

FREE PAPER

# INK

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

NOVEMBER 2015  
[www.afcp.org](http://www.afcp.org)

## Christmas Promotions

TO RAISE YOUR BOTTOM LINE

**CPF's Annual Conference**  
Plenty of Pirate Booty!

**IFPA'S ANNUAL CONFERENCE**  
Photos & Awards

## Whose voice do industry leaders seek?

Just ask them.



**Kevin B. Kamen**  
President/CEO

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

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

"Kevin Kamen is one of the world's best-known and most-prolific brokers of media properties and companies."

— Gypsy C. Gallardo, CEO/Publisher of The Power Broker Magazine

### Whose judgment do they trust?

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

— Ted Nessi, WPRI 12, Providence, Rhode Island

**Getting it right matters!**

Considering selling your publication? You should have your title financially valued correctly and listed for sale. Call or come visit Kamen & Co. Group Services to assist you.

info@kamengroup.com

www.kamengroup.com

**KAMEN & CO. GROUP SERVICES**

NY (516) 379-2797 • FL (727) 786-5930 • FAX (516) 379-3812  
626 RXR Plaza, Uniondale, NY 11556

Spreadsheets work, but there's a better way!



- Sales CRM
- Ad Scheduling
- Production Tracking
- Invoicing • Statements
- Employee Records
- Sales History
- Time Clock
- Commissions

Software developed by



Call Chris today for a demo!  
407-656-2777  
MaxProPublishing.com

# Auction Donations Needed!



**THE RISING STARS NEED YOUR HELP TO MAKE OUR 2016 SILENT AUCTION A SUCCESS!**

UNIQUE ARTWORK  
MUSIC  
MEMORABILIA  
JEWELRY & WATCHES  
ELECTRONICS

GIFT BASKETS  
AUTOGRAPHED ITEMS  
TIMESHARES  
SPECIALTY ITEMS  
GIFT CARDS (NATIONAL)

All proceeds from the silent auction goes to the Bill Welsh Memorial Foundation to provide scholarships for Rising Stars to attend the AFCP Annual Conference. Our first auction in 2015 was a success and we need your help to keep that success going in 2016!



**SAN DIEGO**  
Annual Conference and Trade Show 2016

Contact Alix Browne in the AFCP office at:  
alix@afcp.org or call 1-877-203-2327

# INK features:



## 7 | CPF ANNUAL CONFERENCE



## 10 | IFPA ANNUAL CONFERENCE



## 14 | CHRISTMAS PROMOTIONS

### INK departments:

- 4 | AFCP DIRECTORS
- 6 | EDITOR'S VIEWPOINT
- 8 | IFPA ELECTS OFFICERS & DIRECTORS
- 9 | IFPA BEN HAMMACK AWARD
- 11 | IFPA DISTINGUISHED SERVICE AWARD
- 12 | CONFERENCE UPDATE
- 13 | FROM THE TOP
- 16 | RISING STARS: WHAT IS A GOOD MANAGER?
- 17 | THE LEADERSHIP INSTITUTE
- 18 | POSTAL UPDATE
- 20 | SPOTLIGHT ON PEOPLE
- 21 | CO-OP ADVERTISING
- 22 | GRAPHICALLY SPEAKING
- 23 | ON THE HORIZON
- 24 | ASSOCIATION UPDATES
- 25 | CLASSIFIEDS

**AFCP/NANI HEADQUARTERS:**  
 Loren Colburn, Executive Director  
 Cassey Recore, Administrative Assistant  
 Alix Browne, Administrative Assistant  
 135 Old Cove Road - Suite 210  
 Liverpool, NY 13090  
 Toll Free: 877.203.2327  
 Fax: 720.528.7943  
 Email: [loren@afcp.org](mailto:loren@afcp.org)  
 Web: [www.afcp.org](http://www.afcp.org)

**EDITOR:**  
 Dave Neuharth  
 P.O. Box 1149  
 Summerfield, FL 34492-1149  
 Phone: 352.347.4470  
 Fax: 352.347.3384  
 Email: [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com)

**COMPOSITION:**  
 Barbara A. Holmes  
 Phone: 352.598.3500  
 Email: [FreePaperINK@aol.com](mailto:FreePaperINK@aol.com)

**MARKETING REPRESENTATIVE:**  
 Wendy MacDonald  
 10418 Bond Street  
 Overland Park, KS 66214  
 Office: 913.461.3721  
 Email: [wendy@afcp.org](mailto:wendy@afcp.org)

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

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

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

#### NO CASH REFUNDS

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

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

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

Cover Photo:  
[www.shutterstock.com](http://www.shutterstock.com)



**STEEL CITY CORPORATION**  
 1000 Hedstrom Drive  
 Ashland, OH 44805  
 330-792-7663  
 Toll Free: 1-800-321-0350  
 Fax: 330-797-2947  
 Email: circsupply@scity.com  
 Website: www.scity.com



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

**PRESIDENT**  
 Greg Birkett  
 Dubuque Advertiser  
 Dubuque, IA  
 gbirkett@dbqadvertiser.com  
 563-588-0162

**FIRST VICE PRESIDENT**  
 Shane Goodman  
 Cityview  
 Johnston, IA  
 shane@dmcityview.com  
 515-953-4822, x305

**SECOND VICE PRESIDENT**  
 Charlie Delatorre  
 Tower Publications  
 Gainesville, FL  
 charlie@towerpublications.com  
 352-372-5468

**THIRD VICE PRESIDENT**  
 Michael Van Stry  
 Coastal View News  
 Carpinteria, CA  
 news@coastalview.com  
 805-684-4428

**SECRETARY / TREASURER**  
 Karen Sawicz  
 Lake Country Pennysaver  
 Albion, NY  
 karen@lakecountrypennysaver.com  
 585-589-5641

**IMMEDIATE PAST PRESIDENT**  
 Carol Toomey  
 Action Unlimited  
 Concord, MA  
 carolaction@aol.com  
 978-371-2442

**EXECUTIVE DIRECTOR**  
 Loren Colburn  
 AFCP / NANI  
 Liverpool, NY  
 loren@afcp.org  
 877-203-2327

**AT-LARGE DIRECTORS**  
 John Draper  
 The Free Star  
 Pipestone, MN  
 jdraper@pipestonestar.com  
 507-825-3333

Greg Ledford  
 Community First Media, Inc.  
 Shelby, NC  
 greg@shelbyinfo.com  
 704-484-1047 x111

**REGIONAL / STATE REPRESENTATIVES**

Daniel Alexander  
 Denton Publications, Inc.  
 Elizabethtown, NY  
 dan@denpubs.com  
 518-873-6368

Lee Borkowski  
 Richland Center Shopping News  
 Richland Center, WI  
 lborkowski@wcinet.com  
 608-647-2911

Terri Drake  
 Giant Nickel  
 Kennewick, WA  
 drake@giantnickel.com  
 509-783-5455

Jim Haigh  
 Government Relations Consultant  
 Emmaus, PA  
 jimhaigh@fast.net  
 610-965-4032

Jonathan McElvy  
 The Leader  
 Houston, TX  
 jonathan@theleadernews.com  
 713-686-8494

Randy Miller  
 The Merchandiser  
 Lebanon, PA  
 randym@themerchandiser.com  
 717-270-2742

Wendy Murray  
 Senior Life Magazine  
 North Ft. Myers, FL  
 murwendy@aol.com  
 239-707-6722

Dave Neuharth  
 Editor - Free Paper INK Magazine  
 Summerfield, FL  
 djneuharth@aol.com  
 352-347-4470

Tony Onellion  
 Bargains Plus!  
 Slidell, LA  
 bargainsplusnow@gmail.com  
 985-649-9515

Rich Paulsen  
 Southwest Iowa Shopper  
 Creston, IA  
 publisher@crestonnews.com  
 641-782-2141 x230

Russell Quattlebaum  
 The Southeast Sun  
 Enterprise, AL  
 sales@southeastsun.com  
 334-393-2969

Farris Robinson  
 Hometown News  
 South Daytona, FL  
 frobinson@hometownnewsol.com  
 386-322-5900

Steven Silver  
 Yankee Pennysaver  
 Brookfield, CT  
 steven@ctpennysaver.com  
 203-775-9122

Trevor Slette  
 The Shopper  
 Windom, MN  
 trevors@windomnews.com  
 334-393-2969

# NEW REVENUE

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

## Branded eCommerce Site

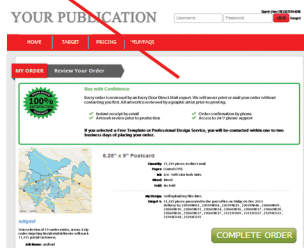
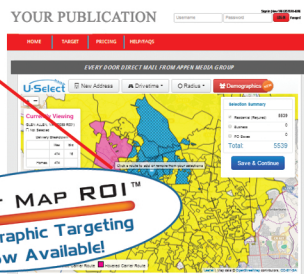
Your advertisers (or sales reps) target postal routes, choose design and print options, and order online – in 10 minutes or less!

