

# SEPTEMBER - OCTOBER MESSENGER VOLUME 9 - ISSUE 4



Watch for more information in the Holiday Messenger!

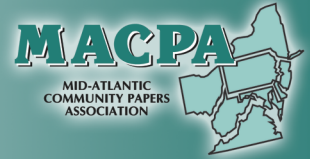
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# PRESIDENT'S MESSAGE: HOW BUSY ARE YOU?



# MACPA Messenger



I'm willing to bet you sometimes feel overwhelmed by all the tasks you need to accomplish each day, all the goals you need to achieve each week and month, and all the unexpected incidents that demand your attention.

Day-to-day business, day-to-day life can prevent us from doing the things that benefit us in the long run—like completing our CVC audit paperwork. Many of us (myself included) struggle to find the time

to complete the necessary paperwork. Which is your priority: doing paperwork, or selling an ad today?

But neglecting the paperwork for the audit is counterproductive in the long run, for individual publishers and for the association. Without verified numbers, it's harder to sell advertising in your own product. Without verified numbers, it's harder for the association to sell network ads.

A publication's audit is an extremely powerful selling tool, when properly used. It is probably the most significant benefit MACPA provides to its publishers. We know it's important, but where do we find the time?

MACPA has an answer! The board has decided helping publishers complete their audits is a top priority, and has taken action to meet that goal.

Introducing our new intern—Cara!

Cara started working with MACPA on September 6, meeting via phone with Tim Bingaman from CVC to learn all about the auditing process and how to report numbers. Next up was a meeting via phone with the four publishers who have already signed up to take part in the inaugural Audit Assistance program. Going forward, she will be working with them, and with their printers, to get their paperwork in order and get them back on track with their audits.

Because the board knows that full audit participation is important to the health of the association, it voted to pay Cara through funds allocated to the Bill Mitten and Charles Mulligan memorial internship programs. (There have been no applications from publishers in a few years.) There will be no cost to the participating publishers for this pilot program period. The board will evaluate the results of the program, and decide if a fee structure will be needed to continue it. For now, cost to participating publishers is zero, and potential value for audit completion and use of the audit in selling is huge.

If you could use help with your audit paperwork, including the on-line portion, you can still join in. Cara will be working with MACPA on two days a week, and will be happy to help you gather data and report it to CVC. Just be in touch with Alyse or me to get started.

I'll update everyone on the program in a month or two. In the meantime, keep busy—and let Cara and MACPA help with the paperwork.

Sincerely,  
Ruth Isenberg, President  
journalruth@gmail.com

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

- Meet Cara
- The Who, What, When, Where & Why of Social Media
- Selling Newspapers
- Six Tips For Writing News Stories That Will Grab A Readers Attention
- How To Design Your Ad Page For A Good Layout

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Audit Assistance  
cara@macpa.net



## SPECIAL FEATURE: MEET CARA



# MACPA Messenger



As Ruth mentioned in her article, the MACPA office has recently hired an intern to help you, our members, complete your audits. Cara Showmaker is a senior at Hamburg High School and

brings her skills in math to help make sure your audit information is completed correctly.

Cara is looking to go to college for actuarial science. Actuarial science is dealing with retirement and helping

companies learn how much their employees need to set aside in order for them to retire with enough money.

She is very active in school, participating in three sports—tennis, bowling, and track and field—and also is a member of a number of clubs, serving as president or co-president of several.

Cara is in the top 20 of her class and has received several sports scholar awards.

Cara is excited about this internship and is looking forward to the learning experiences she will get. We are also excited to have her and the help she will be providing for all of our members to get up to speed on their audits.

