the First Minister of Scotland to name a few.

The Kentucky Derby Museum, in addition to preserving the history of the Kentucky Derby, offers so much more to the community. The education department offers free educational programs to all public and parochial schools within the states of Kentucky and Indiana that focus on Core Academic standards. Through these programs, students learn about the economics, history and significance of the Kentucky Derby.

The Kentucky Derby Museum, a 501(C)(3) non-profit public charity organization, has a Mission to EN-

GAGE, EDUCATE and EXCITE everyone about the extraordinary experience that is the KENTUCKY DERBY.

For more information on this outstanding Louisville attraction, go to DerbyMuseum.org and plan your visit for when you are attending the AFCP Annual Conference and Trade Show this coming April 20 - 22. **INK**

Credit: Kentucky Derby Museum

It's time to REGISTER for conference!

Continued from page 14

I encourage you, SAPA members and NANI participants, to take advantage of the available free conference registration. Yes, that's right - zero, zilch, nada for all three program days! Additionally, NANI participants will get an additional \$50 toward each room night booked during the conference for up to four nights as a member benefit of NANI participation. There's no question that our annual conference is always something to remember.

On behalf of the Conference Committee, I would like to personally invite you to join us in Louisville. There's always fun to be had; but more importantly, there's so much to learn from one another. Make the commitment to make 2017 the year that you and your team "Knock it Out of the Park!"

Just go to the AFCP website at www.afcp.org and look for the "Register Now" button on the right side of the home page. You can also download the full conference brochure below that on the right side and start making plans to maximize your experience. **INK**

A Unique Experience in Louisville

THE AFCP CONFERENCE COMMITTEE WORKS hard each year to put together a program that will appeal to all who attend. For 2017, the team went a step further to create an exciting, customized package that will allow attendees to experience both a local AFCP tie to Louisville as well as one of the features this city is most famous for!

On Wednesday morning (April 19th), a bus will pick up tour goers from the Galt House Hotel and make its first stop at the Papa John's campus. Here attendees will tour the Preferred Marketing Solutions print production plant. Preferred Marketing has been a longtime Associate Member and trade show partner of AFCP. They will once again help to support the association at the Louisville trade show as a Gold level sponsor, and have agreed to take on the Daily INK sponsorship this year as well.

Preferred Marketing Solutions began 20 years ago as the supplier of print and promotional materials to Papa John's International. Today, their products include printing (web and sheet-fed), direct mail, variable digital printing, print-on-demand programs, FSI printing programs, as well as uniforms, uniform fulfillment, custom embroidery and promotional products. In addition, they provide embossing, engraving, graphic design, fulfillment and shipping. They currently provide these services to a wide range of other organizations as well as Papa John's.

When the tour of Preferred has concluded, attendees will head over to tour the Papa John's facility, including the spectacular dough-making factory! The facility houses their corporate offices and dough production and is even where Papa John himself works! Attendees will also enjoy a lunch provided by Papa John's while on the tour.

Did you know that the first Papa John's pizza was made in a broom closet in Jeffersonville, Indiana? The company first opened its doors more than 30 years ago and has built a brand that has grown to be

a household name. With more than 4,900 locations in 37 countries around the world, quality drives the bus for Papa John's, and has since the beginning. Quality is the foundation this company was built on. Their slogan helps drive that core value home: "Better Ingredients. Better Pizza".

Upon leaving the Papa John's campus, the bus will take attendees to the Kentucky Derby Museum at Churchill Downs. Here you will have access to two floors of exhibits, viewing of "The Greatest Race" in the theater, the "Historic Walking Tour" of the Churchill Downs Racetrack and a stroll through the Museum's backyard paddock to meet the resident Thoroughbred and miniature horse.

The first Kentucky Derby race took place on May 17th 1875. Aristides raced 1.5 miles to win, in a field of fifteen horses and in front of a crowd of 10,000 spectators. The Kentucky Derby is the longest running sporting event in U.S. history.