## Online Mapping Tool

Enter any address, get local postal route data, and “click” to select routes. Create multiple campaigns, save data for future, and more!

## Order Online 24/7

Your advertisers self-transact and our automated process fulfills and delivers each direct mail campaign.



**HEAT MAP ROI™**  
Demographic Targeting  
Now Available!

**FREE DEMO  
CALL NOW!  
800-481-1656**



## CIRCULATION VERIFICATION COUNCIL

## AUDIT PROMOTION CHECKLIST

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

*All of these audit promotions are included in the cost of your audit.*

- DISPLAY THE CVC LOGO
- SIGN UP FOR FREE CONFERENCE CALL TRAINING
- LET US SEND A LOCAL AUDIT PROMOTION TO YOUR ADVERTISERS
- NATIONAL & REGIONAL AUDIT PROMOTION CD
- FREE ONLINE READERSHIP STUDIES
- CREATE IN-HOUSE AUDIT PROMOTION ADS – See samples at [www.cvcaudit.com](http://www.cvcaudit.com)

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.

**(800) 262-6392 • [www.cvcaudit.com](http://www.cvcaudit.com)**

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

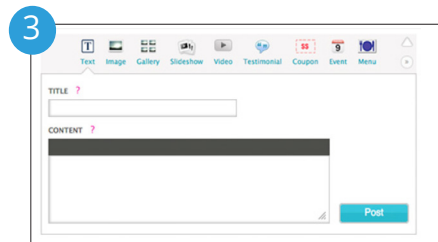
Create Professional Websites for Your Clients with the #1 Website Builder for Print Publishers!

**1 Professionally Designed Themes** - Choose from our large selection of pre-designed themes or create your own.

**2 Beautiful on All Devices** - Our responsive design ensures that every site you create looks great on desktop, tablet and mobile.

**3 Easy-to-Edit** - Add text, photos, coupons, videos and more. It's so easy, you can grant your clients access to manage their site themselves.

**4 Huge Profit Potential** - There are thousands of small businesses in your area that need a website. Set your own prices and profit. Keep 100% of the sales.



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



Call now for a Free Demo: 1 (888) 958-6838  
Learn more at [www.siteswan.com](http://www.siteswan.com)



A handwritten signature in black ink that reads "Dave Neuharth".

DAVE NEUHARTH  
EDITOR

## Advertising **taxes** are back in the news

ONCE AGAIN JIM HAIGH IS KEEPING his eye on the issue of taxing advertising. With millions of dollars involved for states, it is a subject that often is kicked around by the state houses.

The good news according to Haigh is that this issue has been defeated in North Carolina.

On the other side of the coin, a proposed ad tax is still alive in Pennsylvania and is brewing in Michigan and California.

Noted is that fact that if these taxes become a reality, they will lead to increased advertising costs, reduced revenues, and added compliance costs for publishers. The tax would open the door to new grounds for audits and publishers would need to spend thousands in software upgrades before attempting to collect the first penny for the state.

Haigh said, "The victory in North Carolina was huge." The final compromise of the bill between the House and Senate did expand taxes to services but not to advertising. He noted that in recent memory this is as far as any ad tax proposal has made it in any state.

That California is mentioned as considering an ad tax comes as no surprise. As a young person the golden state was my home. It's where I was educated and where I started my publishing career.

Over the years – except for the Reagan years – little has changed. The state is always broke, cities are going bankrupt and thousands of illegal immigrants cross its border. Several years ago when the state welfare system had a surplus, they placed ads in Mexico letting the people know.

The answer for the House and Senate has always been the same – increase taxes.

If you want to place a bet on which state will be the first to pass a tax on advertising, go with California.

While talking about a state tax on advertising, let's not forget the federal government.

The tax deduction for advertising has been under assault in both House and Senate tax reform possibilities.

Some project that if this ad tax becomes a reality, we are talking about \$169 billion.

Stay tuned. Jim will continue to provide the updates. **INK**

# CPF's Annual Conference

1. Speakers Tim Bingaman, Melanie Mathewson and David Crawford clown for the camera.



2. Libby and Dave Neuharth are proud to be pirates!



3. Who's that pirate posing with Lisa DelMonte?



4. TLI instructor J.W. Owens was all decked out with a parrot on his shoulder.



5. The ladies from the Daytona Pennysaver – Daniele Lowe, Romaine Fine, Jeretta Kimberlin and Rita Chatman – are ready to raid the pirate booty.



6. Even some of the CPF board members were pirates for the weekend! Posing with the chest of booty are Farris Robinson, Wendy Murray and Scott Blonde.



7. Charlie Delatorre accepts the Presidential Award from CPF President Wendy Murray.



8. Tom Germond was honored with the Milton & Bernice Beckerman Award for outstanding community service.



9. Doug Heizer and his publication, the Boca Raton Tribune, were also honored with the Beckerman Award for community service.



10. The Observer News received the most overall awards in the annual "Awards for Excellence" competition, taking home 26 awards including nine first place awards.



11. The Tampa Bay Newspapers received the "Best of Show" award for their Pub Crawl insert. They also had the second highest number of awards, receiving 22 overall including seven first place honors.



12. Winners of the Idea Fair included Dan Autrey, Bill Padoll, Angel Leonard, Rick Keelan and Terry Hart.



13-15. Anyone who wore a college T-shirt to the Friday night Tailgate Party received a ticket for a "pirate booty" drawing. Winners included Cristina Jones (13) and Steve McKinnon (14), but not the ever hopeful Peter Webley (15)!



# IFPA Elects New Officers & Directors

## DOUG FABIAN WAS

elected president of the Independent Free Papers of America (IFPA) at the recent conference held in San Antonio, Texas. Fabian is the vice president of sales for Reminder Publications in Longmeadow, Mass.

Fabian has been an active member of the Free Community Papers of New England (FCPNE), the Association of Free Community Papers (AFCP) and IFPA. He has served as president of FCPNE and this will be his second term as president of IFPA.

In 2006 Fabian was the recipient of the IFPA Distinguished Service Award and in 2014 he was honored with the annual IFPA Ben Hammack Award. He is a graduate of The Leadership Institute (TLI).

Jean Means, the general manager of Kapp Advertising Services in Lebanon, Pa., was elected vice president. Mark Helmer was elected treasurer. Helmer is with The Free Press, The Shopper and Helmer Printing in Beldenville, Wis.

Elected to the board of directors were: Rena Reiser, vice president and sales director of the New



The IFPA board and directors for 2015/16 are (L/R): Jane Means, Katie Thomas, Deborah Phillips, Eileen Curley, Rena Reiser, Joe Mathes, Rick Wamre, Danielle Burnett, Doug Fabian, Dan Buendo, and Douglas Fry.  
*Photo by Gary Rudy.*

Mexico Market Place in Albuquerque, N.M.; Katie Thomas, director of sales of the Exchange Media Group in Fayetteville, Tenn.; Dan Buendo, the publisher and owner of Reminder Publications in Longmeadow, Mass.; Eileen Curley, manager of The Shopper in South Holland, Ill.; and Joe Mathes, vice president of Delta Publications in Kiel, Wis.

Elected Sargeant-At-Arms was Rick Wamre, publisher of Advocate Media in Dallas, Texas.

Deborah Phillips, co-publisher of The World in Barre, Vt., will serve as past president. **INK**

## SPECIAL OFFER!



**Ink Bottle Syndicate**

Contact: Bill Kellogg - 907-441-6882  
[www.inkbottlesyndicate.com/weekly](http://www.inkbottlesyndicate.com/weekly)

COMPLETE PACKAGE OF COMICS,  
PUZZLES & HUMOR COLUMNS  
**\$7.50/Week Print**  
**\$5.00/Week Web**



*"We're serious about  
the funnies!"*

**PUBLISHERS  
MAKE  
MONEY**  
selling NANI ads!

**NANI**  
national advertising network inc.  
[www.naninetwork.com](http://www.naninetwork.com)

For more information, call 877-203-2327





# Thomas Receives Hammack Award

**KATIE THOMAS WAS NAMED THE** recipient of the annual Ben Hammack Memorial Service Award at the recent Independent Free Papers of America (IFPA) conference.

Thomas is the sales manager of The Exchange in Fayetteville, Tenn., and a current member of the IFPA board of directors.

The award is presented each year to an IFPA member who exemplifies enthusiasm and willingness to serve the organization without concern for personal recognition. Ben Hammack of Star Publications in Gaylord, Michigan, was the icon who represented IFPA volunteers. He was always willing to help on any project, offering his time and creative advice to see the project through to completion. He died in July 1988, at the age of 34 from a heart attack at the finish of a 10K run.

In making the presentation last year's recipient, Doug Fabian, said, "I never had the pleasure of meeting Ben, as I was just a kid in this industry. I feel like this year's recipient is a whippersnapper in our world as this special award is presented this year. Personally, I have the highest respect for this person, often making calls to a cell phone or sending an email that I need to wait sometimes hours for a response. I know that a thoughtful answer to mostly hard questions is awaiting my question. I respect the care and thoughtfulness that this person puts into business and into life.