### MACPA Membership Benefit

Does your day-to-day activities keep you from tackling that paperwork monster called

**“THE DREADED CIRCULATION AUDIT?”**



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# DIGITAL CORNER: THE WHO, WHAT, WHEN, WHERE & WHY OF SOCIAL MEDIA



## MACPA Messenger



*By Allie Kloster, Social Media Manager + Consultant*

### **WHO - Who should be on social media?**

Have you been hesitant to get started on social media? Wondering if your target market is really online? Maybe you're concerned about ROI (return-on-investment) or how you can use social media to make money? A strong social media presence is both profitable and achievable. If you have a business, you should be on social media.

Although the pace of #socialmedia is fast - it is possible to keep up! Using valuable techniques to make it easier, entrepreneurs and business owners can learn to use social media effectively. Growing your online outreach is essential to building a sustainable business and connecting with your customers.

### **WHAT - What different types of content should you be sharing?**

Demonstrate your knowledge and provide value for your followers. Try looking through your website for catchphrases and business info that you may know like the back of your hand but your customers and followers might not. These valuable FAQ make great content to share again and again!

Stop feeling overwhelmed by social media and learn to prep content ahead of time. Get creative in communicating your business mission, services, contact information, customer reviews and more. These are essentials and help your current and potential customers understand what problems you can help solve for them.

### **WHEN - What time of day + how often should you be posting?**

When considering what time of day to post - use common sense! What time are your followers generally online? Start with morning, around 7am-8am; mid-day 11am-1pm; early evening 5pm. Use analytics on your social media business pages to cater timing towards when your followers are most active / engaging.

As far as frequency is concerned, it depends on the site. For Facebook, I recommend posting 2-4 times per day. Twitter moves much faster and you can post anywhere from 6-60+ times per day. For Instagram 1-3 times per day and the same would go for Linked In.

### **WHERE - What social media sites should you be on?**

The truth is, your target audience is everywhere. The most engagement and return you will get comes from putting in consistent and frequent effort online. Like anything, success comes with dedicating time and believing in the power of odds.

Like traditional marketing, building followers online comes after getting people to know, like and trust you. Take advantage of the endless amount of new leads available to you by tapping into the power of social media.

### **WHY - Why should you be focusing on digital?**

If you're going to be spending more time online, as a business, the question often comes back around to how do you make money online? As I mentioned before, just as with traditional marketing, brand advocates and customers are built by getting your customers to know, like and trust you.

Social media gives you a completely new window into communicating with your customers, learning their needs and demonstrating how you can solve their problems. When you can build confidence in your customers that you are an authority in your field, your business becomes sustained by followers that keep coming back for more.

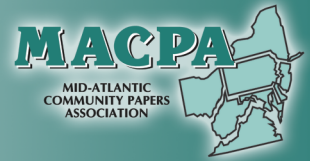
—> If you're ready to take your social media skills to the next level, consider a learn at-your-own-pace option with my digital Social Media Guidebook. This is an updated training manual that walks you through Social Media Standards, Creative Content Ideas, Common FAQ (with video tutorial) and Bonus Audio Training. Learn more about the Social Media Guidebook at <https://allie-kloster.mykajabi.com/>.

*\*For more info about me, Allie Kloster, along with helpful social media advice, visit: [www.alliekloster.com](http://www.alliekloster.com)*



# SALES CORNER: SELLING NEWSPAPERS

## "IF SOMEONE HAS A SELLING PERSONALITY, WE CAN TEACH THEM THE REST."



# MACPA Messenger



By Kevin Slimp

"We need to find ways to give our staff the tools they need to get the job done."

Training is necessary if we are going to have successful ad reps, editors and writers."

While attending the Tennessee Press Association Convention recently, Jack Fishman, Morristown, said those words to me as we sat at the corner of a long table, waiting for a board meeting to begin.

I'm pretty sure he knew he was preaching to the choir. What followed were emails, phone conversations and, eventually, a face-to-face meeting between Mike Fishman, publisher of the (Morristown) Citizen Tribune, Jack and myself.

As I've written many times, there are correlations between successful newspapers and business practices. Mr. Fishman was right. Training is a necessary ingredient if we are going to have successful staff.

