



## *Mid-Atlantic Community Papers Association Internship Programs*

*Accepting Applications for Summer Interns  
until June 2nd!*



William (Bill) E. Mitten, Founder and Chairman of the Board of The Windsor Press, began his business from the basement in his home, where in 1958 they started The Hamburg (PA) Shopping Guide. The business at that time employed 2 full-time and 4 part-time people. Right from its beginning, Bill benefited from the mentoring of a fellow member of PAAP, Bob Kapp.

Bill played a vital role in many industry related associations by serving as charter member of the IFPA, president of NAAP (now AFCP), President of PAAP (now MACPA) in 1964-65, and Executive Director for PAAP from 1990 until his untimely death in 1992.

His zest for life, entrepreneurial spirit, and passion for the business is what has compelled us to honor Bill by naming our Internship Program in his memory. Our hopes are that those members who participate will continue to spark this same spirit into the students who pursue an internship in the publishing field.

Looking to have an intern this Summer?

Through our Bill Mitten Intern Program you could be awarded \$1,500 to help pay your intern! Contact the office for complete information.

*One intern will be awarded.*

Charles C. Mulligan founded Mulligan Printing Corp. in 1976, based out of Tunkhannock, PA. Charlie served in the Army and was stationed in Korea. He's a graduate of RIT, and did his graduate work at Temple University.

He was an intense and driven business person, a faithful friend, and a man of integrity who put others first in his life.

He was a master craftsman in the printing world. As a longtime member of the Board of Directors to the Mid-Atlantic Community Papers Association, he had a tremendous impact on the industry.

Charlie lived with a playful curiosity, unbending integrity, and endless generosity. His successes and achievements have truly made a difference to all who were touched by him. He possessed a wealth beyond what money can buy.

Looking to have an intern for  
Graphic Designing this Summer?

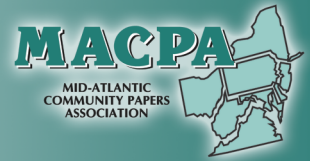
Through our Charles Mulligan Intern Program you could be awarded \$1,500 to help pay your intern! Contact the office for complete information.

*One intern will be awarded.*

*Share your passion for Free Community Papers  
by having an intern this summer!*

*Applications can be found on [www.macpa.net](http://www.macpa.net) or contact the office.*

## PRESIDENT'S MESSAGE



# MACPA Messenger



We've just finished celebrating National Small Business Week. Here at the Journal, I wrote an editorial supporting local small businesses, and urged our readers to shop locally, where the money they spend goes back into the community.

It occurred to me that we need to remind our readers that we, too, are small businesses, part of the engine that drives our economy. We hire local people; we support local organizations, sporting teams and churches. We offer personalized service to our customers—and almost all of those customers are small businesses, too.

MACPA members are free **community** papers—and we play a vital role in maintaining the health of our communities. We need to keep reminding our readers—and ourselves—that we are different from the metropolitan dailies who have been losing readership and advertisers.

How can we do that? We have the perfect vehicle to remind our readers about what we do—our own pages. Whether through house ads or feature photos, we need to point it out when we make a donation to the local Little League, or fund a scholarship. We need to do what we tell our customers to do, and make sure the rest of the world knows about us. And, we need to make sure we're visible in our communities, present at festivals and fairs, active out on the street.

For far too long, people have been told that print is dead. The best way to combat that mistaken perception is to get out there and show our communities how very much alive we are.

Big businesses are easy to see. Small businesses need to make sure their value is visible. That's what we help our advertisers do. As we work to make them more visible, let's make sure to do the same for ourselves.

