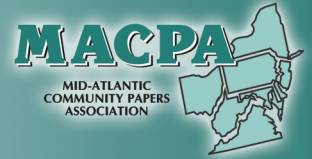


MARCH MESSENGER

VOLUME 9 - ISSUE 2



2017 Conference -- Good time had by all.



On March 17th and 18th our Annual Conference was held at the Wyndham Gettysburg. It was a great conference jam packed with a multitude of breakout session based on a variety of topics from HR to Leadership.

We welcomed back Kevin Slimp to not only train graphic designers on Friday, but also share the happenings in the newspaper industry with our publishers and general managers on Saturday. He also conducted one-on-one sessions with members providing quality time with them to discuss issues they may be having with their paper.

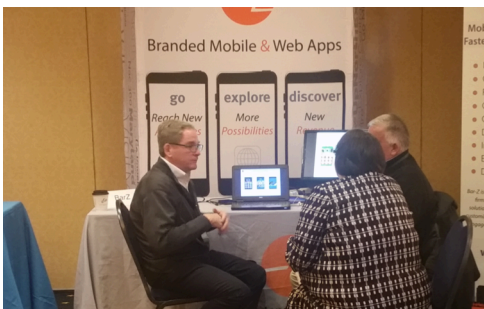


JW Owens, our TLI trainer for the weekend, provided valuable sales training. We also welcomed a few subject matter experts which included, Sheila Dean Brooks with SRB Communications, Tim Bingaman with CVC, Lee Little with Bar-Z and Emily Billig with Baker Donelson Attorneys, all of them providing valuable sessions for our members!

We welcomed two new Associate Member to our conferences, Lee Little with Bar-Z and Robin Smith with Ask-CRM. Learn more about Bar-Z in this Messenger and watch for an article from Ask-CRM in an upcoming Messenger.



Friday during lunch we installed Ruth Isenberg as MACPA President, Claudia Christian as MACPA Vice President, John Hemperly as Treasurer / Secretary, and Keith Foutz, Randy Miller and Alan Spoto as Directors. Saturday, at lunch we recognized the winners of the Ad and Editorial Awards for 2016. If you were unable to join us, find out the winners on pages 4-6 of this Messenger. Editorial winners are also posted online at www.macpa.net for you to read at your leisure!



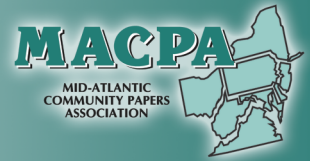
Our hospitality chair, JoyeDell Beers, kept things light and fun with lots of games throughout the weekend, which included an Ice Breaker Bingo game during our Friday evening social! Also on Friday evening, we had a special speaker, General Grant, who provided a great speech about leadership!

Overall, it was not only an informational conference but also a fun one. We want to thank all of those who attended.

Watch for more details on our 2018 Conference!



PRESIDENT'S MESSAGE



MACPA Messenger



Times passes too quickly! As Seth and I were driving to this year's conference in Gettysburg, we both remarked that it didn't seem like that long since the previous one—even though it was a year later. And your Conference Committee is already conferring about next year's event.

The deadline for this column snuck up on me, too. I knew writing a monthly column was part of being MACPA president, and I've been compiling a list of topics. All the same, the time to sit and write came before I was ready.

I've been told I'm the first female president of MACPA; if that's true, I'm honored. Many MACPA member papers are family operations. Husbands and wives worked together to get their papers off the ground, with women involved in every aspect, from ad sales to distribution. Women play key management roles at many publications of all sizes that are members of our association.

We can't forget the vital role at MACPA of some very important women — executive director Alyse and her able assistants Kasey and Vicki. These women are responsible for the health and vitality of this organization.

I'm looking forward to talking with all the women and men of MACPA in the months to come. We're planning a series of regional meetings that will combine training, networking and more over the course of the summer. In the meantime, please be in touch if you have questions, concerns or comments. My e-mail is journalruth@gmail.com.

Sincerely,
Ruth Isenberg, President
journalruth@gmail.com

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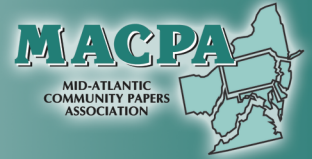
What's in this issue of MACPA Messenger:

- Community Papers Awarded in Editorial and Advertising Categories
- Ad, Editorial & Website Award Winners
- Digital Marketplace Apps

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COMMUNITY PAPERS AWARDED IN EDITORIAL AND ADVERTISING CATEGORIES



MACPA Messenger

By Paulina Malek, Staff Reporter *University City Review*

Former *Philadelphia Inquirer* journalists, a Penn representative, and advertising professionals gathered at the Spruce Hill Community Association Center on Feb. 4 to judge the 2016 Ad, Editorial and Website Awards organized by the Mid-Atlantic Community Papers Association (MACPA) honoring community newspapers.