Speaking of training, exactly one week after my visit to Morristown to discuss training, I traveled to Greeneville, Tennessee, just 30 miles up the road. The reason for the trip was to do some tests and work with the staff of The Greeneville Sun to improve the reproduction quality in photos.

While there, I ran into a familiar face. Hala Watson has attended several of my design classes over the years.

Hala was quick to tell me she had recently moved from the production area to the advertising staff. I told her I wasn't surprised because she has the personality of a salesperson.

I also was not surprised to learn she is loving sales and has gained quite the reputation as a successful ad rep after just four months on the job.

"You know what I do? The publisher dares me to go out and make a particular sale, then I go out and make the sale. It's that simple."

I've been working with Tim Smith quite a bit lately in training ad reps, and I knew it surely wasn't that easy. But maybe it was.

She told me there was a new yoga studio in town. I later passed it on the way to lunch with some of the newspaper managers.

"Gregg Jones (Sun publisher) dared me to go out and sell them a double truck, so that's what I'm going to do," Hala told me just before lunch.

For those unfamiliar, a "double truck" refers to a pair of facing pages with content that stretches over both pages. This usually occurs over the center spread of a newspaper.

As our group walked into the dining room at General Morgan Inn, I saw Hala having lunch with the owner of the studio. They were deep in conversation. I didn't see any computers, folders or sales sheets. Just the two of them talking.

Two hours later, back at the newspaper, I saw Hala.

"Did you sell the double truck?" I asked.

"No, but let me show you what I did sell!"

She pulled out a 52-week contract. That isn't a typo. She sold a 52-week contract over lunch. I don't know why, but I wasn't surprised.

Later, I called Hala and asked if she would share some secrets to her success. She was more than happy to share her insights.

"I just try to be me. I like people. I enjoy talking to people and they seem to respond."

When asked how she approaches a potential advertiser, she made it sound simple.

"I don't take papers or a folder or anything with me. We just have conversations. I don't push. No one likes to be pushed."

Asked what she did on her first day as a salesperson, she offered, "I just left the office and went out and started meeting people. And guess what. It worked."

I told Hala she was an interviewer's dream. She just kept feeding me one great quote after another. But these weren't canned lines, she meant what she was saying. She loves selling and advertisers are responding.

"At first," she told me, "I didn't think I would be a good salesperson. When they showed me the paperwork, it was overwhelming."

I asked how she got over that.

"I just started going out. I love meeting people and visiting with them. I just decided to be me."

During our phone conversation, I learned the yoga studio contract wasn't her first. She had signed another year-long contract a few weeks earlier.

Artie Wehenkel, advertising director at The Sun, told me, "I worked closely with Hala when she was in the newsroom. I always thought she was a natural salesperson, and I was right. If someone has a selling personality, we can teach them the rest."

# JOURNALIST CORNER: SIX TIPS FOR WRITING NEWS STORIES THAT WILL GRAB A READER'S ATTENTION



By Tony Rogers

So you've done a ton of reporting, conducted in-depth interviews and dug up a great story. But all your hard work will be wasted if you write a boring article that no one will read. Follow these tips and you'll be on your way to writing news stories that will get a reader's attention. Think of it this way: Journalists write to be read, not to have their stories be ignored. Correct? So here's how beginning journalists can produce stories that will grab plenty of eyeballs.

## 1) Write a Great Lede

The lede is your one shot to get your readers' attention. Write a great one and they're bound to read on. Write a boring one and they'll pass all your hard work by. The trick is, the lede has to convey the main points of the story in no more than 35-40 words - and be interesting enough to make readers want more.

## 2) Write Tight

You've probably heard an editor say that when it comes to newswriting, keep it short, sweet, and to the point. Some editors call this "writing tight." It means conveying as much information as possible in as few words as possible. It sounds easy, but if you've spent years writing research papers, where the emphasis is often on being long-winded, it can be quite difficult. How do you do it? Find your focus, avoid too many clauses, and use a model called S-V-O or Subject-Verb-Object.