"Y'all will agree that this is a special treat for me to present this award, when you find out that I drew the straw to recruit this person onto the board of IFPA. This was no easy task! I expected a quick 'yes, sir' but got a thoughtful answer and a response that it would need to be thought over and analyzed so that the proper amount of effort could be put into the task at hand. Boy, am I glad the answer was 'yes' and IFPA has benefitted greatly. This person grabs a hold of a task and not only does a great job with it, but often turns it inside out and redefines success.

"When I called her brother to get some good things to say about this person, I was told that he



Katie Thomas is presented with the 2015 Ben Hammack Award by the 2014 recipient, Doug Fabian.

*Photo by Gary Rudy.*

would think about it. And he thought, and thought, and thought. Then he wanted to know if I really wanted GOOD things to say... there was so much other stuff. Actually, I got so many good things to say that I had to edit them down or we would be here all day. Here are some of the things that her brother said:

- "Procrastinator when it comes to personal decisions (more on that later);
- "Determined;
- "Cares about the people that she leads at work;
- "Shown great capacity to learn and grow as a person during her career and that is from a proud older brother (there's a clue...);
- "Really good cook;
- "Best aunt to her awesome niece and nephew;
- "Auburn fan;
- "Good tennis player;
- "Loves her dogs...Polly and Ruger.

"And, a direct quote: 'She is a good line dancer or whatever that country music honky tonk dance stuff is called.'

*Continued on page 11*

# IFPA's Annual Conference

1. Past IFPA Presidents Joe Nicastro and Val Stokes converse with an employee of one of Nicastro's new papers.



2. AFCP board members Greg Ledford and Greg Birkett chat with Barbara Perry and Eileen Curley.



3. Connie Fabian, wife of IFPA President Doug Fabian, handled the registration booth.



4. Retiring General Manager Val Stokes and Incoming Manager Jane Means of Kapp Advertising receive one of their advertising awards from Douglas Fry.



5. Assistant Director Danielle Burnett presented Dan Buendo with some of his many advertising awards.



6. Metro Graphics representative Lou Ann Sornson chats with her granddaughter and friend.



7. SRDS's David Crawford and CVC President Tim Bingaman chat with Rena Reiser.



8. Site Swan representative Alan Spoto, outgoing IFPA President and Jim Fitzgerald in the Vendor Room.



9. The Execs: Executive Director Douglas Fry, President Doug Fabian and Vice President Jane Means.



10. That sounds like me!



11. That really sounds like me!!



12. The board ladies of IFPA.

13. That sounds like me!



14. That really sounds like me!!



15. Brother and sister team from The Exchange, Inc., Katie and Will Thomas.



All photos, captions and artistic design by Gary Rudy, Retired.

# IFPA DSA Goes to Rena Reiser

**RENA REISER WAS NAMED THE RECIPIENT OF** the Independent Free Papers of America (IFPA) annual Distinguished Service Award at its recent conference in San Antonio Texas.

Reiser is the vice president / director of sales of the New Mexico Market Place in Albuquerque, N.M.

In making the presentation last year's recipient, Jean Means, said, "It is an honor and a privilege today to be able to present the 2015 IFPA Distinguished Service Award for recognition of this individual's commitment to the principles and spirit of IFPA and her dedicated service in furthering the objectives of the association.

"The individual being honored this afternoon has been part of the free paper industry since 2001 and already has an impressive history of service to IFPA. She has served six years as a director on your IFPA board of directors.

"This year's recipient is quick to say 'Yes, I'll help!' For instance, when organizing our new network of sales managers, a health issue developed; we needed someone to step up quickly and help out. Minutes after sending a short email, this leader said, 'Yes, I'll Help!' and she prepared the flyer explaining the program that is in our Welcome packet.

"She was the conference chair in Reno; and for those of you who have ever had the task of being conference chair, you know how much is involved. The Reno conference was a big success.

"For this board member, it means monthly conference call board meetings at seven a.m.



Rena Reiser accepts the Distinguished Service Award from last year's recipient, Jean Means.

"She spends hours in the community outside of work particularly dedicated to rescuing dogs – 9 in the past 10 years! If you have a chance, ask her about her family's fun with board games; it's a great story.

"She is a true leader and a true friend.

"Ladies and gentlemen, it is a privilege to present the 2015 IFPA Distinguished Service Award to IFPA Board Director Rena Reiser." **INK**

## Katie Thomas Receives Hammack Award

*Continued from page 9*

"In addition to serving in many different capacities for IFPA, this person is responsible for coordinating the design and application of the new IFPA logo. Imagine finding a way to get 10 publishers to agree on anything.

"I mentioned being a procrastinator in personal decisions. If you know this person, you will have at least wondered what took her so long to get hitched. Well, she had to find the right guy... that was a customer... that needed to up the number of ads he was buying.

"And, when I asked Douglas Fry for a quote concerning our winner, here is what he had to say:

"When I first met Katie she was sitting in a high chair in her parents' dining room. We all had dinner together, roasted chicken with great vegetables. Katie ate the chicken but, at the time, wasn't that fond of the veggies.

"I have had the enjoyable experience of watching her grow up in our industry. She is a shining example of hard work, dedication, and love of family. She is a genuinely beautiful person inside and out. I know her parents are so proud of her. I am too.'

"I am so proud to present this year's Ben Hammack Award to a person who bleeds IFPA red, white and blue, my friend, Katie Thomas." **INK**

# Set Sail for **Success**

by John Draper, Conference Committee Chair



**AT THE RISK OF** sounding like Captain Obvious, I think it's safe to say that all publishers regularly wrestle with some pretty tough business management and growth issues. Some of the issues are specific to your publication or marketplace, while others are wide reaching and concern us all. Over the

course of the past month, here are just a few issues I've wrestled with. Ask yourself if yours are much different.

I lost a sales rep. How do I find a qualified sales leader to rebuild the territory? Should I change the territory? Do my products and services fit the needs of this market? Does that territory have the business capacity to support the sales person I want?

I need to grow my company. I have a great acquisition opportunity in front of me, but is it worth the investment? Can I get some growth from my current offerings in my current market, or do I need to reach further out? I can create some great new print products in the region, but who's going to sell it? Will the market accept it? Growth is a necessity. What path to try?

I know that digital and mobile ad sales are leading the national ad buying charge, but what does that mean to me? Are advertisers in my market spending money in those categories? What the heck does mobile ad revenue even mean? If I wanted to pursue that (provided I can define it properly), where do I start?

The list goes on and on and on, and these are on top of the more basic things like printing costs, distribution management, Affordable Care Act compliance, cost controls, and human resource issues.

So where does one turn for help? I have found

that some of the best resources are those who are experiencing these same issues, my peers. Enter AFCP...Enter San Diego.

AFCP has been an industry leader in assembling the best minds from across the country. This peer group is like none other.

First, let's start with the industry vendors. Looking for some answers on building ad revenue through co-op programs? They've got 'em. Looking for digital tools to build online revenue or upgrade your publication website? They have that too. Business management software, artwork providers, mobile engagement tools, classified verticals, printing services and more are all available at the AFCP trade show. These industry suppliers have worked with publishers across the country and around the globe, so why wouldn't we get to know these resources?

In the conference room, AFCP routinely facilitates opportunities to share experiences and knowledge. The San Diego event will again host a variety of TLI classes. These sessions are, of course, instructional, but are also constructed to offer input and sharing amongst all participants. Roundtables and open mic sessions will again be hosted. In past years these open discussions amongst industry peers have ranked as some of AFCP's most appreciated sessions. Come to San Diego and sit with some of the industry's finest.

When the sessions are done, the networking continues. The annual AFCP conference offers an abundance of social time where you can build lasting relationships. These relationships are the foundation of AFCP, and in my experience, a foundational stone of my business.

Complete 2016 AFCP Conference and Trade Show information will be released soon. Pay close attention to INK and your mailbox and begin planning to get your questions answered as you build relationships as a foundation of your business. **INK**



# I Finally Gave In

by Greg Birkett

**I HAVE FOUGHT IT FOR** a while now, but sometimes you have to know when to give in – and usually for me, that is a little later than what is good for me. In the end I

am not even really sure I had anything to say about it. When I look back, it kind of started slowly and sorta ramped up. In the end I think my blessing was just a mere formality. But in the end it happened.

You are probably thinking this is going to be some earth-shattering event, but in reality it is happening all around us every day. Yep, my kids now have phones. Not just any phones, but smart phones. I am talking phones that cost more than my first car. (I am turning into my parents. I can remember them saying things like that. Ughh!)

My kids are 12 and 14. It all started with iPods and iPads, then was the “We just want them to be safe trackphones, you know, just so we can get a hold of them or them us in case of an emergency” phones. This week we got them full blown phones with full blown data plans.

And guess what? They probably won’t hardly ever talk on them. To see my 12-year-old daughter text on her phone is nothing short of amazing. I wish she could do dishes as fast as she can type with her thumbs. The only solution to making her more quiet would be really thick mittens


that she couldn’t type through.