Sincerely,  
Ruth Isenberg, President  
journalruth@gmail.com

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#### What's in this issue of the Messenger:

- Kevin Slimp Takes a Look at Favorite Apps for Journalists
- Fresh Bagels & Hot Prospects
- Digital Marketing Trends to Boost Your Business in 2017
- 8 New Graphic Design Trends That Will Take Over 2017
- ASK-CRM: A Newspaper Media Sales Toolbox

#### MACPA OFFICE

10 Zions Church Road, St 201  
Shoemakersville, PA 19555  
1-800-450-7227  
info@macpa.net  
www.macpa.net  
www.macnetonline.com

# JOURNALIST CORNER: KEVIN SLIMP TAKES A LOOK AT FAVORITE APPS FOR JOURNALISTS



# MACPA Messenger

By Kevin Slimp

In April, I was asked to speak on the topic, “New Tools for Newspapers” at an industry-related conference in Des Moines, Iowa. Taking the easy way out, I quickly went online and asked newspaper professionals to share their favorite apps, programs and devices.

I quickly learned editors, designers, photographers, ad reps and other folks at newspapers have definite favorites to help with their daily tasks. Let’s examine a few.

## **Phonto** (free)

Phonto is a simple application that allows users to add text to pictures on their smartphones. Kim Shepherd, Dehi, New York, wrote that she used Phonto for weather updates online. She was even nice enough to send a couple of samples.

One was a photo of a postal carrier trying to deliver mail in the snow, with the words “No Mail Today” in bold red letters over the picture. Another reminded users a state of emergency was in effect for their county.



## **Tout** (free)

Several users wrote to tell me about Tout, an application which allows users to record, upload and distribute video using smart phones and tablets.

Michael Smith, Aiken, South Carolina, explained his daily newspaper used Tout to record and upload videos from the field, while an editor examined and approved the material using a desktop version of Tout.

## **Slack** (free)

Nathan Simpson, Shelbyville, Kentucky, was the first to write to me about Slack, an app that allows teams to check off to-do lists while working together on a project.

I did a little research and found examples of sales staffs, designer groups and marketing teams using Slack to keep track of their progress while all working on the same project.

## **Fast Scanner** (free)

Kristi Nelson Bumpus, a metro reporter in Tennessee, was the first to comment about scanning software. She noted that her current favorite was Fast Scanner, a free app by Hang Nguyen.

Fast Scanner allows the user to take a pic on their phone, then quickly convert the image to a high-res PDF which can be sent directly from the app via email or messaging.

## **Percent Calculator & Percentage Calculator** (free)

Several ad reps wrote in about calculator apps. No one wants to pull out a pen and paper in front of a client to calculate percentages. Two apps, Percent Calculator and Percentage Calculator, were the most mentioned.

## **Adobe Sign** (free for Adobe CC subscribers)

Adobe Sign is another scanning application with an important twist. Using their fingers, Adobe Sign allows users to sign documents on their phone screens. Documents can be scanned, converted to PDF and signed, all in one sequence.

In addition, Adobe signature is legally binding, compliant with e-signature laws around the world.

## **Instapaper** (free)

Instapaper is a favorite of reporters and researchers who need to search and save information on the Internet. A simple click allows users to save web pages and stories to a phone, tablet or computer. Creating archives of web pages related to a topic is a breeze with Instapaper.

Continued on page 4

# SALES CORNER: FRESH BAGELS & HOT PROSPECTS



# MACPA Messenger



By Diane Ciotta

Sure, we could have taken Mom to a fancy Easter brunch at any one of the local restaurants promoting \$65 & up feasts, but besides the fact that she eats like a bird- all she really wanted was a good bagel with cream cheese & lox!

Our plans were set.

Immediately following sunrise service, we would go to that brand-new bagel shop that recently opened. We arrived by 7am and were surprised that only three varieties of bagels were available- none of which were the kind we were looking for! Being located right next to a grocery store, my husband suggested grabbing a few from their bakery. But that was not an option for me...I mean, if I'm going to give-in to that many carbs in one food item; it has to be a fresh, hot, crusty on the outside, doughy on the inside baked circle of goodness!

