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COMING next month

The November issue of INK will have a technology focus as it affects the free publication industry, as well as looking at some of the members, participants and influencers in our industry.

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**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 [loren@afcp.org](mailto:loren@afcp.org). We welcome your input, appreciate your readership and look forward to your contributions to our content.

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



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

DAVE NEUHARTH  
**EDITOR**

# A niche publication success story

**NICHE PUBLICATIONS HAVE LONG** been successful in adding to the bottom line for members of the Association of Free Community Papers (AFCP). In this issue of INK we have published some covers and information on these niche products.

Many of these successful products are published by established newspaper organizations. Some stand alone and are published by individual publishers.

This brings back memories. Over 20 years ago I decided to leave a daily newspaper company and head for the Sunshine State. Cold weather and snow helped make this decision.

"Maybe we can find a weekly newspaper for sale and take over," I informed my wife.

That didn't happen.

Someone told us about some guy named Bruce Adams who was publishing a monthly antique publication. It was distributed to a small part of Central Florida, and it wasn't piling up money on the bottom line.

We got together with another couple, made the purchase, and decided to make it a statewide publication – The Antique Shoppe.

The living room in our home became the production area. We hit the road going to every antique shop we could find to sell advertising. Covering the state of Florida, we found out, was a chore and time consuming.

We distributed the paper by leaving copies with the advertisers. Each month when the paper rolled off the press, we put them in the van and off we went from shop to shop across the state.

Later, when finances improved, we started using UPS for the delivery.

We had some success and it was time

to look for some help. As you know, qualified help – especially in sales – is hard to find.

Through the Community Papers of Florida meetings we met Bruce Causey. He was the general manager for The Buyers Guide in Gainesville and we approached him to join our team.

We couldn't pay him what he was making, but we gave him the opportunity for part ownership.

Bruce didn't jump at the opportunity, but after some time he agreed to come aboard. He took The Antique Shoppe to the next level.

After several years he purchased the publication. The Antique Shoppe is still rolling off the presses each month and is another successful niche publication in the free paper industry.

In this issue of Free Paper INK, we have included another article on one of the Associate Members that supports AFCP.

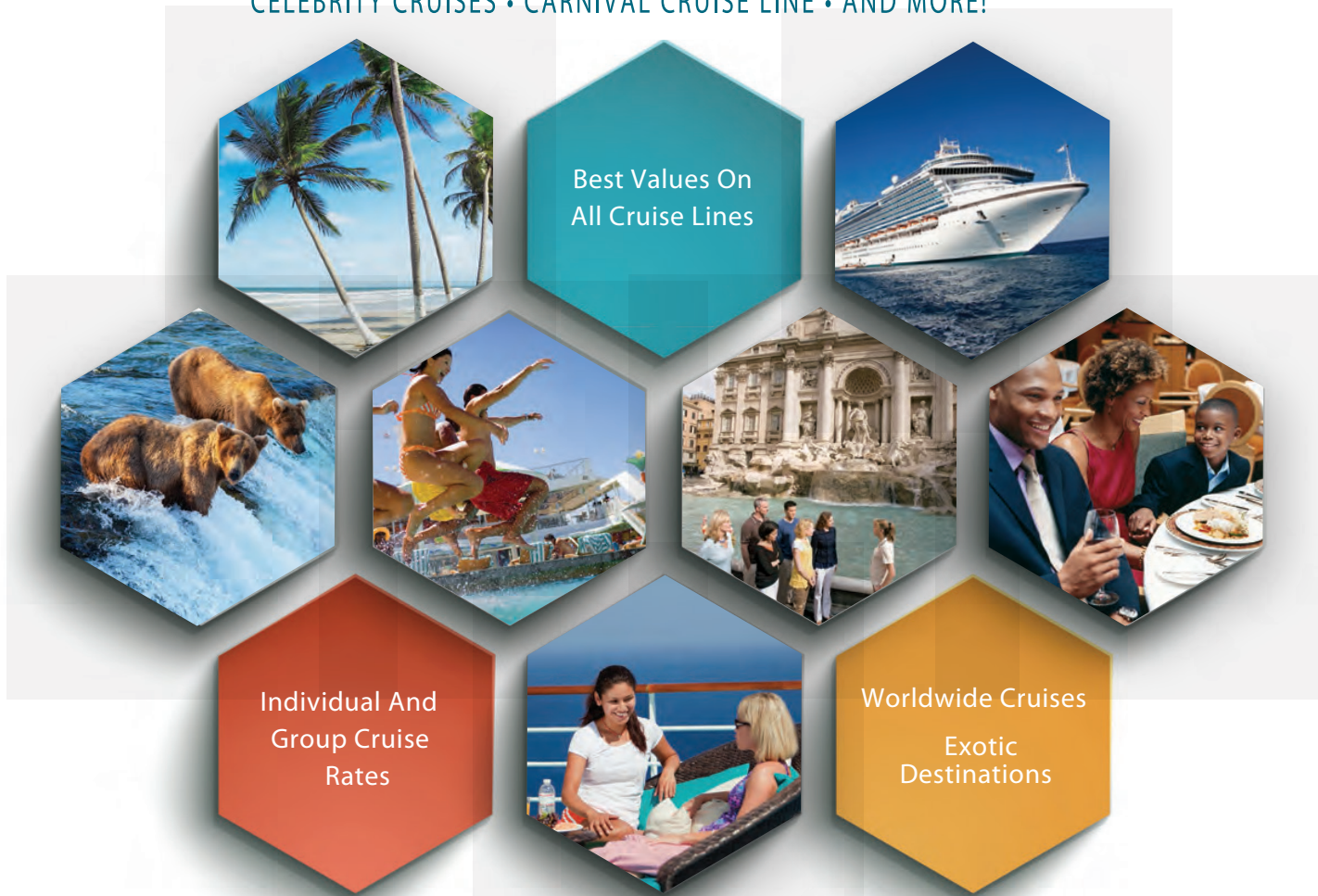
TownNews.com was established in 1989 in the back shop of a Montana weekly newspaper. It quickly moved into the digital world and now provides integrated digital publishing and content management solutions to more than 1,600 newspaper, broadcast, magazine and web-native publications.