The Kentucky Derby Museum opened its doors in April 1985. It sits adjacent to the historic Churchill Downs Racetrack and operates as a separate non-profit organization. The Museum's property was donated by Churchill Downs Racetrack.

In 2010, it underwent a \$5.5 million renovation to mark its 25th Anniversary, which dramatically transformed the interior from top to bottom. Their mission is to engage, educate and excite everyone about the extraordinary experience that is the Kentucky Derby.

After an exciting day of sightseeing, the bus will depart late that afternoon to return the group to the Galt House Hotel.

This is such a unique, exclusive opportunity – you definitely won't want to miss out! Space is limited to the first 50 guests who register. The price includes everything described above and is only \$49 per person! You can sign up while completing your AFCP Conference registration form. Please visit afcp.org and click the "register now" button to get started.

We look forward to seeing you in Louisville! 



Greg Birkett, Cassey Recore and Loren Colburn enjoyed a preview tour of Papa John's facility, one of the exciting tours that you, too, can experience in Louisville.

If you like **graphic design**

ARE YOU A DESIGNER LOOKING FOR A FUN NEW project? Do you have the talent to create something awesome from a blank canvas? Do you like good competition and nationwide notoriety?

If you said 'yes' to any of those questions, then you're in luck! The Association of Free Community Papers (AFCP) is bringing back the conference T-shirt design contest! This is your opportunity to create the design that will be featured on the back of AFCP's annual conference T-shirt. We are happy to have CVC back as the shirt's sponsor again this year, and their logo will be on the front.

There are a few rules for the contest that participants must follow. The design must reference the AFCP 2017 Annual Conference and Trade Show, which is taking place in Louisville, Kentucky. It cannot include any more than four spot colors which are capable of being screen-printed. Please do not use any copyrighted material. The shirt color will be red, so please design accordingly so that it will look good on a red background.

What do you think of when you hear Louisville, Kentucky?

Is it the Kentucky Derby, Churchill Downs, big hats and Mint Juleps?

Do you think of the largest fireworks show in North America with "Thunder Over Louisville"?

Maybe you think of Louisville Slugger and our "Knock it Out of the Park" slogan?

Is it that 95% of the world's supply of bourbon comes from Kentucky, 1/3 of it right from Louisville?

Do you know it as the birthplace of Muhammed Ali?

The ideas are endless, so let your imagination show us what you've got!

Any questions, as well as design entries, can be directed/submitted to Alix Browne at alix@afcp.org. The deadline for submissions is February 28, so get yours in today.

The winner of the contest will receive a free shirt and all of the recognition! Good luck and make sure to "Knock it Out of the Park!" **INK**

Create the back of this year's conference shirt!



CVC is sponsoring the shirt and their logo will be on the front.



Save the dates: April 20-22, 2017

DEADLINE: Tuesday, February 28th

Send questions or design entries to
Alix: alix@afcp.org

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!

"It's hard to see a halo if you're looking for horns."

– Cullen Hightower

SEVERAL YEARS AGO, I TOOK A "DRAWING FOR DUMMIES" course at our local museum. I found myself sitting in a studio/classroom with ten other would-be artists waiting patiently for our instructor.

Our teacher, Ron, arrived a few minutes late with a mug of coffee in his hand. After introducing himself, he set his cup down and told us to, "Look at this cup and draw what you see." After five minutes, he asked us to critique our drawings. No one was pleased with their work. Most people said, "It doesn't really look like a cup. I just can't draw."

Ron explained that, "Anyone can learn to draw. It's learning to look that's hard. Like most people, you all drew the cup that's in your head, instead of the cup right in front of your eyes!"

Ron picked up a marker and quickly drew a perfect coffee cup on a large newsprint pad. He pointed out that the tops of the cups we drew were perfectly round while the lip of his mug was a flattened oval. He then directed our attention back to the cup on the table and asked us to describe the shape of its rim from our vantage point. Looking at the cup from a distance and at an angle, the rim appeared to be an oval. Because we all "knew" that a cup is round, we drew what we expected to see rather than what we were really looking at.