We jumped back in the car and searched on our smarter than us phones for the next closest bagel shop. Choosing between two, we headed 5 miles further from home to find boards on the

windows of the storefront! Without saying a word, I tapped for directions to the other of the two in our search results. Ten minutes later we arrived- and there were no boards on the windows! Yeah! Enthusiastically we walked up together, then sighed in disbelief when the door to the shop was locked! UGH! At that point my husband felt compelled to remind me that the well-known coffee shop on the corner does sell bagels. But I was determined, and in one last search we ended-up at a bagel place one block from our house that was open for business, had all of our flavor choices as well as fresh lox!

They turned out to be the best darn bagels we have ever eaten! While it may sound exhausting...our end-result is what mattered the most. The message is the same from a selling perspective. As sales professionals we will go through many unsuccessful attempts to get a "hot one" but if our desire to achieve is great enough, then our effort will be driven by our determination!

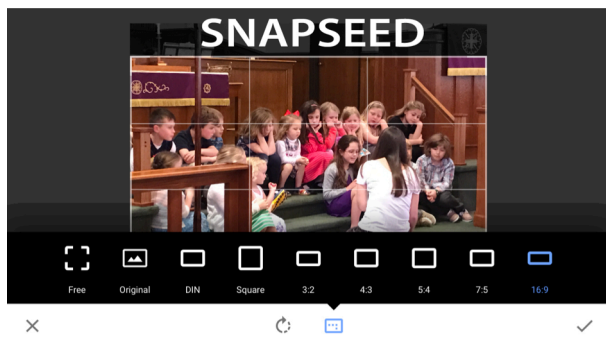
It took four different stops, 12 miles of driving and 40 minutes to find what we were looking for that day. If finding a "fresh bagel" was worth that kind of commitment- then doesn't it also seem reasonable to apply at least that much effort into finding a "hot prospect"?

*Kevin Slimp Continued*

## **Snapseed (free)**

Snapseed may be the best photo editing application for the phone. Many of the tools available in Photoshop, Lightroom and other editing applications are available from within Snapseed.

Shadows & highlights, dodge & burn, spot repair, tuning and more are available all while working from a phone or tablet.



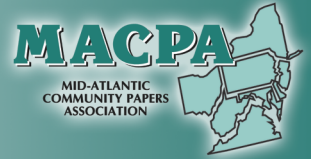
## **Camera+ (\$2.99 - \$4.99)**

Simply stated, Camera+ is the best app for taking pictures on an iPhone or iPad. For photographers who want total control over their photos and wish to attain the highest quality reproduction, Camera+ is a must-have app.

I use Camera+ almost daily to shoot RAW images on my iPhone 7, which uses dual lenses to produce RAW images. Compared to the camera app that comes built-in with the iPhone, Camera+ produces results which are far superior.

I received dozens of suggestions, which made preparing for my session in Des Moines a snap. If you have a favorite app, I'd love to know about it for future columns. Send me a note at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

# DIGITAL CORNER: DIGITAL MARKETING TRENDS TO BOOST YOUR BUSINESS IN 2017



## MACPA Messenger

By Dan Radak

It goes without saying that in 2017 every business needs a strong online presence. Still, if everyone has it, it's like no one has it. In the sea of generic online ads, you need something that will make you stand out. This 'something' is a proper digital marketing strategy. Here are a few trends to give your business a boost and raise your online presence to a whole new level:

### Live Video

You could say that the entire experience of an online user can come down to a simple Turing Test. Users are constantly trying to determine whether there is an authentic human behind content or whether it's programmed. Even when it is evident that something is made by an actual person, most branded content still seems scripted and not real. One of the ways to show people that both you and your business are spontaneous is a live video stream. Brands use this technique for marketing all the time. Successful examples include BuzzFeed®, Tough Mudder®, and Tastemade®.

### Going Mobile

It goes without saying that mobile marketing is a big deal. Like so many times in the past, the tables have turned. First, the newspaper moved aside for the radio, then the radio repeated this process for the television. Today, we are seeing desktop setups losing ground in favor of mobile devices. People are more likely to engage with apps than with websites, even mobile optimized websites, and they are more likely to read your email via a mobile device. You need to be sure your messages are all mobile enabled, at the very least.