For more information, see page 9. 



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# Hemperly appointed to NANI board

**JOHN HEMPERLY HAS BEEN APPOINTED TO THE** National Advertising Network Inc. (NANI) board by the Association of Free Community Papers (AFCP) board of directors.

Hemperly is a sales manager for Engle Printing & Publishing Co. (EPC) in Mount Joy, Pennsylvania, who started his advertising career as a sales rep for a local paid weekly 33 years ago. He has been at EPC for 29 years.

The company direct mails to 431,000 homes in 150 zip codes each week in the south central Pennsylvania area.

The EPC printing plant is a full service operation that includes two shifts of design artists, four web lines, bindery services and a state-of-the-art Flexliner inserting/addressing unit.

The company is a supporter of free paper associations, belonging to AFCP, MACPA and IFPA. They are members of multiple chambers of commerce. Hemperly said, "Belonging to these associations provides networking opportunities and the ability to connect with peers in the industry."

Married to Vicky, the couple celebrated their 31st wedding anniversary this year. They have two adult daughters.

In his spare time he enjoys vegetable gardening, bicycle riding and wild bird watching

EPC is a family owned and operated business founded in 1954 by Alvin Engle and his wife Pauline. They started the business with a sheet fed Multilith press installed in the basement of their Mount Joy home.

In 1959, the family became publishers when they purchased the Elizabethtown-Mount Joy Merchandiser, a community advertising paper with an original press run of 5,600. Alvin left his daytime job in 1960 and became a full-time printer/publisher.



The growing business overflowed into the family's garage, then into a 20-by-100 foot shop in Mount Joy in 1965, and the business continued to expand in the area.

The company saw several expansions over the years—from new buildings, to new equipment, to new publications. When Alvin passed away unexpectedly in 1971, Pauline kept the vision alive and continued the expansion efforts.

EPC opened a Hempfield plant in 1999 to accommodate state-of-the-art equipment and a 16-unit, three-story Goss Universal Press. **INK**

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# Slash expenses, beat deadlines with TownNews.com's BLOX Total CMS

By Cherry Wolf

## FOR YEARS, THE BOWLING GREEN DAILY

News used two separate systems—from two different vendors—for their online and print products. The result? Redundant, inefficient workflows and unnecessary expenses. Joe Imel, director of media operations for the 164-year-old newspaper in central Kentucky, knew there had to be a better way.