Hosted by the publishers of the *University City Review*, Robert and Claudia Christian, judging for the competition was split into two parts: editorial and advertising.

The editorial judges included Murray Dubin and Mark Wagenfeld, two retired *Philadelphia Inquirer* journalists, and Anthony Sorrentino,



executive director at the Office of the Executive Vice President. Advertising judges included Marquis McCoy, formerly of LevLane Advertising Agency,



Mark Bruce, sales representative for the *Mainline Times* (Mainline Media News) and Leslie Swann, co-publisher and owner of the *City Suburban News*.

Over coffee and pastries, editorial judges mulled over 61 entries submitted in four categories: Personal Story, Editorial, News Story and Feature for first, second and third place, including Honorable Mention.

The criteria included adhering to a central theme, an interesting or controversial angle, and, of course, a good use of the English language, according to Alyse Mitten, executive director of MACPA.

The Personal Story division-- the first award and only category where each writer submitted three pieces each—were awarded by the total quality of the writer's entries, though not everyone's entries ranked equally.

"I think two out of three were home runs and one out of them was a double," Sorrentino said. About another set of entries, he described them as "three doubles." In other words, "...maybe no home runs but three really solid pieces."

Sorrentino found it compelling that one writer highlighted an important social issue, while Dubin regarded it as too long and predictable, though he found the reporting strong. About another story with a religious tone, Sorrentino said, "I liked the idea that there are universal values, and I just think that's super relevant." About the same piece, Dubin added, "I was impressed. I didn't think I was going to like him [the writer]. Quite frankly, I liked every one of them."

The submissions for the Editorial award were discussed next but the judges only awarded first place. (The rules do not require judges to give an award if no entries meet their standards). Wagenfeld said the winner of the top and only prize had a "strong point of view" and Dubin enjoyed the way the writer used a personal anecdote to introduce a subject most people have read about.

The News Story category was the third award given, though the division highlighted an important issue. Some entries were not classified as news stories, suggesting that the category definition should be redefined.

About one piece, Dubin said, "Good lead. It should win something." About another piece, both Dubin and Sorrentino agreed it did not have a lead that pulled them into the story.

"I tried to get into that story four times," Sorrentino said. The last editorial award given was in the Features category. About one sports story, Wagenfeld said, "That's one of the most unusual sports stories I've ever read," he said with a laugh. "It was a terrific story."

The awards included in the advertising division were General Excellence, Single Ads (small and large space), Grocery Ads, Automotive Ads, Restaurant Ads, Free Standing Inserts, Timely and Themed Sections or Guides, Original Photography and Community Service.

For the General Excellence Award, the judges were required to consider the design layout, columns, balance between classified and editorial sections, blend of color and quality of print, according to Mitten.

The judges raved about one particular newspaper. Some comments included the proper positioning of photos, a great supplement, and simply, that it looked like a community newspaper.

continued on next page

Community Paper continued

“So whoever publishes this paper, whoever thinks about doing it, realizes also, that’s what is helping them to make money, not just put out a product...” said Bruce.

When awarding individual ads, judges were given a set of poker chips and told to place them on ads they liked. The ads with no poker chips were taken away, and they were given another set of chips to determine the winners from that group.

In a sea of black and white ads, it can be tough to distinguish one from the other but Mitten said black and white ads can overpower color ads if done right.

Also, some ads were clear about what they sold, while others were not. About one restaurant ad, Bruce said, “It draws you to want to drink that. You

know exactly what it’s about.” While the judges found another photo on an ad universally appealing, but no one was sure what it was selling.

About an automotive ad for a European car, Swann commented that it looked clean and simple, while McCoy said of another, “It’s the American way.”

According to Mitten, the competition received over 200 entries from various newspapers across the mid-Atlantic region, including *Webb Weekly*, *The Beacon*, *Weekly Bargain Bulletin*, and many others.

The entries had to be published between Jan. 1, 2016 and Dec. 31, 2016 to be eligible for the competition. The winners will be honored on Saturday, March 17 at the Wyndham Gettysburg hotel in Gettysburg, Pa.