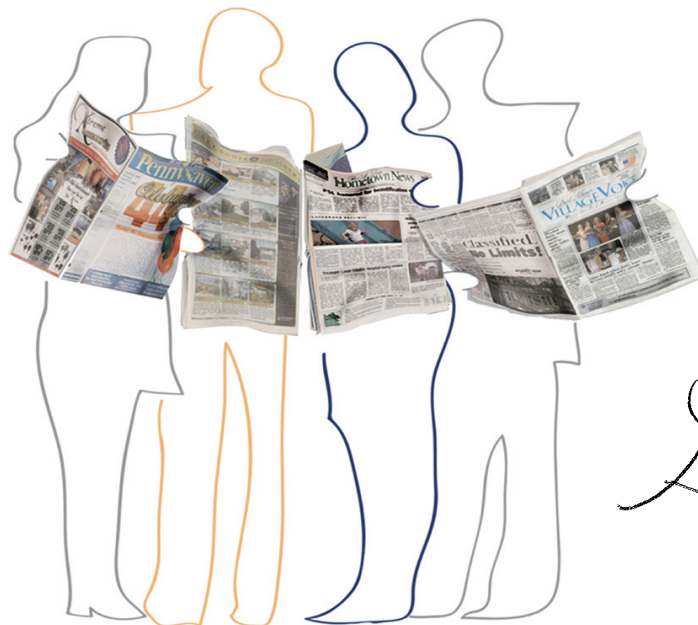
Even my 14-year-old son can “type” with his thumbs. They laugh at my pointer-finger attempts at texting. Children of today won’t know a world without mobile phones and the Internet. I had to laugh when we were at a local mom-and-pop restaurant in town and my kids saw a rotary phone. They had no idea how it worked.

Why is this important to us? This is the way this generation is getting their information. Not that they won’t pick up a paper and read it, especially if they don’t have to pay for it.

Technology changes are taking place daily. Where does that leave advertisers? Recent reports have suggested that the majority of web traffic that had been counted on for years is actually generated by non-human entities or “bots”. Also alarming many marketers is the new ad-blocking software and ad-blocking operating systems. #adlivesmatter

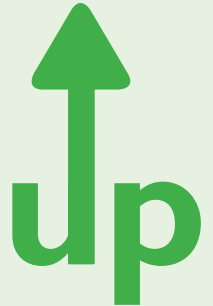
Hopefully as an industry we can continue to deliver good results for our local advertisers, whether it is in print, web or mobile. In the end, that is what it is all about: matching buyers with sellers.

The biggest change I’ll have to get used to is when I yell goodnight to my kids as they go to bed. I might have to wait a few seconds for the reply text ... “Goodnight, Daddy!” 



GREG BIRKETT  
**AFCP PRESIDENT**  
DUBUQUE ADVERTISER

# Christmas Promotions to **Up**



**THE CHRISTMAS SEASON IS AROUND THE CORNER** and it's time to plan some special promotions for advertisers to take advantage of some bottom line ideas.

Recently the AFCP office asked for some Holiday ideas, and some individuals are sharing their ideas with Free Paper INK's readers. If you have any questions for these individuals, their emails are provided.

## CHRISTMAS TREE DIRECTORY



Janet Olexy of The Genesee Valley Penny Saver notes that, "Real or artificial, cut-your-own or pre-cut, come November in Upstate New York just about everybody is talking trees—Christmas trees, that is! The season starts Thanksgiving weekend for nurseries selling pre-cut trees, wreaths and holiday decorations, as well as 'cut your own' tree farms, and it lasts until the week before Christmas. With the increase

in agri-tourism, more and more tree farms and nurseries are offering fun activities to draw customers during the holiday season.

"We'd always had ROP ads for Christmas tree farms and nurseries, from small 1x2s to 1/4 page full color ads, but our sales definitely increased when we introduced our Christmas Tree Directory with a special header and content-related fill. The benefit of putting these types of ads together in a special section was that it would draw more attention, both from readers and from advertisers. Readers loved it because they have a handy reference before they set out to find the PERFECT tree. Advertisers (especially smaller ones) appreciated that their 1x2 had more impact due to the color header and related content.

"The section is paginated, making it easy to manage. Ads are entered with a special classification, allowing reps to sell up until regular deadlines. Our creative team designed headers ranging in width from 2-4 columns. Sections range from 1/4 page to multiple pages, depending on the week/edition.

"The section has grown each year. In 2014, sales totaled \$10,007.48 for 179 ads. For the 2012 season, 166 ads were placed in The Christmas Tree Directory, generating \$9,825.39 in revenue. That was up from 125 ads/\$7,516.48 in 2011."

For additional information, contact [Janetolexy@gvpennysaver.com](mailto:Janetolexy@gvpennysaver.com)

## THE 12 WEEKS OF CHRISTMAS

Steve Erlanger of Your Voice News & Views submitted The 12 Weeks of Christmas.

"[This is] a 12-week (or longer) campaign that should be sold starting in September. You sell this for whatever your normal campaign rate is. The perk is that there are 12 specials that you offer, and every week for 12 weeks the client can choose one that they would like to take advantage of that week.



"For example: 1, free spot color; 2, free double ad size; 3, free classified ad; 4, free press release; 5, discounts on inserts; 6, free zones; 7, discounted full page upgrade; 8, discounted half page upgrade; 9, free positioning; 10, free company spotlight article; 11, free triple ad size; 12, free full color.

"These are just examples of the kinds of offers you can make. Some could be used multiple times if desired. A smart rep would sit with the business owner initially and set up the 12 weeks of perks in advance. This program can then be renewed for another 12-week program.

"The calculated savings on a program like this should be presented in a way that shows the client the thousands of dollars being saved.

"We have done similar promotions to this many times over the years going back as far as Austin, Texas, in 1985 and continuing to this day. It has driven many additional tens if not hundreds of thousands of dollars to the fourth quarter revenue."

For additional information, contact [serlanger@your-voiceweekly.com](mailto:serlanger@your-voiceweekly.com)

## HOLIDAY STORIES

Suzanne Beauchaine of The Laker / Lutz News submitted the following:

"We received a great deal of positive feedback from our readers this past holiday season. We are a weekly publication that is issued each Wednesday.

"Our Christmas edition printed on December 24, 2014. We had a teaser on the front cover that stated, 'INSIDE THIS WEEK. Look for the wreath for holiday stories from our staff!' Pictured was a green holiday wreath with a red ribbon. As the reader turned our pages, it was



# your bottom line!

an obvious marker of sweet holiday memories from our staff, typically the members who don't get an opportunity to contribute written material to our publication.

"Each story contained the wreath with a headshot of the staff member in the center of the wreath along with their byline. The stories were sweet, funny and sentimental memories of Christmases past. The stories were topics such as a families' traditional Christmas hayride, the gift of giving to those less fortunate, the passing of treasured holiday ornaments to the next generation, a holiday memory of rolling power outages resulting in a peaceful candlelit holiday, the love of Polish Christmas traditions, how a shy three-year-old beautifully sang, how a surprise gift made the recipient feel so special, and even getting through a difficult Christmas after experiencing a loss.

"Each staff member was encouraged to write their own story; but if they were not comfortable doing so, one of our talented writers interviewed the staff member and put the words on paper for them.

"This promotion was highly successful. As an account manager, I received numerous comments and inquiries from our readers/clients about our personal Christmas stories. I believe it made a positive impact on our image and shined a nice light on us as part of our community."

For additional information, contact [sbeauchaine@lak-erlutnews.com](mailto:sbeauchaine@lak-erlutnews.com)

## OZZIE LOVES OZAUKEE COUNTY



Heather Rogge of the Ozaukee Guide said, "We published an 'Ozzie loves Ozaukee County' holiday section in 2014.

"We purchased a cute stuffed dog and named it Ozzie. For every advertiser who purchased an ad in the section, we included a photo of their business with Ozzie.

"For example, Anchor Men's Wear purchased an ad. As part of the editorial content, we snapped a photo of Ozzie wearing a Stormy Kromer hat from their product line. We used social media to promote Ozzie and the participating businesses. We also marched in the annual holiday parade with cut-outs of Ozzie.

"It was something different than our normal holiday promotion. Often we buy or use canned content and this was nice because all the content was local. The section was small but profitable and the reps had fun pitching something unique. For 2015, we may write a story about Ozzie's holiday adventures in Ozaukee County."

For additional information, contact [hrogge@conley.net](mailto:hrogge@conley.net)

## HOLIDAY SELFIES

Sylvia Weinstein of the Oyster Pointer submitted, "In the spirit of the holidays and in recognition of the talented efforts of the Oyster Pointer staff, we dedicated a full-page display in our December issue to a holiday-themed photo collage of 'selfies' featuring each member of our team wishing a happy holiday season to our readers.



"This promotion was intended to generate a sense of community spirit amongst our loyal readers and a sense of family within our publication. Simply enough, this promotion required a photo submission of each staff member and an attractive holiday layout provided by our graphics design team.