"There was no reason to do things the way we were," Imel said. "We would write something in the old system and then struggle getting the two systems to talk."

Imel believed that moving forward with one integrated system would save money and time. Since they had long used TownNews.com's BLOX CMS for their website, BLOX Total CMS, the company's print frontend system, was a natural choice for streamlining their publishing workflow.

"There is one system out there, BLOX Total CMS, that does everything we need," Imel said.

After moving to BLOX Total CMS in February 2017, the team can now produce the 20,000 circulation newspaper and distribute content to print, web and mobile channels with one frontend system.

Imel predicts that the paper will recoup the initial BLOX Total CMS investment in the first year and a half. After that, they expect to save upwards of \$28,000 per year.

"That doesn't include any labor or press time savings. We're going to save more than just dollar amounts," said Imel. "All of it equates to dollars these days, but just on the bottom line we're saving at least \$24,000—maybe \$28,000 a year."

Typically, installations of BLOX Total CMS include a week of onsite training. Each member of the TownNews.com training team has a background in newspaper and media, giving them unique perspectives on the inner workings of the newsroom.

"The unexpected plus from the onsite training was the InDesign portion," said Imel. "They really showed us how we can make things work and how we could do it more efficiently. They even gave us a few thoughts on design, which is always good."

The BLOX Total CMS team shared time-saving InDesign techniques, like a redesign of agate pages that slashed production times from over half an

hour to under 15 minutes. "This whole process allowed us to really look at ourselves and tweak things," Imel said.

After moving to BLOX Total CMS, the Bowling Green Daily News is now beating deadlines by over 45 minutes. Paginators are laying out pages faster and, Imel noted, the pages even look better.

"It's noticeable—the quickness with which my paginators are knocking it out. We're getting to the point where sometimes the paper just sits there waiting for the press people to come back from lunch," Imel said.


Using the assignment, budgeting and Page Tracker tools built into BLOX Total CMS, staff members are adding notes, file photos and other related content early in the editorial process. "We see them start to write earlier because everything's there in front of you," Imel said.

And with easy access to over a decade of assets in BLOX CMS now, the staff can be more proactive to make content even more engaging.

"Things are at our fingertips and it's showing in the thought process of my people," Imel said. "Before, when you put a slug line or idea on a text document, nobody did anything with it until they had to. Now it's seamless for us. One person can set up and distribute content to all the platforms—social media, web, mobile, e-Editions—with ease. Employees are thinking about the process, and by thinking about the process, they end up saving time."

The system also makes it easier to store and reuse the vast library of multimedia content that's generated in the modern newsroom. "Now we upload a photo or video once and it goes every place we need."

Ultimately, Imel says that consolidating print and digital publishing under BLOX Total CMS has been a boon for the paper.

"If you are looking to maximize your resources, speed things up, be a little more creative, all while delivering to every platform, BLOX Total CMS is a no brainer," Imel said. "I wish we had done it a long time ago—it's really making a difference for us." 



# Andy Hoh retires from teaching

**AFTER 41 YEARS AS A COLLEGE PROFESSOR AND** long-time strategic planner for the Association of Free Community Papers, Andy Hoh has retired from the teaching profession.

A native of South Korea, Hoh graduated from a university in Seoul in 1966 with an undergraduate degree in English Literature. After graduation, he completed a three-year compulsory military service and in 1969 relocated to the United States to attend Creighton University in Omaha, Nebraska, where he earned his MBA.

Hoh moved on to the University of Minnesota, where in 1976 he earned his PH.D. in business administration. Following graduation, he was employed as a professor at Creighton University.

Hoh recalls that his childhood years were marred with the closing months of World War II and the Korean War (1950-1953). Korea was in extreme chaos, with hostile conflicts and poverty. When he left Korea for America in 1969, the Korean economy was still “under-developed” at best.

“My parents dedicated their lives to their children’s education, supporting me and my brothers through colleges, despite their financial hardship,” said Hoh. “My brothers and I also did everything we could do to help defray our parents’ financial burden by earning many scholarships through academic excellence at school and by doing part-time jobs. Hard-earned lessons include relentless dreams of going for the best education, self-confidence in the form of ‘I can do anything if I try,’ and determination to work hard,” Hoh said.