## 3) Structure It Right

The inverted pyramid is the structural model for newswriting. It simply means that the heaviest or most important information should be at the top - the beginning - of your story, and the least important information should go at the bottom.

And as you move from top to bottom, the information presented should gradually become less important. The format may seem odd at first, but it's easy to pick up, and there are very practical reasons why reporters have used it for decades.

## 4) Use the Best Quotes

So you've done a long interview with a source and have pages of notes. But chances are you'll only be able to fit a few quotes from that lengthy interview into your article. Which ones should you use? Reporters often talk about using only "good" quotes for their stories, but what does this mean? Basically, a good quote is when someone says something interesting, and says it in an interesting way.

## 5) Use Verbs and Adjectives the Right Way

There's an old rule in the writing business - show, don't tell. The problem with adjectives is that they don't show us anything. In other words, they rarely if ever evoke visual images in readers' minds and are just a lazy substitute for writing good, effective description. And while editors like the use of verbs - they convey action and give a story a sense of momentum - too often writers use tired, overused verbs.

## 6) Practice, Practice, Practice

Newswriting is like anything else - the more you practice, the better you'll get. And while there's no substitute for having a real story to report and then bang out on a real deadline, you can use newswriting exercises like the ones found here to hone and sharpen your skills. And you can improve your writing speed by forcing yourself to pound out these stories in an hour or less.

Reference: <http://bit.ly/2wZms2i>

# MACPA Messenger

**Are your ads or articles award worthy?**  
**Enter the 2017 Ad & Editorial Awards and find out!**  
*Entry forms and rules included in this Messenger.*



# DESIGN CORNER: How to Design Your Ad Page for a Good Layout



## MACPA Messenger

by Jacci Howard Bear

All the rules of good page layout apply to ads as well as to other types of documents. However, there are some generally accepted practices that apply quite specifically to good advertising design.

The goal of most advertising is to get people to take some type of action. How elements of an ad are placed on the page can help accomplish that goal. Try one or more of these layout ideas for a better ad.

### Ogilvy Layout

Research indicates that readers typically look at Visual, Caption, Headline, Copy, and Signature (Advertisers name, contact information) in that order. Following this basic arrangement in an ad is called the Ogilvy after advertising expert David Ogilvy who used this layout formula for some of his most successful ads.

### Z Layout

Mentally impose the letter Z or a backwards S on the page. Place important items or those you want the reader to see first along the top of the Z. The eye normally follows the path of the Z, so place your "call to action" at the end of the Z. This arrangement coincides nicely with the Ogilvy layout where the visual and/or headline occupy

the top of the Z and the Signature with call to action are at the end of the Z.

### Single Visual Layout

Although it is possible to use multiple illustrations in a single advertisement, one of the simplest and perhaps most powerful layouts use one strong visual combined with a strong (usually short) headline plus additional text.

### Illustrated Layout

Use photos or other illustrations in an ad to:

- show the product in use
- show the results of using the product or service
- illustrate complicated concepts or technical issues
- grab attention through humor, size, dramatic content

### Top Heavy Layout

Lead the reader's eye by placing the image in the upper half to two-thirds of the space or on the left side of the space, with a strong headline before or after the visual, and then the supporting text.

### Upside Down Layout

If an ad is well-designed, it will look just as good upside down. So, turn it upside down, hold it out at arm's length, and see if the arrangement looks good.