"We received an overwhelming positive response, both from readers and individual members of our team. We plan to continue this promotion again with new 'selfies!'"

For additional information, contact [editor@oyster-pointer.net](mailto:editor@oyster-pointer.net)


## GIVING TREE

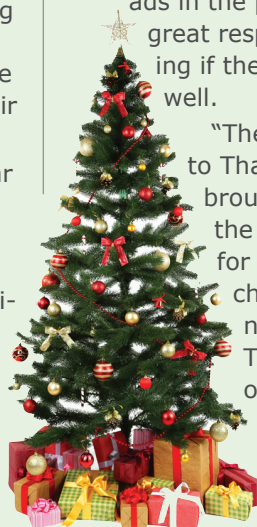
Barbara Locke of Action Unlimited submitted, "I contacted one of the food pantries that serviced a large amount of the community. I asked if they were in need of new hats, mitten, socks and scarves, and of course they were.

"I then placed a giving tree in the Action Unlimited greeting area and publisher Carol Toomey placed some ads in the paper asking for donations. We had such a great response, a business even contacted us asking if they could put collection boxes out for us as well.

"The collection took place two weeks prior to Thanksgiving and one week after. I then brought approximately seven large bags to the pantry, which they used for their shop for the holidays. This is where parents and children in need can come and choose a new gift for their loved for the holiday. This helped those who could not afford it on their own.

"We are now going into our fourth year and it has become such a great success more businesses are asking to come on board each year.

For additional information, contact [barbaralocke@actionunlimited.com](mailto:barbaralocke@actionunlimited.com) 



# What is a Good Manager?

by Amy Hansen, Rising Star

**I HAVE SPENT THE PAST YEAR GETTING READY** for my wedding day. To put it in a nutshell, I have never been so excited for one day, and I have never been so excited for one day to be over.

Planning for a wedding can be as hard or as easy as you choose to make it. I'm probably somewhere in the middle of that.

Recently, the Rising Stars have been given videos to watch and discuss during their monthly conference calls.

For our September call, we were assigned a video on YouTube with a speaker at the London Business School discussing how to develop good management skills. During the 14-minute video, I realized the speaker was discussing lessons that not only could be used in my professional life, but my personal one as well.

What is a good manager? I'm sure we've all heard the stereotypical answers of being a good coach and knowing how to empower your team.

Being a good manager takes a conscious effort to develop the right set of skills. People should be open to seeing the world through the eyes of their employees. As the old saying goes, you should walk a mile in their shoes.

A manager should also become more comfortable with his or her own limitations and biases. Managers have a tendency to be overconfident and control freaks. It's necessary to remember it's OK to give out more responsibilities and share the limelight.

As for my own shortcomings, I've been made aware that when it comes to wedding planning, I



have been a control freak. I'm sure my fiancé, Robert, could attest to this.

The thing with me about wedding planning is, I feel like I can do things the best way. If a task isn't personally done by me, then it's not been done the right way.

While this nitpicking has been good for organizing a ceremony and reception, it's probably not the best life skill to have when it comes to management in the professional world.

I've learned it's important to let go of ALL the responsibilities, and it's OK to give some of them to my fiancé. If the groom has done a lot of work getting ready for the wedding, it's a safe bet he will be more invested in the actual wedding day.

The same idea would apply for a manager and an employee. If a manager would assign out more leadership tasks, then an employee would have more opportunity to shine and create an investment in the project. **INK**

Millions of **Cars for Sale** on bazillions of national car websites...

and 99% of them will be **sold locally.**

Take back your local market with **your website and brand.**



"I have had the pleasure of using AccountScout on a daily basis. Customer service of this caliber simply makes my job easier; more importantly, it improves the efficiency of our business"  
- Lacey, Rushing Media

Lead your sales team with AccountScout, reaching dormant advertisers before you skip them!

Affordable Software, Since 1991

- Ad Management
- eBilling & Receivables
- CRM & Reminders
- Ad Repository
- eTears
- Many, Many Sales Reports!





# 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!

***"In preparing for battle, I have always found that plans are useless, but planning is indispensable."***

***- Dwight Eisenhower***

AT FIRST GLANCE THIS QUOTE FROM DWIGHT EISENHOWER seems to make no sense. If plans are worthless, why waste time planning?

Dwight "Ike" Eisenhower spent his life as a leader and a planner. During World War II, Ike repeatedly asked for a combat command. His requests were denied because the Army valued his planning skills so highly that they did not want to lose him to an enemy bullet.

Eisenhower was the architect of the Allied victory over the Nazis. As president, he planned the interstate highway system we use to this day. This practical experience taught Ike the futility of predicting the future. He understood that there are so many variables involved in even the simplest action, that no plan will survive contact with the enemy.

He was very familiar with the old Army adage, "The plan will last until the first shot is fired." Paradoxically, the unpredictability of the battlefield is why Eisenhower felt planning was "indispensable."

Good planning is not a monolithic process. It is not a simple list of steps – "We'll do this and then we'll do that" – and so on. Good planning is an "if-then" process. "If they do this, then we'll do that." This requires imagining a number of best and worst case scenarios and asking a lot of "what if" questions. "What if they do this, what should we do?"

During a good planning session, we mentally rehearse our response to the customer in a number of different situations. While what actually transpires may not perfectly match our "preview," the planning process provides us with a range of prepared responses to draw upon. Rather than come up with something on the fly, we have a selection of well-thought-out prepared responses which can be quickly adapted to the current situation.

While a static plan will soon fall apart in the fluid give and take of a battle, or a sales call, the planning process enhances our ability to respond to any situation. The more we plan, the smoother and more professional we will sound to the customer. When we are properly prepared, the more confident and self-assured we will be. Customers will perceive us as more knowledgeable and truthful.

While a plan may fall apart the minute you walk through a customer's door, the time you spent planning may win you the sale. **INK**





# Senator Carper Introduces iPost:

## *His latest effort to secure comprehensive postal reform*

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

**IN SEPTEMBER 2015, SENATOR THOMAS** Carper (D-DE), the ranking minority member of the Oversight Committee for postal matters and a long-time legislative leader on postal matters, introduced a Comprehensive Reform Bill, iPost, (Improving Postal Operation Service and Transparency Act of 2015). The Senator described the bill as his effort to author and provide a comprehensive package of reforms designed to place the Postal Service on firm financial footing, stabilize and improve service performance, allow for the development of products and services, and to enhance transparency.

Prior to the bill's introduction the Senator and staff had been outgoing in their efforts to engage industry groups to discuss draft language in the bill, to allow stakeholders to make comments, and to respond to issues and concerns of various postal constituencies.

Unlike the 2013 Postal Reform Act, Carper introduced the bill without a Republican co-sponsor or support.

Like many comprehensive proposals, there is something in the bill that most people will like, and dislike.

The bill is divided into five separate Titles that address changes in work force and financial mandates, would address operations concerns by freezing planned consolidations of processing facilities and the closure of Post Offices, would make the current 4.3% exigency rate surcharge permanent but freeze any change in rates until January 1, 2018, would make changes and require studies in how the Postal Service interacts with customers, make changes in the oversight and regulation of the Postal Service, and would reform the workers' compensation program for federal employees who are injured on the job.

Some highlights – and lowlights – of the bill were noted by mailers and associations that responded to the bill.

In a press release from PostCom, the Association for Postal Commerce, Carper was praised for advancing changes that would remedy some of the deficiencies in the current postal law, the Postal Accountably En-

hancement Act (PAEA). Important changes that would be achieved by the Carper bill include the following:

- A new Postal Service health benefits program would be created that integrates with Medicare. Under current law, Postal Service employees pay for Medicare but are not required to participate in Medicare. This integration of federal health care and Medicare would provide substantial savings for the Postal Service. This change, however, does "score" from a federal budget standpoint and makes it easier for critics to attack the bill as enlarging the deficit.

- The law would change and reamortization the schedule for the Postal Service to make payments for health benefits and would reduce the pre-funding requirement. The law would entitle the Postal Service to receive a refund on any excess payments it makes for pension obligations.

- In postal labor matters, the law would require arbitrators deciding any postal labor dispute to consider the Postal Service's financial condition in contract disputes, as well as other factors.

- On the operations side, the law would "freeze" plans for consolidation, closing Post Offices, and changing service standards. The PRC would be directed to conduct a study to determine the cost saving of recent changes in plant closures, consolidations, and service standards. The study would ask the PRC to establish service performance goals and definitions for service in urban, suburban, and rural communities. In this respect, the bill is very responsive to concerns raised by consumers, businesses, paper publishers and law makers in rural areas that feel rural service has declined and suffered as a result of changes in service standards, consolidations, and staffing changes.

Of interest to mailers and publishers that do Saturation Mail programs, the bill would not mandate the conversion of door delivery to cluster boxes or curbside delivery. Saturation mailers are concerned that such mandates or changes could reduce consumer response rate and devalue the mail. Instead, the law would encourage the Postal Service to use the mode





of mail delivery that is most cost effective and in its best long-term interest, including moving toward conversion to cluster boxes and curbside delivery with consent from customers and businesses.

