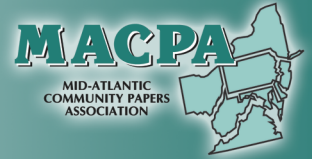


# JULY - AUGUST MESSENGER VOLUME 9 - ISSUE 3



## LET'S CELEBRATE!! IT'S FREE COMMUNITY PAPERS MONTH!!

Free Community Paper Month is upon us and if you haven't already showing your pride, now is the time to start! Below are a few great ideas you can still incorporate in your publication.

1. Use the Free Paper Month logo often on your mast head, folios, promotional ads, articles and as fillers throughout your paper 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. Paperchain has a few already made ads you can use in your publications. All you need to do is add your information to the bottom. They also have a variety of other promotional items including: Bill Stuffers, Posters & Suggestions.
3. Put together a prize package for your 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.

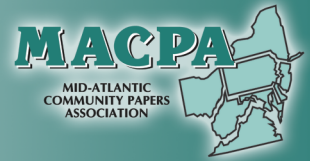
5. Highlight your publication's accomplishments and the many ways your publications help drive and support the local economy. There is a list of ways to celebrate on the PaperChain Website to kickstart your discussion – entitled "What are you doing to Celebrate Free Paper Month?"
6. The 2017 celebration 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 share what you are doing for Free Community Paper Month. Thank you for all you do to enhance the industry with every issue you publish and with your support with this project.

**Together We Are Strong!  
Together We Make A  
Difference!**

# PRESIDENT'S MESSAGE



# MACPA Messenger



July is a month of freedom. It's summer, which frees us from the tyranny of heavy coats and boots. Vacations and weekends free us from the routine of our work.

We've just celebrated the 4th of July, Independence Day, an occasion both fun for its picnics and barbecues, and serious for its commemoration of the founding principles of our country.

What better time to celebrate free papers? July is Free Paper Month, a chance to remind our readers and our advertisers about the purpose—and the value—of our publications. Take advantage of the great materials PaperChain has put together to promote your publications during Free Paper Month.

Elsewhere in this issue, you're seeing how MACPA's past president, Ron Burke, brought Free Paper Month alive for the readers of the Washington Informer. I'd love to hear about how you are marking Free Paper Month in your pages and your community.

July is also the perfect time to kick off our regional MACPA meetings. We are bringing MACPA to you. Our first meeting is July 14 (Bastille Day, sometimes considered the French Independence Day) in Philadelphia (site of the signing of the Declaration of Independence), hosted by Claudia and Bob Christian from the University City Review and Philadelphia Free Press. We'll be starting at 10 at the Spruce Hill Community Association Center, talking through lunch with representatives of local advertising agencies, learning how our members can work with them (and agencies in general) to reach their customers.

The afternoon will be devoted to roundtables, topics to be determined by those participating. We've come up with a starter list, from retention and renewal of advertisers, to bundling print and social media, selling MACnet advertising, and the upcoming joint conference with AFCP. If you have another topic, bring it to the meeting—and feel free to start the discussion.

Coming in the months ahead are meetings in the west and central parts of MACPA's membership. Please contact me ([journalruth@gmail.com](mailto:journalruth@gmail.com)), if you'd like to host a regional meeting, or if you have questions or comments. Sharing our strengths is what MACPA is all about.

Sincerely,  
Ruth Isenberg, President  
[journalruth@gmail.com](mailto:journalruth@gmail.com)

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

- 2018 Conference Announcement
- 6 Tips for Catching Your Writing Mistakes
- How Interacting in Facebook Groups Can Help Your Brand
- The Power of Repetition
- The Importance of Multicultural Marketing in Brands

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# JOURNALIST CORNER: 6 TIPS FOR CATCHING YOUR WRITING MISTAKES (AND PROTECTING YOUR CREDIBILITY)



## MACPA Messenger

By Amy Morgan

You have been working on a story all day, and it's deadline time. You hope your story's free of typos and grammatical mistakes. But at this point, you've read it so many times, you fear you've missed something. No one is available to read behind you and it's nearly time to hit "publish."

What do you do?

Call on the copy editor within. In this post, we'll go over six tips for self-editing that will save you from typos, inaccuracies and other mistakes.

Taking a few extra minutes to clean up your story is critical to maintaining your credibility with readers.