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## 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)

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## Saturation Mailers Coalition

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



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# AD AND EDITORIAL AWARDS

## RULES AND CATEGORIES

ENTRIES MUST BE PUBLISHED BETWEEN  
JANUARY 1, 2016 AND DECEMBER 31, 2016

### CONTEST RULES FOR PRINT ENTRIES

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1. Only regular MACPA members' publications in good standing with current dues paid are eligible to enter.
  2. Entries or ideas that have previously won MACPA awards for your company may not be entered.
  3. Advertising agency or camera-ready advertisements may not be entered.
  4. Choose the category for your entry carefully. Send a FULL-PAGE TEAR SHEET, showing publication name and date of issue. If the item to be judged occupies less than a full sheet, mark or outline the ad/item that you wish to be judged. Complete the appropriate entry label and tape it to the UPPER RIGHT-HAND CORNER of the BACK side of the tear sheet. NO MATTING ACCEPTED!
  5. A brief explanation, if necessary, may be attached to the back of the entry, below the entry label.
  6. Limit of three entries per division of a category for your company. Additional entries will be disqualified. Any ads not showing publication date will be disqualified.
  7. In the event that three or fewer entries are received in any category they will be moved to another appropriate category.
  8. **Entries for Category 11 (Editorial) MUST be submitted electronically as well as a hard copy version. Please submit the files to [info@macpa.net](mailto:info@macpa.net). Any entries that are not submitted electronically will be disqualified.**
  9. Mail entries via USPS to MACPA, P.O. Box 408, Hamburg, PA 19526, or via FedEx/UPS MACPA C/O Interlace Communications 10 Zions Church Road, Suite 201, Shoemakersville, PA 19555. All entries become the property of MACPA and are not returnable.
  10. No entries will be accepted at the conference, as judging will be completed in advance.
  11. A \$5 fee for each entry must accompany entries. Please make checks payable to MACPA and mail along with entries
  12. **Deadline: Entries must be postmarked by January 20, 2017.** All entries received afterward will be disqualified.
- 

### ADVERTISING CATEGORIES

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#### ENTRIES WITHIN YOUR PUBLICATION(S)

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##### 1. General Excellence

Only one entry per company, per division is allowed in this category. Please choose one copy of your publication for each of the quarters listed below for a total of 4. Two divisions based on amount of advertising content - Shoppers Guides are greater than 75% advertising and Community Papers are less than 75% advertising. The third division, Niche Publications, includes publications that are designed for a specific audience.

\*January-March      \*July-September  
\*April-June          \*October-December

**Division 1: Community Papers**

**Division 2: Shoppers Guides**

**Division 3: Niche Publications**

##### 2. Single Ads - Small Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be 1/4 page or less of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

##### 3. Single Ads - Large Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be more than 1/4 page of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

##### 4. Grocery Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

##### 5. Automotive Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

##### 6. Restaurant Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

#### ENTRIES PART OF YOUR PUBLICATION(S)

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##### 7. Free Standing Inserts

Entries in this category must be designed by an on-staff graphic artist. Printing of the insert can be done in-house or outsourced. This category may include grocery flyers, automotive flyers, restaurant flyers, or any promotion or advertisement. May be printed on color stock. Entries will be judged on concept, design, and overall appearance.

**Division 1:** Single Sheet

**Division 2:** Multiple Pages

##### 8. Timely and Themed Sections or Guides

(Fair Days, Moonlight Madness, Sidewalk Sales, Oktoberfest, Vacation Guide, Wedding Planners, Home Improvement, etc - includes editorial material)

**Division 1:** Newsprint

**Division 2:** Glossy Medium/Magazine

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## OTHER

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### 9. Original Photography

Best original photo or series of photos taken by a member of your own staff.

**Division 1:** Editorial

**Division 2:** Advertising

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## EDITORIAL

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### 10. Community Service

Entries included serving the community through news, advertising columns, and/or aiding or promoting community projects. The beneficiary may be an individual, group, or entire community. Please note that this category does not include self-promotion.