In making a decision to move to America, he noted that it is not a secret that education is Priority #1 in Asian culture. Hoh said, “It all started from the Confucian philosophy thousands of years ago. Further, teaching is one of the most respected professions in that culture. Becoming a college professor is an ultimate dream for many young people. In most cases, a doctorate degree from a respected institution is required to become a college professor.

“In the 1960s, the graduate programs in Korea were not as advanced as in the USA. So, it was the fashion for Korean youths in those days to aspire to go to the USA for graduate degrees (Master’s and doctorate).

“At that time (1960s), the Korean government allowed Korean students going abroad to study a maximum of \$100 in cash to carry with themselves. No additional money could be sent to students from home later. That is

how I came to the USA – with \$100 in cash and a suitcase, a hope and dream for the best education. Determined to overcome any difficulties, financial or cultural, with hard work. Faith in and love of God and Margaret. Self-confident without fear. Thinking back on the last 47 years, I am proud that I took the adventure of coming to the USA. The risks have been paid off in hundred- and thousand-folds. It has been a very blessed and rewarding life. I hope I will have many more years of giving back to America in return for all the opportunities given to me. My story would be a very typical story of most immigrants,” he said.

Ending up as a professor at Creighton University goes back to the Seoul University where he graduated. The

Seoul university was founded by American Jesuits (a Roman Catholic religious order for men). Many administrators and faculty members at the university were Americans who had connections with the Jesuit universities in the United States.

Creighton University is one of 28 Jesuit universities in the U.S. The Jesuit priest president of the Seoul university arranged a full scholarship for Hoh to attend Creighton University. That was how he came to Omaha in 1969.

“I thoroughly appreciated and was inspired by the Jesuit philosophy of education: a whole-person education, emphasis on liberal arts education, becoming a man or woman in service of others. I wanted to teach at a Jesuit university. This was the reason

why I sought my teaching position at Creighton as soon as I finished my doctoral dissertation,” he said.

When asked about the highlights of his teaching career, Hoh replied, “Over the 41 years at Creighton, I had about 7,000 students (undergraduate and graduate) in my classes. I had a passion to share my knowledge and experiences with them, to challenge them to think critically and creatively, and to learn continuously from and with them. If I may, I would like to quote St. Mother Theresa, ‘We cannot do great things in this life. We only can do small things with great love.’ It was my motto. No matter how small the positive differences I may have made in students’ lives through my teaching in and out of classrooms, I would take great pride in that I tried to do it with great passion.

“In 1989, I was honored with the Robert F. Kennedy Memorial Award for Teaching Achievement. One faculty member is selected by the Student Board of Governors for the award each year from among about 1,000 professors at the whole Creighton University. Besides the RFK



Ruby Welsh, Libby Neuharth and Andy Hoh shared a laugh at the Louisville conference.



award, I also received numerous teaching excellence awards at the college of business administration and the graduate school. I accepted these awards as recognition from my students and colleagues of my passion for teaching," Hoh said.

Hoh moved into the world of Strategic Management (strategic planning and implementation) and Leadership as part of his primary teaching interests. He taught the courses all along. In 1996 he was engaged by Journal Broadcast Group and Add Inc. of Wisconsin to facilitate their strategic planning meetings. There he met Gordon Lowry, who was elected the president of AFCP in 1998. Lowry asked him to facilitate the AFCP Board's strategic planning meeting of 1998 in Long Island. Since then, he has facilitated every bi-annual AFCP strategic planning meeting through the last meeting of 2016, ten meetings in all.

Hoh has worked with John Draper and the AFCP Board to help grow and promote the Rising Star program since its inception in 2009 by conducting leadership seminars at the annual conferences. He led a Management Track session at each of the last four annual conferences.

Hoh has worked with several other national and regional free paper associations with their strategic planning process: IFPA, PaperChain, Wisconsin, New York, New England, Mid-Atlantic, SAPA, Midwest and The Flyer.

Besides the free paper associations and firms, he worked with more than 100 for-profit and not-for-profit organizations across the nation and overseas. This includes Fortune 500 companies as well as small dental clinics, IT companies in India, banks and wealth management firms, TV and radio stations, construction and engineering companies, telephone companies, insurance companies, charitable foundations and many others.