“We recognize not only the publication, but the people that are part of it,” Mitten said.

AD, EDITORIAL & WEBSITE WINNERS

Category 2 - Division 1 Single Ads - Small Space Black Ink Only

- 1st Place**
Hocking Printing Company
Ephrata, PA
- 2nd Place**
Engle Publishing
Mount Joy, PA
- 3rd Place**
Kapp Advertising Services
Lebanon, PA

Category 2 - Division 2 Single Ads - Small Space Color

- 1st Place**
Hocking Printing Company
Ephrata, PA

- 2nd Place**
Webb Weekly
Williamsport, PA
- 3rd Place**
AloNovus Corp
Millersburg, OH

Category 3 - Division 1 Single Ads - Large Space Black Ink Only

- 1st Place**
Engle Publishing
Mount Joy, PA
- 2nd Place**
AloNovus Corp
Millersburg, OH
- 3rd Place**
AloNovus Corp
Millersburg, OH

Category 3 - Division 2 Single Ads - Large Space Color

- 1st Place**
Schaffner Publications
Port Clinton, OH
- 2nd Place**
Hocking Printing Company
Ephrata, PA
- 3rd Place**
Kapp Advertising Services
Lebanon, PA

Category 4 Grocery Ad 1st Place

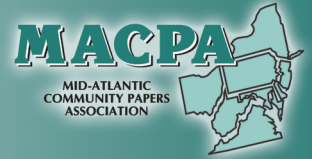
- AloNovus Corp
Millersburg, OH
- 1st Place**
Kapp Advertising Services
Lebanon, PA
- 2nd Place**
AloNovus Corp
Millersburg, OH
- 3rd Place**
Hocking Printing Company
Ephrata, PA

Category 5 Automotive Ad 1st Place

- Hocking Printing Company
Ephrata, PA
- 1st Place**
Kapp Advertising Services
Lebanon, PA
- 2nd Place**
Webb Weekly
Williamsport, PA
- 3rd Place**
The Franklin Shopper
Chambersburg, PA



AD, EDITORIAL & WEBSITE WINNERS



MACPA Messenger

Category 6 Restaurant Ad

- 1st Place**
Hocking Printing Company
Ephrata, PA
- 2nd Place**
Schaffner Publications
Port Clinton, OH
- 3rd Place**
Webb Weekly
Williamsport, PA

Category 8 - Division 1 Timely and Themed Sections or Guides - Newsprint

- 1st Place**
The Franklin Shopper
Chambersburg, PA
- 2nd Place**
Engle Publishing
Mount Joy, PA
- 3rd Place**
Hocking Printing Company
Ephrata, PA

Category 8 - Division 2 Timely and Themed Sections or Guides - Glossy

- 1st Place**
Kapp Advertising Services
Lebanon, PA
- 2nd Place**
Kapp Advertising Services
Lebanon, PA
- 3rd Place**
Engle Publishing
Mount Joy, PA

Category 9 - Division 1 Original Photography

- Editorial**
- 1st Place**
AloNovus Corp
Millersburg, OH
- 2nd Place**
AloNovus Corp
Millersburg, OH
- 3rd Place**
Hocking Printing Company
Ephrata, PA

Category 11 - Division 1 Original Writing Personal Column

- 1st Place**
Webb Weekly
Williamsport, PA
- 2nd Place**
Webb Weekly
Williamsport, PA
- 3rd Place**
Columbus Messenger
Columbus, OH
- Honorable Mention**
AloNovus Corp
Millersburg, OH
- Honorable Mention**
The Early Bird
Greenville, OH

Category 11 - Division 2 Original Writing - Editorial

- 1st Place**
Webb Weekly
Williamsport, PA

Category 11 - Division 3 Original Writing - News

- 1st Place**
The Early Bird
Greenville, OH
- 2nd Place**
Schaffner Publications
Port Clinton, OH
- 2nd Place**
The Early Bird
Greenville, OH
- 3rd Place**
Webb Weekly
Williamsport, PA
- Honorable Mention**
Columbus Messenger
Columbus, OH

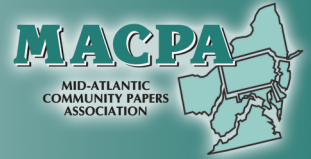
Category 11 - Division 4 Original Writing - Feature