The lesson embodied in Ron's exercise goes far beyond the art world. Learning to pay attention to what we actually see, rather than what we expect to see, will enhance our effectiveness in dealing with other people in our personal and professional lives.

I've heard salespeople say that, "All their customers are idiots." This characterization affects how they interact with their clients. If I am dealing with an "idiot," why should I waste my time listening to them? "They probably won't understand the value of advertising anyway."

If we think of our clients as individuals who are simply trying to do the right thing for their businesses, we will be open to them and to understanding their needs. By eliminating the "horns" from our mental picture of the people we deal with, we will find a lot more "halos" and a lot more success in our lives. **INK**



Rising Stars need your **HELP**

by Ciara Thompson, 2016 Rising Star

THE RISING STARS ARE WORKING ON THE Third Annual Silent Auction to be held at this year's 2017 Louisville conference, April 20-22.

In 2016 the silent auction raised \$5,119! This could not have been done without the generous donations from AFCP members. We can't thank you enough.

The money received from the silent auction goes to the Bill Welsh Foundation which, in part, funds scholarships for Rising Stars. These are the young professionals you nominate from your company that are selected to attend the annual AFCP conference.

I became a Rising Star in 2016 and attended the San Diego conference. I can say without a doubt that the experience and the training I received has been incredible. The Rising Stars program has allowed me to grow both personally and professionally and has also benefited my employer.

As we strive for a more successful silent auction each year, we have set a goal of 45 donations for 2017. Last year we received 32 donations, and in 2015 we had 24. This is an ambitious goal; and to

do it, we will need your help!

There is no donation too big or too small. We will take any item(s) that will attract the bidder's eye, from gift cards to works of art, or even alcohol. (Fun fact: Evan Williams was the first person to distill Bourbon in Louisville). The foundation and auction will benefit from any donation given, no matter the value.

Donations can be shipped to the hotel or brought to the registration desk by Wednesday, April 19. Even if you are unable to attend the conference, we can still accept a donation; simply contact the AFCP office to make arrangements. All forms needed to donate are available at www.afcp.org.

Any items that need to be shipped to the conference can be sent to the Galt House Hotel, Attn: AFCP Conference, Silent Auction, at 140 N. Fourth St., Louisville, Kentucky 40202.

For questions, please contact Alix Browne in the AFCP office at alix@afcp.org or at 877-203-2327.

The Rising Stars greatly appreciate your generosity. **INK**

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AFCP members have the option of enlisting the services of MSG Payment Systems to provide competitive, member-only rates for your credit card processing.

afcp.org

Don Rush takes the helm at CPM



Don Rush

DON RUSH HAS BEEN elected president of the Community Papers of Michigan (CPM).

Rush is the assistant publisher of Sherman Publications, INC. (S.P.I.) based in Oxford and oversees the operations at S.P.I.'s office in Clarkston. The company publishes four community newspapers.

He joined the company when he graduated from Central Michigan University.

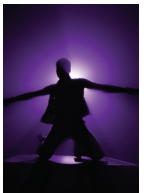
Rush has worked in all aspects of the community paper industry including circulation, dark room, page

design, composing ads, managing the sales department, working in the press room and reporting. He writes a weekly column, "Don't Rush Me", which has won state and national awards. He has won awards for feature and editorial writing and in photography.

In accepting the gavel Rush said, "It will be an honor to work for the industry. Contrary to popular belief, the print industry is a viable business model. Print publications work at getting local news and advertising to readers. I think my job as president of CPM will be to help publishers get that news to their communities and help grow their publications.

"I also want to take some time and get to meet the movers and shakers of our member publications over the next three years."

Rush has served on the CPM board of directors for the past four years and will serve a three-year term. He replaces Jon Jacobs who will serve as past president. **INK**





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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

Finding the TRUTH

It seems to be on a lot of minds.

by Kevin Slimp



Kevin Slimp

THE TRANSITION FROM 2016 to 2017 seemed to prompt a bit more email from folks who read my columns. I'm not sure if it was the upcoming solar eclipse predicted by some to mark the end of the world, the death of Superman in "Batman vs. Superman: Dawn of Justice" late in the year or, more likely, response to the U.S. presidential election. Whatever the cause, readers had a lot to say and most wanted me to join them in saying it.