"Working with so many different organizations in diverse industries offers a challenge to understand their dy-

namic environments but also an incredible opportunity to learn what it takes to succeed in each industry," he said.

Now that he has retired from Creighton University, Hoh will continue his consulting engagements. This will give him more time to work with his clients.

On top of his priorities, he and his wife will have more time to spend with their four grandchildren whose ages range from seven months to five years. They all live in Gainesville, Florida. The Hoh's plan to reside nearby in The Villages, Florida. Being avid golfers, they enjoy the active retirement community that has over 50 golf courses.

Hoh met his wife Margaret in Seoul in 1969 through a mutual friend. He came to the U.S. in September of 1969 and Margaret followed four months later. They were married at the Creighton University church in Omaha in January of 1970. Hoh said, "None of our families or friends from Korea could attend the wedding because of travel restrictions and costs. About a dozen friends we

met at Creighton attended, and five of them were Jesuit priests. They must have prayed hard for us at the wedding mass. We have had 47 years of a happy and fulfilling marriage together. At our 50th wedding anniversary that comes in less than three years (2020), we plan to renew our wedding vows with our two sons as groom's men, our daughters-in-law as bride's maids, our grandsons as ring boys and our granddaughters as flower girls. It would be the most beautiful celebration of our lives.

The couple have reason to be proud of their two sons, Brian and Daniel. Both are professors of neurosurgery at the University of Florida College of Medicine in Gainesville. They train residents, perform surgeries, and conduct scholarly researches. They both attended Stanford University for their undergraduate degrees and Columbia University for their medical doctor degrees. Brian did his residency and fellowship at Harvard (Massachusetts General Hospital) in Boston; Daniel completed his residency training at USC in Los Angeles and his fellowship at Cleveland Clinic. **INK**



Andy Hoh and Carol Toomey are deep in conversation (above). Ideas are flying at a strategic planning session (right). Hoh leads the 2012 AFCP board of directors in a planning session (below).



# NICHE Publications

**APPEN MEDIA GROUP** OUT OF Alpharetta, Georgia, publishes Northside Women (NSW) to target Atlanta's most affluent female audience.

With over 18,000 copies home-delivered to primarily gated estate communities, NSW reaches the decision makers needed to make advertisers' businesses prosper.

As a marketing vehicle, NSW delivers the region's best value as a marketing vehicle when comparing cost, area of distribution, method of distribution, and the amount and quality of local editorial.



**EXCHANGE PUBLISHING** IN Fayetteville, Tennessee, publishes several niche publications.

Their 24-page monthly real estate guide (3,000 circulation) is printed on a sheet-fed printer and distributed by rack.

Exchange also publishes a 212-page monthly holiday cookbook distributed to 80,000. This is a cold and heat set publication.

The company also publishes sev-

eral annual publications for various chambers of commerce as well as tourism guides.



**HORSE PREVIEWS MAGAZINE** IS a quarterly equine publication distributed in Washington, Idaho, Oregon, Montana and portions of British Columbia. Over 7500 copies are delivered to local western, tack, feed and horse supply stores.

The magazine includes ads for horse breeders, farms, equine events, local clubs, barn and shop builders, real estate agents, feed and more. It also has articles by veterinarians, Baxter Black (a well known cowboy poet) and horse trainers as well as other information submitted by horse lovers around the region.

Exchange Publishing purchased the magazine in 1992, and Helen Boyd-Schwartz has been the editor since she joined The Exchange team in 1993. Helen says, "We have great relationships with many people in the horse community in the Pacific Northwest, and they use Horse Previews regularly for their print advertising needs."

**REMINDER PUBLICATIONS** IN East Longmeadow, Massachusetts, publishes PRIME Magazine which offers an exciting mix of feature articles, profiles and news geared toward Baby Boomers.

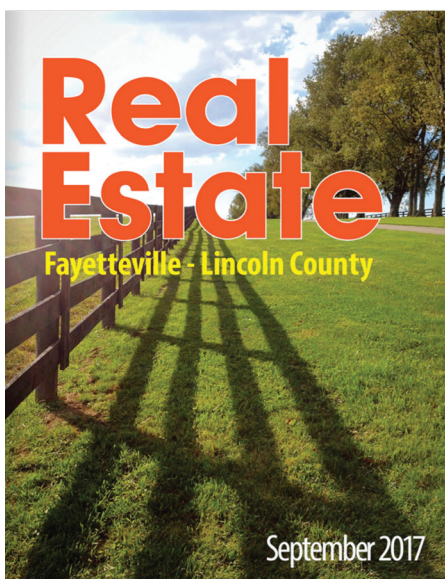
The regular sections include Mind and Body, Dining and Entertainment, Legal, Worth a Trip, Finance, Travel and Technology.