**Division 1:** Run as sequential pages of publication.

**Division 2:** Run as separate section or insert.

**ALL ENTRIES FOR CATEGORY 11 MUST BE SUBMITTED ELECTRONICALLY AS WELL AS A HARD COPY VERSION. Any entries not submitted electronically will be disqualified. Please provide a pdf as well as a word document to [info@macpa.net](mailto:info@macpa.net). Entries must be labeled by their Category and Division numbers. (Example: A personal column written by the publisher with three entries: Cat11Div1\_Article1)**

### 11. Original Writing

Entries should be original articles written by the publisher or member of your staff and published during the contest period. Syndicated or mat service items are not eligible. Judging is based on originality of content, quality of writing and layout. Please include byline for each entry.

**Division 1:** Personal Column - Submit three different columns by a single writer with different topics.

**Division 2:** Editorial - An opinion article by a writer on a single topic.

**Division 3:** News Story - A newsworthy event concerning a particular item, product, place or thing.

**Division 4:** Feature Story - A human interest story where timeliness is not a factor.

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## INTERNET

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### CONTEST RULES FOR INTERNET ENTRIES

1. Website pages will be judged via internet connection.
2. Send a link to your website to [kasey@gomaava.com](mailto:kasey@gomaava.com) by January 20, 2017.
3. Include the following information with the email:  
*Name of Publication*  
*Website Address*  
*Webmaster name & email address*  
*Special Webpages, Comments for the judges to aid them in experiencing your website.*
4. Please mail the entry form found with the other entry forms along with \$5 for each category entered.

### WEBSITE CATEGORY

#### 12. Site Design

Entries for this category include:

- Attractive Site
- Easy to navigate
- Mobile Friendly
- Provides timeliness of news
- Easy to find advertisements of both classified and display ad
- Online version of publication
- Overall community involvement
- They have a way to feature display advertisers

#### 13. Social Media

Provide a link to your social media accounts showing engagement with your readers and advertisers. Provide a screenshot of a weeks worth of analytics showing engagement on your posts. (Any week in 2016 qualifies.)

#### 14. Email Marketing

Provide up to three email marketing campaigns with a screenshot of the results showing the open rate and click throughs.

**Division 1:** Self Promotion

**Division 2:** Promotion for Advertisers

Good Luck  
to all those who enter!



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| <p>Category 1...General Excellence<br/>         ___ Division 1 - Community Papers<br/>         ___ Division 2 - Shoppers Guide<br/>         ___ Division 3 - Niche Publications<br/> <b>1ST QUARTER</b><br/> <b>JANUARY - MARCH ISSUE</b></p> <p>Company _____<br/>         MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY<br/>         FOR GENERAL EXCELLENCE.<br/>         USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>    | <p>Category 2...Single Ad - Small Space<br/>         ___ Division 1 - Black Ink Only<br/>         ___ Division 2 - Color</p> <p>Company _____<br/>         Advertiser in Ad _____<br/>         Graphic Designer _____<br/>         Sales Rep _____<br/>         Data Entry Published _____</p> |
| <p>Category 1...General Excellence<br/>         ___ Division 1 - Community Papers<br/>         ___ Division 2 - Shoppers Guide<br/>         ___ Division 3 - Niche Publications<br/> <b>2ND QUARTER</b><br/> <b>APRIL - JUNE ISSUE</b></p> <p>Company _____<br/>         MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY<br/>         FOR GENERAL EXCELLENCE.<br/>         USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>       | <p>Category 3...Single Ad - Large Space<br/>         ___ Division 1 - Black Ink Only<br/>         ___ Division 2 - Color</p> <p>Company _____<br/>         Advertiser in Ad _____<br/>         Graphic Designer _____<br/>         Sales Rep _____<br/>         Data Entry Published _____</p> |
| <p>Category 1...General Excellence<br/>         ___ Division 1 - Community Papers<br/>         ___ Division 2 - Shoppers Guide<br/>         ___ Division 3 - Niche Publications<br/> <b>3RD QUARTER</b><br/> <b>JULY - SEPTEMBER ISSUE</b></p> <p>Company _____<br/>         MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY<br/>         FOR GENERAL EXCELLENCE.<br/>         USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>   | <p>Category 3...Single Ad - Large Space<br/>         ___ Division 1 - Black Ink Only<br/>         ___ Division 2 - Color</p> <p>Company _____<br/>         Advertiser in Ad _____<br/>         Graphic Designer _____<br/>         Sales Rep _____<br/>         Data Entry Published _____</p> |
| <p>Category 1...General Excellence<br/>         ___ Division 1 - Community Papers<br/>         ___ Division 2 - Shoppers Guide<br/>         ___ Division 3 - Niche Publications<br/> <b>4TH QUARTER</b><br/> <b>OCTOBER - DECEMBER ISSUE</b></p> <p>Company _____<br/>         MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY<br/>         FOR GENERAL EXCELLENCE.<br/>         USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p> | <p>Category 4...Grocery Ads</p> <p>Company _____<br/>         Advertiser in Ad _____<br/>         Graphic Designer _____<br/>         Sales Rep _____<br/>         Data Entry Published _____</p>  |
| <p>Category 2...Single Ad - Small Space<br/>         ___ Division 1 - Black Ink Only<br/>         ___ Division 2 - Color</p> <p>Company _____<br/>         Advertiser in Ad _____<br/>         Graphic Designer _____<br/>         Sales Rep _____<br/>         Data Entry Published _____</p>  | <p>Category 5...Automotive Ads</p> <p>Company _____<br/>         Advertiser in Ad _____<br/>         Graphic Designer _____<br/>         Sales Rep _____<br/>         Data Entry Published _____</p>   |