One of the most contentious sections of the bill is the section on Postal Service revenue. The law would give the USPS the right to “keep” and “bake in” the 4.3% exigency rate surcharge as a permanent increase in postal rates. Under the current law, and the outstanding Remand Order of the PRC, the USPS would need to rollback the 4.3% surcharge around March 2016, when it has recouped the amount of lost contribution the PRC found was “due to” the great recession.

There was much discussion about the rate setting provisions of the bill “behind the scenes” before the bill was introduced. Carper, his staff, and associations and stakeholders that follow postal matters and rates, are well aware that the 2006 law provided that the rate setting mechanism provided by PAEA would be subject to review at the end of 10 years.



There has been much discussion and concern in the industry about whether or not the Postal Service or the PRC will attempt to change the CPI rate cap that has been a hallmark of the existing law and has given mailers the comfort of some predictability and an opportunity to plan for rate changes under the present law. Mailers believe that the CPI rate cap is an essential requirement of the current law and is not something the PRC is entitled to change at the end of the 10 year review process.

The Postal Service has already come out before the PRC as taking the position that the CPI rate cap, and all other rate setting elements of the 2006 law, are up for review and change. This difference of opinion is setting the stage for an undoubtedly expensive legal battle in 2017 when the rate review process is triggered under current law.

The Carper proposal would not dictate what the PRC can do or not do at the end of the 10 year PRC review process. But it would give mailers the comfort that current rates would be “frozen” until January 1, 2018. At that time, the Postal Service and stakeholders would presumably have better knowledge of

what the PRC decided in its review of the rate setting process. Although it is possible that any PRC decision could still be challenged and end up at the Court of Appeals for review, there would be some rate certainty for business and mailers for the next two years.

The Title on Postal Service Revenue and Innovation would give the Postal Service authorization to ship wine, beer and distilled spirits in accordance with applicable state and local law.

The law would make changes in how the Postal Service is governed and would establish an independent advisory commission to study matters relating to Postal Service solvency, service and innovation.

The bill is generally viewed as giving broader oversight powers to the PRC. The law would limit the terms of PRC Commissioners to two full terms and would require the PRC to respond within 90 days to any proposal from the Postal Service relating to market dominant products. The Postal Service would be required to formally respond to any PRC opinion and would generally not

be allowed to act on any proposed service change until submitting an official response.

A long battleground topic to Postal labor is the proposed change the law would make in the current Postal Service workers’ compensation program. Under today’s system, employees in their 70s, 80s and 90s are still drawing workers’ compensation benefits rather than taking Postal Service retirement. The Act would bring workers’ compensation levels in line with retirement benefits.

So what is next? As of the writing of the column, there is no similar or companion bill being considered in the House. The divisive climate in Washington, and the politics of an upcoming election year, do not make the prospect of comprehensive postal reform a “good bet.” But stranger things have happened on the Washington scene.

Whether you like or dislike everything in the Carper bill, the Senator must be applauded and recognized for his sincere efforts and commitment to serve the consumers, stakeholder and businesses that depend on an affordable, service orientated, and surviving USPS. **INK**

# CPF honors several Members

THE COMMUNITY PAPERS OF FLORIDA (CPF) honored three individuals at its recent conference held in Orlando.

Tom Germond was named the individual recipient of the CPF Milton & Bernice Beckerman Award.

The award is presented to a member paper for community service that benefited a community charity, a fund raising event for a charity, or to an employee who provided a community service.

Germond, the editor of Tampa Bay Newspapers, was presented the award for donating platelets and more than 88 gallons of blood to Blood One. In 1983 he started donating blood two to three times per year. In 1993 he started donating platelets about 20 times per year.

The blood has been used to save lives and for hundreds of medical-related needs. Platelets are used mostly for the benefit of chemotherapy patients.

Also receiving the Milton & Bernice Beckerman Award was Publisher Doug Heizer of The Boca Raton Tribune.

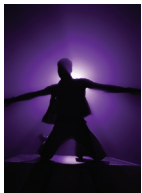
The award was presented for organizing and sup-

porting an annual Carousel Toy Drive to collect toys and donations for local children who otherwise would not have the means of receiving gifts for Christmas. Five Rotary Clubs were involved in the project, which last year set a record by raising over \$16,000 in cash and toy donations. The donations go to Helping Hands, the city's food pantry and kitchen, and to the Wane Baron Study Center, a youth empowerment facility.

Charlie Delatorre, the president and owner of Tower Publications in Gainesville, Fla., was the recipient of the CPF Presidential Award. The award is given to an individual who has donated his time for the good of the association.

Delatorre has served as CPF's president, vice president and on the board of directors for a number of years.

His financial contributions to CPF and other free paper associations puts him in an elite class of papers that sell network classified ads. The classified staff of Tower Publications has sold over \$1 million in classified revenue for the association. **INK**



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

### - A Valuable Resource for AFCP Members -

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

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

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

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

# The Sad Truth of Unused Co-op Dollars

by TIM BRENNAN, MultiAd

**REGARDLESS OF HOW MUCH THESE PROGRAMS** are touted by the manufacturer or the media, large amounts of any brand co-op program budget go unspent. And despite the misguided conception of many, manufacturers do indeed want their channel partners to take advantage of these programs since it gives them localized brand advertising at attractive media rates. Some manufacturers will have programs to move this money through different dealer programs to boost sales volume but many brands will still have large pools of unspent allocations on the books come year's end.

So why do local dealers just watch these budgets dry up and blow away each and every year? Well, lots of reasons...

Complexities. Because the earnings involved in these programs intersect with purchase volume, sales is involved to ensure communication and product availability. And because the advertising intersects with brand presentation in many media options, marketing is involved to make sure ads meet any compliance rules. And because the program involves dealer reimbursement for the advertising, finance is involved to verify auditing rules and validate payments. The more cooks, the more ingredients in the soup.


Small earnings and reimbursement percentages. Because co-op funding is based on small percentages of wholesale purchases over different time frames, a dealer can easily lose track of what kind of budgets are available. Beyond that, only a percentage of the total ad costs are paid back to dealers and usually as a credit on their account. The details involved can be tricky for one or two brands, let alone those stores that might have multiple vendors with co-op programs. Basic math skills are needed to work through the process, but even a little money back on advertising helps the bottom line.

Dealer trust. Because the program appears complicated, the dealer perception can be that it's not worth the headache. Advertising itself can be complicated enough without adding all of these other factors into the mix. The advertising content may be difficult to work into what the dealer usually tries to accomplish and there may have been instances that it was tried in the past and not covered under the program guidelines. If you can show how the creative can fit together simply and effectively while showcasing their local brand, it can certainly help take away the misgivings the dealer may have.

Large amounts of any brand co-op program go unspent. So why do local dealers just watch these budgets dry up and blow away each and every year?

Paper shuffle. Because marketing needs to approve the ad before publication and finance needs to see documentation after the fact, there are added steps in the process for someone to handle. Left to their own devices, the local dealers have no one beyond themselves to handle these steps, which are simple necessities in the co-op process. If your solution can gather all of the relevant material as part of the plan, at the very least it helps take care of details they won't need to cover.

Co-op won't sell your media solutions, but there is a reason that certain media types are approved for these programs. Most local players need to see what your solution can provide and how you can help their business by taking care of the details. Otherwise, dealers will continue to use what they can easily and the rest will simply go away again next year.

This information is provided by agreement with AFCP and MultiAd Recas to help take the mystery out of co-op advertising. For more information or your Recas.com Co-op username and password (a benefit of AFCP membership) along with the AFCP Co-op Lead email, contact the AFCP office at 877-203-2327. 



# Critiquing Free PUBS

by Kevin Slimp

**IN OCTOBER I TRAVELED TO ALBUQUERQUE,** where I gave the Saturday keynote address at the New Mexico Press Association Convention. On Sunday morning I caught a flight to Orlando, where I spoke at an international conference made up of publishers of free magazines and newspapers.

My assignment in Florida was a little out of the ordinary. In addition to giving the keynote, I was asked to meet with publishers individually and look over their products, offering criticism and advice. The convention planner expected maybe a dozen publishers to take advantage of the opportunity to meet with me for 30 minutes over two days. By the time I left Florida, I had met with more than 20 publishers who represented scores of titles.

While I was packing my computer to head back to the airport, several of the attendees stopped me. Most of them said something like, "I can't wait for you to see my magazine next year," or "I plan to win all the awards next year after making the changes you suggested."

It reminded me a little of my visits to Hopkinsville, Kentucky, where I'm invited every couple of years to spend two days with the news staff there. I'm always surprised by the things we get into while I'm with the Kentucky New Era, but tend to find our page critiques the most helpful exercise. I can't take credit for the idea. It originally came from Eli Pace, editor, and we've made it a regular part of my visits.

The idea works like this: The various editors meet around a conference table for a few hours, while we look over pages from the previous year. This is done by projecting the pages onto a large screen, where

we can critique the pages simultaneously.