### Outsourcing Digital Marketing

Those who have tried their hand in digital marketing know just how complex it can be. If you have a talented in-house team who can keep up with engagement trends, that is great. However, for many retailers, outsourcing your marketing is the easier option. First of all, outsourcing is scalable, which means that as you grow you won't have to worry about increasing the capacity of your digital marketing department. Secondly, experts in the field already have a developed network of contacts, technology and software, which could take a lot of time and money for an in-house team to develop.

All in all, the question of whether it is better to outsource your digital marketing or not, is situational. If you already have people on your team who have dealt with similar issues in the past, if your budget is flexible, and if you have a long-term strategy, keeping an in-house team might be a preferable solution. If not, you should probably outsource.

### Content and Images

It is assumed that today 8 out of 10 people don't read past headlines. Still, there are more than a few ways to intrigue people into actually reading what you have written. The simplest yet most effective way is to insert appropriate images in the right place. This way, you are graphically explaining what your content is about, which opens up a possibility that someone will find it enticing enough to read it. Just keep in mind that you should optimize your image quality and resolution so that it doesn't slow down your website. Introducing a multitude of different media formats to your page will considerably slow it down, which can in turn, considerably damage your bottom line.

### Conclusion

Following just these four trends will help you improve your online reputation and therefore your sales. Digital marketing is not an exact science. What works best for someone else might not be a great fit for your company, so keep trying and keep experimenting. One thing is certain, you will never know until you try, and there are so many possibilities in front of you.

Reference: <http://bit.ly/2qAZ4E0>

## MACPA REPRESENTED AT THE AFCP CONFERENCE!



## Design Trends 2017

### 1 Louder & Brighter Colors

There will be a shift away from muted and neutral colors, like whites, grays and blacks, to bolder and brighter colors.

### 2 Bold Typography

Strong typography and daring mixed font combinations will fight against the ever dwindling attention span of readers, and saturation of content.

### 3 Google Fonts

Google Fonts are universal across multiple platforms. And a majority of these 810 different fonts are free to use.

### 4 Authentic Photos

The explosion of content has created a need for authentic, original images that represent your brand, instead of generic stock photos.

### 5 Hand Drawn Graphics & icons

Brands will embrace illustrations as they look to add the element of fun back into design and make their products more accessible.

### 6 Minimalism Will Get Back To Its Roots

The true spirit of minimalism has been lost and, instead, replaced with boring black and white color schemes and little adornment. But in 2017, color and flare is back!

### 7 Useful GIFs

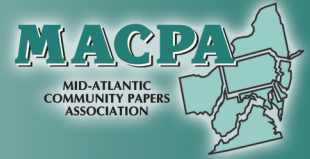
GIFs are the perfect little content helper that express emotions when text won't do the trick.

### 8 Vibrant Duotones

This bold use of contrasting colors in duotones will make images pop on the neutral backgrounds of social media sites and blogs.

Read full article by Ryan McCready today at <http://bit.ly/2pt4Oln>

# ASSOCIATE MEMBER CORNER: ASK-CRM: A NEWSPAPER MEDIA SALES TOOLBOX



## MACPA Messenger



by Robin Smith

ASK-CRM is a robust suite of technology tools uniquely focused on selling and was developed by newspaper media veterans. It integrates with your business system and provides:

- Home screen detail of churned accounts for revenue opportunities
- Ability to easily isolate active, inactive and prospective advertisers
- Email marketing for easy communication with advertisers for special sections, new products, etc. along with “who opened” detail
- Contact, Account and Task notes – all on one screen
- Easy multi-product proposal and presentation building featuring an automatic scheduling calendar
- Mobile interface for in-the-field account analysis and call logging
- Automated goal tracking
- Sales day planning
- Integration to the way YOU do business
- An ever-evolving partnership

There are lots of reasons why the newspapers look to implement CRM systems, but the one common thread is to provide sales teams the support information to engage active, inactive and prospective accounts with equal vigor.