Here are six easy ways to get started:

### 1. Reread it

Read your story one last time, all the way through — just like a reader would. Don't stop to look something up or change anything. Make a mark if something bothers you and go back to it when you're done.

If you do go back and make a change, be extra careful not to insert a new error. The American Copy Editors' Society says that is one of the most common causes of typos. You're also likely to catch duplicate words during this type of rereading. We tend to repeat words like "a," "the," "and" and "but" as we type.

As ACES also notes, errors often travel in pairs. So if you find one, look nearby for others. If you caught a misspelled last name, for example, check the first name, title and even the company name while you're at it.

### 2. Change the format

If you're feeling too familiar with your story, change how you're reading it. Print it out if you've been working on a screen. Change the font or the font size. Make the text or background a different color. Read it aloud — to yourself or to someone else — or have someone else read it to you.

Merrill Perlman, Columbia Journalism Review's Language Corner blogger, has said, "Every time you read it the same way, you read less of it and recite more of it from memory. This is how you miss errors."

So change it up. NPR's chief copy editor, Susan Vavrick, likes to read the story from bottom to top, instead of top to bottom.

### 3. Step away

Go for a walk, watch a short video, make a phone call or read something on a totally unrelated topic. Give your brain a break. When you come back to your story, change things up using some of the suggestions above.

### 4. Spellcheck and grammar check are your friends

Use technology! Spellcheck and grammar-check tools are a good first line of defense. If you don't work in a program that enables them, consider changing your workflow.

It's easy, however, to get used to those little red and green squiggles and just read over them. Consider doing one read-through where you're focusing only on the underscored words and phrases. Click on each one and see what the program suggests you could do differently.

### 5. Use a checklist

I keep the NPR Accuracy Checklist taped to my computer monitor. It's a list, from NPR Standards and Practices Editor Mark Memmott, of 13 things that "must be double- or triple-checked" because journalists often get them wrong.

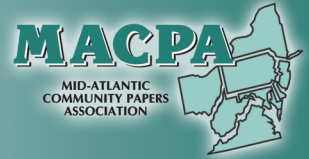
"Personal names" are on that list because misspelled names are one of our top mistakes at NPR.

I heard a story once about a professor who would give an assignment an F if a student misspelled even one name. That may seem extreme, but I like the idea of thinking of names that way: If I spell one wrong, my story fails. Yes, it's that important to your readers, to the sources you're naming and for your credibility.

A checklist can be helpful anytime during your writing process, but at the very least, glance at it before you hit "publish." It will help you make some great saves.

*Continued on page 5*

# DIGITAL CORNER: HOW INTERACTING IN FACEBOOK GROUPS CAN HELP YOUR BRAND



By Susan Gilbert

Facebook groups have been a long-standing place where people meet, which is good news for

brands. Pages have seen a decline in reach since the latest algorithm changes, but still remain a place for promoting your brand with the use of advertising. By engaging in niche groups you can build your fan base and create more visibility.

Is it possible to still have an organic reach on Facebook? The answer is yes, and the influence from groups for your personal brand is a tremendous benefit to that strategy.

When you become active in groups on Facebook you are building relationships for the long term. It's important to first know how to make this successful for your business without using this tool as a place for direct selling. Groups and their influence on Facebook

Here are several key strategies to a successful networking strategy that will drive more people to your Page:

- Approach a group with its community in mind. Brands should save their sales message for their Page and email marketing campaigns. Engagement is the key to attracting a fan base along with sharing

## 6. Recheck the most important stuff

The first paragraph and the last paragraph are where a lot of mistakes hide. It's easy to read right over them after a while because you've practically memorized them.

Check the headline, graphics, captions and other similar text. If there's a mistake in that small snapshot, will readers even bother to click and read more? Often the answer is "no." Your headline should be specific, straightforward, spirited — and typo-free!

As you incorporate some of these steps to channel your inner copy editor, think about being an

valuable information -- eventually members will want to know more about your Fan Page and company.

- Discover what your target market is interested in. As your brand shares information, answers questions and engages with members you can use this information to gather new content ideas that are specifically geared to your audience.
- Cross promote events. Not only can you share your next event on your Facebook Page, but this can be announced to your fellow group members as long as it offers something of value for them. This could be a free webinar on a topic they are interested in an offline event where you can personally meet people in your area.
- Share your blog content. An article that is written about the main pain points of your community should also be showcased in your group. What better way to help solve problems than offering free advice? Members will appreciate the information and your website will benefit from more subscribers.