We discuss the quality of headlines, the placement of stories, the general layout of the pages and more. Once, I noted that newspaper flag on the front page looked a little dirty. Eli gave me the go-ahead to "play with the flag" that afternoon and I sent a clean copy to him before heading back to the hotel.

Not knowing he was actually going to use the cleaner design, I was surprised the next morning when he told me several readers had called in to comment on the improved front page design.

All I did was clean up the drop shadow behind the words "Kentucky New Era." I didn't change the shape or size of anything. I simply inserted a thin white line between the characters in the flag and the drop shadow behind them. Little things make a big difference.

While preparing for the Florida group, I gathered a group of 23 folks in my hometown of Knoxville to look over some of the various newspa-

pers and magazines that would be represented in Orlando. This focus group was made up of ordinary readers. None of them were professional writers, editors or designers.

I divided the focus group into smaller groups of three to four members each and asked them to critique a dozen elements of the publications. These included ads, stories, design, readability and other elements.

Most surprising to me was the lack of concern over paper quality. Most readers didn't seem to care whether they were reading something printed on coated stock, newsprint or something else.

What they cared about most were the stories.

## Shadow Shadow

A thin white line can make a drop shadow look much cleaner on newsprint. Compare the drop shadow without the white line to the same shadow with a thin line.





## 2016

SEVEN SPRINGS, PA :  
APRIL 22-23, 2016

Mid-Atlantic Community Papers Association (MACPA). Annual Conference, the Seven Springs Mountain Resort, Seven Springs, Pa. For information contact Alyse Mitten, info@macpa.net.

SAN DIEGO, CA  
APRIL 28-30, 2016

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

ORLANDO, FL :  
SEPTEMBER 28 – OCTOBER 2, 2016

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

## 2017

LOUISVILLE, KY  
APRIL 20-22, 2017

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

To list your conference information in Free Paper INK, send it to:  
**DJNeuharth@aol.com**

To list your conference information on the AFCP website, send it to:  
**Loren@afcp.org**

## Critiquing Free PUBS

Were the topics of local interest? Were the writers local or did they get the material from a news service? How was the quality of the writing?

When I met individually with publishers, I shared the input of the focus groups then went through their publications page by page, sharing my own thoughts. Afterwards, more than a few of the participants told me it was the most valuable program they'd ever attended at a convention.

Why was it so valuable? Most of us, I think, get so used to seeing our products that we forget how the reader sees them. By looking at them through new eyes, I was able to share ideas that will be valuable as they



When critiquing magazines and newspapers at a recent conference, the focus group keyed on stories and writing more than anything else. What else did they like a lot? Crossword puzzles.

continually work to improve their publications.

Here's a thought: How about gathering a focus group to look at your publications every six months? By offering to pay for lunch, I had 23 willing participants, giving us enough folks to break into groups and critique two dozen titles in four hours.

In my customer service survey last month, I learned that the chief concern of readers is the number of local stories and the quality of writing.

Consider creating your own focus group. I can't wait to hear from the publishers I met in Florida to learn about the improvements to their products in the coming months.

publishers I met in Florida to learn about the improvements to their products in the coming months. **INK**

# Associations IN the NEWS

## THE PICAYUNE IN MARBLE

Falls was the top winner in the annual Texas Community Newspapers Association (TCNA) editorial and graphic competition held at the recent conference in San Antonio. They picked up 10 awards including five for first place.

The Advocate in Dallas and Alice24-7.com each earned six honors. The Advocate had four first place awards and Alice24-7.com had one.

The Leader Newspaper in Houston won five honors including two for first place.

**THE OBSERVER NEWS** publications in the Ruskin area took home the most editorial and graphic awards in the Community Publishers of Florida (CPF) Awards for Excellence contest.

The awards were presented at the awards banquet at the Caribe Royale Resort in Orlando during the annual CPF conference.

The Best of Show award went to the Tampa Bay Newspapers.

The Observer News picked

up 26 awards including nine first place awards. Tampa Bay Newspapers was awarded 22 awards including seven first place honors. The Flyer earned 19 awards including eight first place honors. Forum Publishing Group won 18 awards including five first place honors. The Laker Lutz News earned 14 awards with seven first place honors. Your Voice & Views earned 14 awards with five first place honors. The Ponte Vedra Recorder picked up 12 awards and one first place honor.

**NUMEROUS AWARDS WERE** presented at the annual editorial and graphic awards national competition at the recent Independent Free Papers of America (IFPA) conference.

Four papers took home six honors each and were at the head of the competition. They were the Southeast Sun in Enterprise, Ala., which also won four first place awards; Exchange Inc. in Fayetteville, Tenn., including four first place honors; PFW Publications in Kaslo, BC, including two first place honors; and the Johnson City News of Johnson City, Tenn., including two first place awards.

Tower Publications in Gainesville, Fla., won five awards including two first place honors.

The Advocate Community News in Dallas, Texas, and the Camrose Booster in Camrose, AB, each took home four awards including two for first place; and The Shopping News in Ephrata, Pa., took home four honors.

Winning three first place honors were the Arcadia News in Phoenix, Ariz., and Kapp Advertising in Lebanon, Pa.

Winning first place honors for general excellence were the

Exchange Inc., Kapp Advertising, Reminder Publications and the Arcadia News.

Second place awards for general excellence went to the Peddler Advantage in Paris, Texas, PFW Publications, Advocate Community Newspapers in Dallas, Texas, and the Johnson City News.

Third place honors for general excellence went to El Clasificado in Los Angeles, Calif., The Shopping News, Tower Publications and the Webster-Kirkwood Times in St Louis, Mo.

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

**THE GENERAL MEMBERSHIP OF THE COMMUNITY PAPERS** of Florida (CPF) approved the recommendation of the board of directors to change the name of the association.

The change: the Community Publishers of Florida (CPF).

The board opted for the change due to the declining circulation and revenue over the past six years. The change will open the membership door to online publishers and networks.



**COMPUTER SOFTWARE**

**ADVERTISING SALES SYSTEMS** from The Ad Wizard. Let advertisers create and schedule their own display ads while you reduce sales and production costs. Sales systems available for Real Estate, Automotive and General Retail. [www.InPrintMedia.com](http://www.InPrintMedia.com) 877-731-9566.

**AFFORDABLE HELP DESK**

Support for publishing and printing - Adobe Acrobat, PhotoShop, InDesign, Illustrator, PageMaker; Quark, Microsoft, Mac OS, Networking; Mon-Fri 8-5 CST. Online or call slayton-solutions.biz 515-360-8100 Consider the Benefits.

**SOFTWARE FOR THE NEWSPAPER INDUSTRY**

Accounts receivable, scheduling, display and classified advertising, commissions, circulation, circulars, trucks & carrier payroll. Contact Fake Brains Software at [www.fakebrains.com](http://www.fakebrains.com) or 303-791-3301.

**SUNTYPE PUBLISHING SYSTEMS**

Complete Classified Ad-Entry, Billing & Production Program. Other products include AR, Ad Scheduling, Subscription, Circulation Manager & Wire Capture. Call 800-458-4605 or [www.classifiedgroup.com](http://www.classifiedgroup.com).

**CREATIVE CIRCLE** has the industry's best web-entry classifieds, community journalism and content management solutions; our sister consulting company specializes in redesigns. Most of our clients are small and mid-size publications but our software is also used by media leaders such as NBC and the Chicago Tribune. [www.adqic.com](http://www.adqic.com)

**DISTRIBUTION SERVICES**

**AVAILABLE NATION-WIDE** Let us distribute your paper in a unique, cost effective way while bringing in additional advertising revenue. Call 631.235.2643. The Email Shopper ask for Richard or email [admin@theemailshopper.com](mailto:admin@theemailshopper.com)

**CONTENT PROVIDERS**

**SAVE TIME AND MONEY** by purchasing your content from us. We supply entertaining and educational content to free weekly community papers around the country. No contract! Email us today: [FactsWeekly@gmail.com](mailto:FactsWeekly@gmail.com) or visit [www.FactsWeekly.com](http://www.FactsWeekly.com)

**PUBLICATION BROKERS**

**KNOWLES MEDIA BROKERAGE SERVICES**

Appraisals-Acquisitions  
Sales-Mergers  
Gregg K. Knowles,  
Licensed Broker.  
Office 661-833-3834  
Cell 661-333-9516  
Go to my WEBSITE for listings:  
[www.media-broker.com](http://www.media-broker.com)

**FREE NEWSPAPER INDUSTRY NEWSLETTER**

From W.B. Grimes & Co,  
The Nation's #1 Broker  
Offices Nationwide  
(just e-mail us @ [lgrimes@mediamergers.com](mailto:lgrimes@mediamergers.com)) or call  
(301) 253-5016.