The most common request was to write something about fake news.

"You should write something we can include in our newspapers," wrote one publisher.

"Please, please let people know that newspapers are real," wrote another.

One ad manager said, "You've got to do this. We have to let readers and advertisers know we provide needed resources to our communities."

I thought about it. I found interviews of a couple of folks who made fortunes creating fake news sites in 2016. I even went so far as looking into the possibility of creating my own fake news site, just to get firsthand knowledge for a story.

What I learned was it's really not very hard to make a few thousand dollars with one of these sites. It's trickier, now that Facebook and Google are threatening to tighten down on providing advertising for them, but it is still possible.

I finally decided it just wasn't worth the effort. Everyone should know by now there are fake news sites out there, and anyone who doesn't probably isn't going to believe anything I might write about the subject anyway.

What's been more interesting to me lately is all the news about big newspapers ramping up their staffs.

"Big Newspapers Are Booming: 'Washington Post' To Add 60 Newsroom Jobs" is a current headline on NPR.com.

It's not limited to the United States. "Why India's newspaper business is booming" is the headline in a 2016 column in The Economist.

You know what I think? I think most people don't understand our business.

I sound like a broken record when I write that most newspapers I visit, and I probably visit more than anyone you know, are doing just fine. I've been at papers, like one I visited in Florida recently, looking for five editors to fill staff vacancies while I was on-site. I receive messages daily from editors and publishers looking for writers, editors, salespeople, designers and others for their operations.

Just this week I helped a weekly in Tennessee and a daily in South Carolina fill staff openings.

Like most businesses and most years, we have newspapers doing well and others doing not so well, so I might not be as quick as NPR to write newspapers are booming.

It pains me to watch some big newspaper groups who aren't doing well at all. I also know there are plenty of small papers out there having rough years. The truth, as I see it, is most papers are doing well, especially community papers. Some big papers I visit are doing well, but most aren't.

Election season is always tough on advertising, except political ads. When I owned a newspaper a few

The screenshot shows an NPR news article. At the top, there's a navigation bar with the NPR logo and links for 'WUOT', 'news', 'arts & life', 'music', and 'programs'. Below that, the text reads 'the two-way BREAKING NEWS FROM NPR'. The article is categorized under 'AMERICA' and has the headline 'Big Newspapers Are Booming: 'Washington Post' To Add 60 Newsroom Jobs'. The date and time are 'December 27, 2016 · 5:04 PM ET'. The author is 'LAUREL WAMSLEY' with a Twitter icon. The main image is a low-angle shot of a tall, modern skyscraper with many windows, likely the Washington Post building.

Weekly newspaper industry booming

Two new papers circulating in Chugiak-Eagle River

By: **Matt Tunseth**

Chugiak-Eagle River Star

Posted: Wed, 12/21/2016 - 2:28pm



years ago, we would grit our teeth in the months leading up to an election, knowing advertising would increase once a president was selected, no matter who it was.

Even my consulting business feels the pressures of elections season. My phone didn't ring a lot in October and November. I knew not to worry. I've been at this too long. In the first week of January I received requests on one day from six different newspapers, asking when I could make a visit.

I try not to get on my soapbox too often these days. Call it a New Years resolution if you will, but I'm trying to look past my own initial observations and see what is really happening in our business.

Here's what I see so far in 2017:

- Just like other years, my email and voicemail are filled with messages from newspapers and groups asking me to make a visit. Apparently our industry hasn't gone anywhere.

- I'm hearing from newspapers, both small and large, who are updating their operations as they begin this new year.

- Attendance at my online events is very promising. Hundreds of newspaper folks attend online training events each month.

I hope NPR is right. I hope big papers are booming, and I hope that translates to small papers booming. The truth, however, is probably somewhere between "Newspapers are booming" and "Newspapers are dead."

As I consider the hundreds of newspapers I worked with in 2016 and the thousands of emails I received from readers, it seems like newspapers are doing just fine overall.