While a Facebook Page is about branded content, images, video and promotions a group is more about creating meaningful relationships that build a strong community. Over time members will naturally be drawn to your personal brand's Page, and this can cross over into your other social networks as well.

Reference: <http://bit.ly/2uLjP1h>

advocate for that reader who is just discovering your story. As The Baltimore Sun's John McIntyre has said: "The reader doesn't care how hard you worked, what pressure you are under, or how good your intentions are. The reader sees the product, online or in print; if the product looks sloppy and substandard, the reader will form, and likely express, a low opinion of it."

You can help make sure that doesn't happen, whether your work will go through several edits or no edits before it's published, by passing it on in the best shape possible.

Reference: <http://n.pr/2tQjmPj>



# SALES CORNER: THE POWER OF REPETITION. THE POWER OF REPETITION. THE POWER OF...



# MACPAMessenger



By John Foust

Catherine climbed the ranks from sales person to sales manager at her paper. "Although I've been in the business for a long time," she told me, "there's always a new way to look at advertising."

She mentioned a recent trip to a fast food restaurant. "I was between meetings in a nearby town and needed a quick lunch. So I dropped by McDonalds. It had been over a year since my last trip to a McDonalds, and I was trying to choose between two of their trademark products, a Big Mac and a Quarter Pounder. I was planning to ask the cashier about the ingredients in the Big Mac, then all of a sudden I remembered their famous television jingle from my childhood. 'Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.' I hadn't thought about that in years, but it was in my memory bank. I did an online search later and was proud that had I remembered every ingredient in the proper order."

That McDonalds campaign ran for about a year and a half in the mid-Seventies. And 40 years later, Catherine still remembered. That's the power of repetition.

Would she have remembered the jingle if it had run only one time? Not a chance.

Did you learn the multiplication tables by going through them one time? What about the alphabet? Can you hear a new song one time and sing along the next time you hear it on the radio?

Catherine's experience reinforced her belief in the importance of repetition in advertising. "I remember one advertiser – an apartment developer – who wanted to run a splashy grand opening ad. But he didn't want to run anything at all after that. He figured the grand opening would create so much buzz in the market that he wouldn't need to advertise any more for a long time. In the short run, it would have been nice for my paper to have that full-page, full color ad, but we knew it would have been a waste of his budget. We worked hard to talk him into

turning that full-page budget into a mini-campaign that stretched over several weeks. We felt if we could demonstrate the value of repeating his message – with measurable results – then we could talk about extending the campaign. Our strategy worked, and he became a consistent advertiser."

Catherine explained that her team tells advertisers about two key principles of advertising: reach and frequency. How many people will they reach? And how frequently will they reach them? Yes, a business can run one ad one time and reach all the readers in her paper's distribution base. But without frequency, there's little chance for success.

"Most of the time, it's a simple concept for advertisers to understand," she said. "Once they realize that repetition is a solid strategy, they are willing to hear how to make it work. Everybody wins. They get better results and we increase our ad count."

### COPYRIGHT LINE

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## The Washington Informer showing off their Free Paper Month pride!

### Legislation to Help College-Bound Students with Disabilities

#### RISE Act to Eliminate Costly Test for Diagnosis

By Sarafina Wright  
W1 Staff Writer

Two lawmakers from opposite sides of the aisle are aiming to make the journey through post-secondary education a little easier for disabled college students.

Rep. Suzanne Bonamici (D-Ore.) and Larry Buchon (R-Ind.) introduced Tuesday, June 6 the Respond, Innovate, Support and Empower (RISE) Act which helps students with disabilities to access special education services in college and earn a degree or credential.

"Too many students with disabilities continue to face barriers to success in higher education," said Bonamici, a leader on the House Education Committee. "When students transition from high school to higher education, they shouldn't face hurdles when seeking the support they need. I am pleased to partner with Rep. Buchon to advance comprehensive bipartisan legislation that will streamline the process for receiving accommodations in

college. "Ultimately, this will help more students get the support they need, earn a degree or credential, and enter the workforce with the skills to succeed," she said.