**AVAILABLE IN SOUTH FLORIDA** for free publications (Weekly or Monthly). Call Tony Battallan. (561) 585-7537

**WHAT'S YOUR PAPER WORTH?** Free Newspaper Appraisal. Go to [www.mediemergers.com](http://www.mediemergers.com)

**EMPLOYMENT**

**MIDWEST FREE COMMUNITY PAPERS** seeks a self-motivated professional for the position of EXECUTIVE DIRECTOR. Eligible candidate must demonstrate a proven track record in sales and marketing, management and leadership, and possess excellent human relations and communication skills. Previous experience in and/or knowledge of the free paper industry is preferred. Please send resume, cover letter, compensation requirements and references to: [mfcpdirectorsearch@gmail.com](mailto:mfcpdirectorsearch@gmail.com)

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

**ADVERTISING SALES MANAGER** needed for Florida's largest group of community newspapers. Salary, liberal bonus and benefit package available for the right individual. Please send your resume with cover letter and salary requirements in confidence to: Lee Mooty, General Manager, to E-mail: [Opportunity@Hometownnewsol.com](mailto:Opportunity@Hometownnewsol.com) Or Fax: 772-465-5301-EOE

**EMPLOYMENT**

**MEDIA COMPANY** looking for aggressive, hardworking, highly motivated advertising sales professional for Inside and outside sales, Sales Managers, telemarketing. We don't need sales people to make their goal, we need them to beat them. What's in it for you?  
• Family atmosphere!  
• Excellent compensation plan with great incentives!  
• Great earnings potential!  
• Health, Dental, Vision, Retirement Plans  
• Ongoing training and development!  
• Room for advancement!  
Open territories in Cape Coral, Fort Myers, Bonita and Naples. Please email resume to: [jkonig@breezenewspapers.com](mailto:jkonig@breezenewspapers.com).

**LIVE AND WORK** in fabulous Myrtle Beach, S.C. The Myrtle Beach Herald has an immediate opening for an experienced sales rep. Email resume to Tom Brown, [tom.brown@myor-rynews.com](mailto:tom.brown@myor-rynews.com).

IS YOUR CAREER WORTH 5 MINUTES OF YOUR TIME?

INVEST IN TRAINING BY THE PODFATHER, ROB ZARRILLI!

GO TO

[WWW.AFCP.ORG](http://WWW.AFCP.ORG)  
CLICK ON  
MEMBER BENEFITS →  
THE LEADERSHIP INSTITUTE →  
PODCAST ARCHIVES

free paper **INK** CLASSIFIED ADVERTISING INFO

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

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

**CONTACT:**  
Phone: 877.203-2327  
Fax: 720.528-7943  
Email: [afcp@afcp.org](mailto:afcp@afcp.org)

EMPLOYMENT

**ADVERTISING SALES MANAGER** All Island Media, Inc. publishers of Penny-saver, Town Crier and Trends is looking for an experienced sales manager to work in our Long Island office. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and leading sales in a similar environment. Please send resume in confidence to jobs@lipennysaver.com

**WEEKLY PAID NEWSPAPER EDITOR.** Seeking Weekly Newspaper Editor for two Community Newspapers in Clay County, Florida. Candidate must have prior newspaper experience, editing skills, writing skills, management skills, computer/Internet savvy, willingness to serve a local niche community, understand deadlines and ability to work with a fast paced production & marketing environment while maintaining high ethical standards. This is a full time position offering compensation commensurate to experience plus benefit package. EOE Please send letter of interest, experience and resume to jon@opcfla.com.

WANT INFORMATION ON THE LEADERSHIP INSTITUTE?

GO TO [WWW.AFCP.ORG](http://WWW.AFCP.ORG)

PUBLICATIONS FOR SALE

**REVENUE IS UP!** Unique opportunity: four monthly publications in North Central Florida for sale. All publications are targeted toward high end senior gated communities. Two publications come with exclusive home delivery rights. All the newspapers are award winning. If you have looked at the stats on the senior market you will see the opportunities for the next ten years. Will work as consultant for one year if needed. For information call 352-804-1223.

**KAMEN & CO GROUP SERVICES** - www.KAMEN-GROUP.com - info@KAMEN-GROUP.com Myrtle Beach, SC publishing entity that distributes from Ocean Isle, NC to Kiawah, SC. North Carolina Shopper & Auto Magazine. Penny-Saver from Major East Coast Region. West Coast Independent Film/Movie Studio & Distributorship seeks investors and/or outright buyer. New Mexico Weekly Newspaper & Monthly Regional Magazine. New Mexico Statewide Monthly Health, Environmental & Sustainable Newspaper. Chicago, Illinois Cultural Regional Magazine. Honolulu-based (small) Book Publishing Co. Tampa, FL (area) Shopper - Mailed. Central Florida Regional Parents/Family Magazine - Mailed. Southwest FL Home Decorating Upscale Annual Glossy Coffee Table Books (two). Tennessee Magazine focusing on Locals. Texas Weekly Newspapers (five). Indiana Weekly Newspapers (two). Seattle, WA Niche Glossy Magazine. Pennsylvania Regional Magazines (three). Cleveland, Ohio Niche Newspaper. Kentucky

PUBLICATIONS FOR SALE

(area) Newspaper Group. Las Vegas, Nevada Glossy Tourist Magazine. NYC (area) Newspaper Group. Famous Coupon Queen Booklet. South Dakota Weekly Newspaper. (Europe / Overseas Listings). Copenhagen, Denmark - Daily Newspaper. Jerusalem, Israel - Auto Parts (Manufacturing) Magazine. Florence, Italy - Cultural & Regional Magazines (four). Iceland - Weekly Glossy Tourist Magazine. Lucerne, Switzerland - Major Daily Newspaper Publishing Co. Geneva, Switzerland - Educational Magazine. Prague, Czech Republic - Science Directory. Budapest, Hungary - Book Publishing Co. London, England - Daily Newspaper. Edinburgh, Scotland - Weekend Newspapers & Tourist Magazines (six). Kamen & Co Group Services can help you to financially value your free distribution publishing entity. We have the experience and proven track record of correctly valuing all types of print & digital publishing organizations on a worldwide basis. Want to sell your valuable publication? We provide customized, confidential brokerage services and would be delighted to meet you at our corporate headquarters in Uniondale, Long Island, New York. Please call and schedule your visit; it would be our pleasure to welcome you! Need a new business plan for your title? Let us help you with creating a realistic and cost effective 2015/16 business plan that is concise and user-friendly. We are available to help you and your family. Simply call (516) 379-2797 or email us at info@KamenGroup.com /www.KamenGroup.com

PUBLICATIONS FOR SALE

**25 YEAR OLD WEEKLY** paper for sale located Charleston, South Carolina - Family Owned - Debt Free - Financing available - Time for us to retire! - Call Richard @ 843-552-6826

**NATIONWIDE W.B.** Grimes & Company. Check out our complete list @ www.mediamergers.com

MISCELLANEOUS

**OUTPERFORM YOUR CONDITIONS.** Training and marketing materials supported by research that will help your staff sell more ads in this economy. Affordable and proven programs. John Peterson, 860-447-9198. Johncpeterson.com.

**WANTED:** Charlie Mouser advertising and sales training booklets. Contact Tom Griffiths at 970-590-1927 or email to: tomgriffis1@mac.com

WANT TO PLACE YOUR OWN CLASSIFIED AD?  
**CALL 877-203-2327**

EQUIPMENT FOR SALE

**INSERTING MACHINE** for SALE: 12 into 1 Muller-Martini 227 inserting machine. Additional pockets also available. Contact Lee at lmsmith@theflyer.com or 813-635-3396.

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

free paper **INK** CLASSIFIED ADVERTISING **INFO**

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

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

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



**Selling a NANI ad just got easier!**



**Uncomplicated Pricing...**  
**Lower Price Point...**  
**Improved Marketing Materials...**  
**Profitable Sales For Selling Members**



**National Coverage...**  
**Convenience of a One Order Buy...**  
**Proven Advertiser Results...**  
**Reliable - Audited Publishing Performance...**

**For More Member Information To Start Selling Ads Today! Contact the AFCP Office at...**



**Association of Free Community Papers**  
7445 Morgan Road - Suite 203, Liverpool, NY 13090  
Call (877) 203-2327 or visit [afcp.org](http://afcp.org)

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

**Got a newsworthy event  
going on with your business  
or with your staff?**



Send the details and a photo to  
[DJNeuharth@aol.com](mailto:DJNeuharth@aol.com) so it can be  
considered for inclusion in the next  
issue of Free Paper INK.

THE FREE PAPER INDUSTRY'S NEWS SOURCE  
[WWW.AFCP.ORG](http://WWW.AFCP.ORG)

# Why plan now for the 2016 AFCP San Diego Conference & Trade Show?

## It will prepare you to Set Sail For Success!

Free Exchange of Ideas  
Industry Specific Training  
Peer to Peer Networking  
Extensive Trade Show

Evening on USS Midway  
All Inclusive Program  
Product Growth Concepts  
Learn Industry Trends



*Set Sail For Success!*  
**SAN DIEGO**  
Annual Conference and Trade Show 2016

Sheraton San Diego  
Hotel & Marina  
**April 28-30, 2016**  
The Free Paper Industry's  
Largest Annual Event