There are even some out there who believe reaction to fake news that permeated social media in 2016 might bring more readers into our fold. I've certainly heard from several friends who have subscribed to their local papers in the past few weeks.

In twelve months, we will know. Until then, take a breath. Everything looks OK from my vantage point. **INK**

Kevin Slimp is CEO of newspaperacademy.com and director of The Newspaper Institute. Contact Kevin at kevin@newspaperacademy.com.



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Sell Beyond the OVERLAP

by John Foust

MEREDITH HAS BEEN SELLING

advertising for many years. “Watch out for overlap,” she told me. “It’s a big challenge in the sales profession. Just like all companies who compete with each other, my paper and my competitors offer a lot of the same things. I’ve heard that – depending on the industry – feature overlap can be more than 50 percent.”

According to Meredith, when a salesperson focuses on things that the competition can do just as well, there’s little chance for differentiation. The prospect thinks, “Why buy advertising in Choice A, when Choice B offers the same thing?”

Here are some common areas of overlap:

1. Audience. “To sell beyond the overlap, this is a good place to start,” Meredith said. “The number one media question that advertisers have is, ‘How many prospective buyers will my ads reach?’ All salespeople talk about audience, but not many of them acknowledge the fact that other media choices reach some of the same people.”

Selling beyond the overlap forces you to analyze how many of your advertiser’s prospects you – and your competitors – can reach. With facts on your side, your selling approach becomes, “Of course, we cover x-audience, like so-and-so does. But let me show you where we reach more people (better quality buyers, etc.)”

“Even when you’re selling against TMC (Total Market Coverage) products, there can be gaps in coverage,” Meredith said. “You’ve just got to look for them.”

That leads us to another possible source of overlap.

2. Market Research. More and more media companies are offering research services to their advertisers. This can be a good point of differentiation.

“It’s important to promote your research department as an objective


source of information,” Meredith said. “If advertisers start to think it’s just to stack the deck in your favor, they’ll turn away.”

3. Ad Production. “Although most media companies are capable of producing ads, this is where you can put some distance between you and your competition,” Meredith explained. “Unless your prospect uses an ad agency, your creative team will have a big influence on the content and style of the advertising. In fact, you might close the deal if you have some good examples of ads your paper has created – both print and online.”

4. Flexibility. “Advertisers are concerned about adaptability,” Meredith explained. “How quickly can they adjust to shifting market conditions? Obviously, dailies can outmaneuver weeklies, and weeklies can outmaneuver monthlies. On the other hand, it looks like online marketing levels the playing field. But there are bound to be gaps.”

5. Customer Service. “Actions speak – and sell – louder than words,” Meredith said. “Everybody talks about their great customer service, but how many actually walk the talk? If your competitors are slack in this area, you can position yourself as extraordinary.”

“It’s better to talk less – and do more – about customer service. Demonstrate your customer-centered philosophy by returning phone calls and emails right away, by keeping your accounts informed about their ads, and by sending handwritten thank you notes.”

(c) Copyright 2016 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. E-mail for information: john@johnfoust.com 

Associations IN the NEWS

MEMBER STUDENTS OF THE Independent Free Papers of America (IFPA) can apply for one of four Bob Wright Memorial scholarships.

The student's parent must work for an IFPA member paper, and be a high school graduating senior or current college student. The applicant must be attending a four year college, vocational trade school or community college. Applications are due by March 22.

Applications are available at www.ifpa.com.

DON RUSH, THE assistant publisher of Sherman Publications in Oxford, has been elected to serve as the president of the Community Papers of Michigan (CPM).

Marty Bennet, the third-generation owner of the Community Shoppers Guide in Otsego, was elected to serve as vice president.

Fred Jacobs, the owner and CEO of J-AD Graphics in Hastings, was re-elected as secretary-treasurer.

Outgoing president Jon Jacobs, the publisher of The Lowell Ledger and Lowell Buyers Guide in Lowell, will serve as past president. The terms are for three years.