Understandably, sales people spend the majority of their day focusing on active accounts. This makes sense, but the real low-hanging fruit of new revenue is with inactive and prospective advertisers. Additionally, focusing on inactive accounts and prospects helps take the sting out of advertiser churn when it does happen. Account executives just need the proper technology and tools to manage their accounts and time more effectively.

This is where ASK-CRM creates a real point of differentiation. When an account executive logs into ASK-CRM, they quickly see who is active, who hasn't run for a period of time and the

spending history for those accounts. This advertiser churn can often represent as much as 50% of total ad revenue in any given month. While new accounts certainly help mitigate some of that lost revenue, churned dollars are coming from advertisers who are now inactive. They had a relationship with you but for multiple reasons, have disappeared – along with their revenue.

Successful ASK-CRM clients see their sales teams manage both active and churned accounts to ensure their total account list is “touched” on a regular basis. Additional emphasis is placed on automating the goals tracking process, keeping everyone pointed towards selling and generating new revenue – instead of manually creating and emailing spreadsheets to everyone.

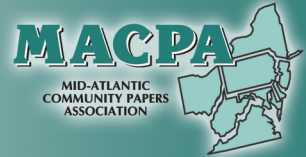
Another reason that ASK-CRM is unique in the CRM space is because of their capability to develop multi-product solutions that solve advertiser needs. Proposals are built using the right products from your entire portfolio and rate structures. These are then moved to professional presentations and automatically integrated into the pipeline process. This happens seamlessly without adding to the account executive's already heavy workload.

ASK-CRM is noted for their constant evolution to meld to the way YOU do business. As your needs morph and change, ASK-CRM is your constant partner using great technology to drive revenue.

This is best stated by Stuart Richner – of Richner Communications when he said *“The folks at ASK-CRM are not like most vendors...with them you feel like you have a partner. They are readily accessible and responsive. Have a new idea or suggestion for ASK-CRM? They listen, implement quickly... and do not nickel and dime you along the way.”*

Learn more about ASK-CRM and how they can help your business at [www.ask-crm.com](http://www.ask-crm.com).

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# MACPA Messenger

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## Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



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# *The best things in life are free*

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



**FREE**  
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# LET'S CELEBRATE!!

## JULY IS FREE COMMUNITY PAPERS MONTH!!

by Janelle Anderson

Industry insiders know and recognize the valuable service our community papers provide to readers and advertisers, but all too often in the hustle and bustle of today's fast pace 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 the unique service we provide to their community and to toot our horn just a little bit.

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 our 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 blue-chip services we bring to millions of homes each week.

In the spirit of independence and freedom celebrated nationwide every July we need your help to spread the word and demonstrate the reach of our industry across this great land. 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 things PaperChain can offer to help you with your celebration:

1. Shown below 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 PDF's of the artwork visit [paperchain.org/freepapermonth.html](http://paperchain.org/freepapermonth.html)
2. Also shown 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 get updated. The promotional ads may be distributed by your state, regional and national associations or ALWAYS found on the PaperChain Website. We have everything: Ads, Bill Stuffers, Posters & Suggestions

3. 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.
4. Publishers are asked not to alter the Free Paper Month logo, but please use it often. We encourage you to localize the ads and draw your reader's attention to the important role your paper and staff play in this industry and how this industry stimulates the local and national economy.
5. 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 publication's accomplishments and the many ways your publications help drive and support the local economy. We have a list of ways to celebrate on the PaperChain Website to kickstart your discussion – Entitled "What are you doing to Celebrate Free Paper Month?"
6. The 2017 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 [paperchain.org/freepapermonth.html](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 2017 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.

**Thanks participation in  
Celebrating July – Free  
Community Paper Month.**

**Together We are Strong!  
Together We Make a Difference!**