- 1st Place**
Columbus Messenger
Columbus, OH
- 2nd Place**
Columbus Messenger
Columbus, OH
- 3rd Place**
The Early Bird
Greenville, OH
- Honorable Mention**
Engle Publishing
Mount Joy, PA

*Congratulations to
all of the winners!*



AD & EDITORIAL AWARDS



MACPA Messenger



**Category 1 Division 1
General Excellence
Community Papers
1st Place
Hocking Printing
Ephrata, PA**



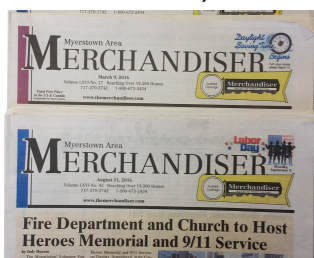
**Category 1 Division 1
General Excellence
Community Papers
2nd Place
Engle Publishing
Mount Joy, PA**



**Category 1 Division 3
General Excellence
Niche Publication
1st Place
AloNovus Corp
Millersburg, OH**



**Category 1 Division 2
General Excellence
Shoppers Guide
1st Place
Kapp
Advertising
Lebanon, PA**



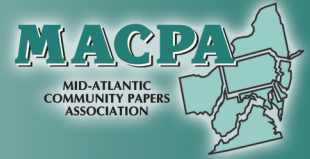
**Category 1 Division 2
General Excellence
Shoppers Guide
2nd Place
The Franklin
Shopper
Chambersburg, PA**



**Category 1 Division 2
General Excellence
Shoppers Guide
3rd Place
Weekly Bargain
Bulletin
New Castle, PA**



DIGITAL MARKETPLACE APPS OPEN NEW REVENUE OPPORTUNITIES FOR PUBLISHERS



MACPA Messenger

With 81% of Americans now owning a smartphone, and spending nearly 5 hours per day on average using them, incorporating new mobile initiatives into your product strategy is more important than ever. Finding the right partner to help you develop your new mobile strategy is arguably the most important factor in launching a successful initiative. Bar-Z Mobile Development provides a full-service approach with expertise garnered from developing over 500 mobile solutions and working with publishers across the country since 2005.

Mobile solutions for publishers run the gamut from straightforward News, Weather, Sports & More™ type apps to specialty products that capitalize on unique sections or needs in the community. Coupon and deal apps, or more comprehensive “Digital Marketplace” solutions, allow publishers to effectively connect with locals, broaden their audience, gain new advertisers and generate additional revenue.

Bar-Z Digital Marketplace apps and websites combine extensive business directories, community calendars, dining guides, money-saving coupons, interactive loyalty programs, social media integration and more to create the definitive resource for a community. Fully branded responsive design websites, iOS and Android mobile apps use shared content to reach users on any connected device. Rich with advertising opportunities ranging from traditional banner ads and leaderboards to sponsored content and enhanced multimedia listings, Bar-Z mobile marketplace apps support publishers where it matters most: revenue generation.

The Franklin Shopper launched their “My Franklin Shopper” app in early 2016 using the Bar-Z platform to transform their print offering into the mobile realm. The app features shop local deals and coupons for the Franklin County, PA area. Following on the success of the initial app, the paper has expanded the concept further with a 2017 update which now adds in digital loyalty cards for local businesses. The mobile solution generates revenue for the organization in a variety of ways including both traditional display ads and non-traditional digital sales such as the new loyalty program options.

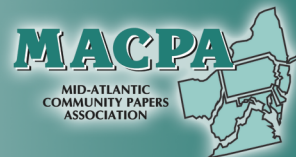
Mobile apps are optimal for expanding content and reach into new markets. Hometown News of Florida is offering its “Go Hometown News Florida” mobile app that covers a broad region along the east coast of Florida. The app features the best local deals, events and news in an easy to use interface. App users can find content by their desired area, through powerful search features or by using GPS and the convenient “Near Me” feature.

While businesses have turned to directory listings, coupons and reward programs for years to generate new and loyal customers, today’s consumers demand the convenience of a digital version and publishers are in the perfect position to cater to this need.

Bar-Z Mobile Development offers a variety of mobile solutions in addition to Digital Marketplace apps that are customized to each unique publisher, market and audience. Contact them at info@bar-z.com or 512-732-0135 to discuss a move into mobile that will increase your reach and revenue.



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- NATIONAL & REGIONAL AUDIT PROMOTION CD
- FREE ONLINE READERSHIP STUDIES
- CREATE IN-HOUSE AUDIT PROMOTION ADS – See samples at www.cvcaudit.com

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