DIANE CIOTTA, RYAN DOHRN and Russell Viers are among the featured speakers at the annual Free Community Papers of New York (FCPNY) conference scheduled April 6 & 7 at the Gideon Putnam in Saratoga Springs, N.Y.

The conference will include 32 breakout sessions including advertising sales, technology, production and design, publishers and management, and editorial and digital. The annual Graphic Awards Ceremony will be held.

The conference will be a joint conference held with the New York Press Association (NYPA) and the New York News Publishers Association (NYNPA).

THE RISING STARS OF THE ASSOCIATION of Free Community Papers (AFCP) are seeking items for the silent auction that will take place at the annual conference in Louisville, April 20-22.

Artwork, music memorabilia, jewelry, electronics, gift baskets, autographed items, timeshares, specialty items and gift cards are acceptable. Proceeds from the auction go to the Bill Welsh Foundation to help provide scholarships for Rising Stars.

To make a donation contact Alix Browne in the AFCP office, alix@afcp.org or call 877-203-2327.

SAM RICHTER AND KEVIN SLIMP ARE the featured speakers at the Midwest Free Community Papers (MFCP) Spring Conference scheduled April 7 & 8 at Prairie Meadows in Altoona, Iowa.

The conference will also highlight MFCP's annual awards ceremony.

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



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Janelle Anderson (ext. 108)



mar.

GETTYSBURG, PA :
MARCH 17-18, 2017

Mid-Atlantic Community Papers Association (MACPA). Spring Conference, Wyndham Gettysburg, Gettysburg, Pa. For information contact Alyse Mitten at info@macpa.net.

CHARLOTTE, NC :
MARCH 27-29, 2017

Niche Media's Super Niche Media Event, Sheraton Charlotte Hotel, Charlotte, N.C. For information contact Carl Landau at: carl@NicheMediaHQ.com.

FONTANA, WI :
MARCH 31 - APRIL 1, 2017

Wisconsin Community Papers (WCP). Annual conference, The Abby Resort, Fontana, Wis. For information contact Janelle Anderson: janderson@pdsadnet.com.

apr.

SARATOGA SPRINGS, NY :
APRIL 6-7, 2017

Free Community Papers of New York (FCPNY). Joint conference with New York Press Association (NYPA) and New York News Publishers Association (NYNPA), the Gideon Putnam, Saratoga Springs, N.Y. For information contact Dan Holmes: dholmes@fcpny.com.

ALTOONA, IA : APRIL, 7-8 2017

Midwest Free Community Papers (MFCP). Spring Conference, Prairie Meadows, Altoona, Iowa. For information contact Kevin Haezebroeck at kevin@mfcf.org.

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 at loren@afcp.org.

sept.

NEW YORK CITY, NY :
SEPTEMBER 28-30, 2017

Independent Free Papers of America (IFPA). Annual Conference, Westin Newport Hotel. For more information contact Douglas Fry at douglas@douglasfry.org.

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

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GRAPEVINE

CEDAR RAPIDS MEDIA

Company has purchased the assets of three Iowa daily newspapers including The Fairfield Ledger, Mount Pleasant News, and Washington Evening Journal from the Murray family, according to Managing Director John Cribb of Cribb, Greene & Cope, who represented the Murray family in the transaction.

"It was our desire to seek a buyer who had the financial resources and commit-

ment to quality, who would preserve through the challenging times ahead to see these publications serving the communities of Mount Pleasant, Washington and Fairfield remain strong, healthy and vibrant for decades into the future," said Brian Murray, Inland Industries chairman, in a statement.

The Fairfield Ledger, Mount Pleasant News and Washington Evening Journal – each more than 130

WHAT'S GOING ON...

years old – publish Monday through Friday and have free weekly publications. The three papers, all in communities that are county seats, have a combined circulation of about 5,600.

"Each of these newspapers are respected leaders in their communities," said Jim Burke, publisher of The Gazette, which is owned by Cedar Rapids Media Company. **INK**

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A monthly publication provided by the Association of Free Community Papers. Our mission is to bring news and resources to the free community publication industry.



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