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| <p>Category 6...Restaurant Ads</p> <p>Company _____</p> <p>Advertiser in Ad _____</p> <p>Graphic Designer _____</p> <p>Sales Rep _____</p> <p>Data Entry Published _____</p>   | <p>Category 9...Original Photography</p> <p>__ Division 1 - Editorial</p> <p>__ Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>   |
| <p>Category 7...Free Standing Inserts</p> <p>__ Division 1 - Single Sheet</p> <p>__ Division 2 - Multiple Pages</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>                     | <p>Category 9...Original Photography</p> <p>__ Division 1 - Editorial</p> <p>__ Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>   |
| <p>Category 7...Free Standing Inserts</p> <p>__ Division 1 - Single Sheet</p> <p>__ Division 2 - Multiple Pages</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>                     | <p>Category 10...Community Service</p> <p>__ Division 1 - Promotion run in sequential pages of publication.</p> <p>__ Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>             |
| <p>Category 8...Timely and Themed Sections or Guides</p> <p>__ Division 1 - Newsprint</p> <p>__ Division 2 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p> | <p>Category 10...Community Service</p> <p>__ Division 1 - Promotion run in sequential pages of publication.</p> <p>__ Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>             |
| <p>Category 8...Timely and Themed Sections or Guides</p> <p>__ Division 1 - Newsprint</p> <p>__ Division 2 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p> | <p>Category 11...Original Writing</p> <p>__ Division 1 - Personal Column</p> <p>__ Division 2 - Editorial</p> <p>__ Division 3 - News Story</p> <p>__ Division 4 - Feature Story</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p> |



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| <p>Category 11...Original Writing</p> <p><input type="checkbox"/> Division 1 - Personal Column</p> <p><input type="checkbox"/> Division 2 - Editorial</p> <p><input type="checkbox"/> Division 3 - News Story</p> <p><input type="checkbox"/> Division 4 - Feature Story</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p> | <p>Internet Entries</p> <p><input type="checkbox"/> Category 12 - Site Design</p> <p><input type="checkbox"/> Category 13 - Social Media</p> <p><input type="checkbox"/> Category 12 - Email Marketing</p> <p>Company _____</p> <p>Website _____</p> <p>Webmaster _____</p> |
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**Good luck  
to everyone  
who enters the  
2016 Ad, Editorial  
and Website Awards!**