When students with disabilities enroll in college, their families often pay hundreds or thousands of dollars for new evaluations to demonstrate a disability, the two lawmakers said.

The RISE Act permits students to submit existing documentation of a disability, such as a 504 plan or an individualized education program (IEP), using their money and simplifying the process for receiving accommodations on campus.

Additionally, professionals in disability service offices will continue to work with students to develop academic accommodations that are appropriate for each individual.

L. Scott Linn, chair of the public policy committee for the Association on Higher Education and Disability (AHEAD) and ADA coordinator for Ohio State University, said the act as he knows it will be a great thing.



Disabilities should not eliminate options for college-bound students. / Courtesy photo

"For students with disabilities, the transition from high school to college can be difficult and overwhelming," said Buchon, who is also a heart surgeon. "The RISE Act is an important step forward to ease this transition by making accommodations more accessible for students who need them and equipping families with the right resources."

By removing the roadblocks in their way, we can help ensure students with disabilities have the opportunity to rise to their full potential," Buchon said.

The RISE Act authorizes an increase in funding for the National Center for Information and Technical Support for Postsecondary Students with Disabilities.

The technical assistance center disseminates information to students and families about the process for seeking accommodations in higher education, and it provides

STUDENTS Page 22

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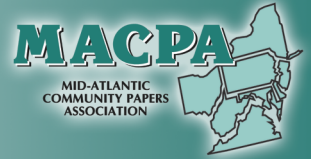
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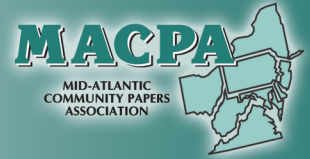
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# AGENCY CORNER: THE IMPORTANCE OF MULTICULTURAL MARKETING IN BRANDS



# MACPA Messenger



by Sheila Brooks, Ph.D.

Brands are becoming increasingly focused on multicultural communities, making it an integral part of their marketing, advertising and public education campaigns. The reason is obvious. Multicultural

consumers are the largest and fastest growing segment in the United States.

Multicultural marketing is also referred to as ethnic marketing or cross-cultural marketing and is the practice of connecting to an authentic cultural audience of a specific ethnicity.

Overwhelming statistics reveal the growth and spending power of ethnic markets. It is no longer a question of whether a brand should make multicultural marketing part of their brand strategy. It's now a question of how to do it – recognizing the value add diversity brings to their organization's bottom line and return on investment.

Minority populations account for about 37% of the total U.S. population, according to the 2010 Census. The three largest groups are African American, Hispanic and Asian. Statistics further show that the minority population will increase by one-third in the next 10 years and will become the majority by 2050.

In today's marketplace, companies and brands must shift their general or total market to be more culturally relevant. Corporate executives must become more knowledgeable and understand better the consumer behavior and communication with underserved communities.

As multicultural communities increase in size and reach and as diverse institutions gain national prominence, the need for marketing and engagement is clear. Major corporations, governments, national non-profits, education institutions and other organizations must develop a strategy on how to build a marketing and advertising campaign with an authentic audience. These companies must integrate

multicultural marketing into their strategy to continue to grow, reach and influence.

**Where can I find out more about the subject?**

*Target Market News, The Black*



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*The Diversity Style Guide,*

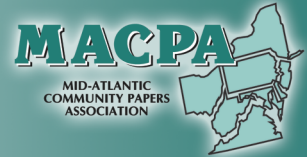
([www.diversitystyleguide.com](http://www.diversitystyleguide.com)) - This guide, a project of the Center for Integration and Improvement of Journalism at San Francisco State University,



brings together definitions and information from more than two dozen style guides, journalism organizations and other resources. The guide contains more than 700 terms related to race/ethnicity, disability, immigration, sexuality and gender identity, drugs and alcohol, and geography.

*Sheila Brooks is founder, president and CEO of SRB Communications, a full-service boutique advertising and marketing communications agency in Washington, D.C. She is an award-winning journalist, entrepreneur, and advocate for minority and women's issues and small businesses. Dr. Brooks teaches multicultural marketing as an adjunct professor on the faculty in the Strategic Public Relations program at The George Washington University. Sheila is also a member of the Mid-Atlantic Community Papers Association.*

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