The magazine also publishes a Calendar of Events geared specifically toward a mature adult audience, as well as ideas for leisure activities and exciting day trips.



**IN HOUMA, LOUISIANA,** RUSHING Media publishes the area's one-stop entertainment source, the Gumbo Entertainment Guide, which is distributed monthly throughout Terrebonne, Lafourche, and St. Mary Parishes.

More than 40,000 readers each month count on the Gumbo Entertainment Guide to bring them fun through feature sections including events, music, theatre, book, Gumbo Guru and more.





Gumbo Entertainment Guide also sends out a weekly e-newsletter calendar of events called Gumbo 2 Geaux that lists the area's hottest happenings. It also features a look back at events you might have missed.



**THEMARINER.COM IS THE FLORIDA MARINER** Magazine, which targets the boating industry in Florida.

The niche magazine is distributed twice a month and is rack delivered to various locations in Florida such as marinas, sporting goods stores and various locations around the state. Subscriptions to the paper are also available.

The publication features pages of boats for sale with photos from small boats to houseboats, sailboats and yachts.

National boat and motor advertisers use the publication. Advertisers include yacht brokers, boats shows and events, marinas and resorts, marinas, marine services and boating accessories.

The magazine includes some editorial content, including fishing and boating articles, an event calendar, fishing section, safe boating courses, seminars and tide tables.

The publishers and owners of TheMariner.com are Michael and Cristina Jones. They are members of the Association of Free Community Papers and the Community Papers of Florida. **INK**

Issue #834 | FREE August 6, 2017 | Since 1984

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The Florida Mariner Magazine

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**LOUISIANA RAISED TAKES THE STAGE**



# And the **Home** of the **Brave** ....

by Trevor Slette, 2018 Conference Committee Chair

**IN MY MIND, THOSE CHERISHED WORDS** THAT end our National Anthem have never been linked to Baltimore – that is until some members of our conference planning committee visited in June. I am guessing most already know the history, and I just didn't listen in 6th grade.

One of the many events we have planned for our 2018 conference is a cruise of the beautiful harbor we will be staying on. Trust me, I was more than blown away with the beauty and vibe this district has. During the stay we were able to “test drive” the cruise. During our sailing time, I had one of those moments which gave me goose bumps.

About 45 minutes into the cruise we approached Fort McHenry, which was bombarded by the British in the Battle of Baltimore in 1812. Francis Scott Key, the author of the National Anthem, had witnessed the bombing of the Fort from another ship. Americans held their own during this battle and eventually outlasted the British, causing them to retreat and ending their Chesapeake campaign.

That night Key was so impressed by the Americans' resolve that he sat down and penned a poem. This poem was first printed by a newspaper, the Baltimore Patriot and Advertiser, and by the end of the year it had been distributed across the country. Then in

1931 the U.S. Congress passed legislation to make this poem our official National Anthem.

So as we approached the Fort the tour guide set up the scene, giving a history of the battle then finishing with Francis's anthem. I couldn't help, in this ultra-informal setting, to take my hat off, stand and put my hand over my heart. It was a moving experience for all that were involved.

We are so excited to share this moment with you that my fingers are already crossed for a gorgeous Spring evening in which to share this experience with all of you.

The conference committee is now meeting every other week to plan our event. In one of our last calls we were informed that we have never had this many vendors sign up early for our conference, which indicates their excitement as well. These commitments are from a variety of vendors and, as always, we are welcoming more. This is where you can help. If you have anyone that you think could benefit from the industry's largest conference, make sure to give Loren a call at the home office. He will make sure to get you in touch with Wendy MacDonald, our tradeshow contact.

Until next month, mark your calendar for May 3-5, 2018 and stay tuned for more exciting conference updates. **INK**



Photo by Ken Stanek





# Constant Change in the Free Paper Industry

by Shane Goodman

**FOR THE FREE PAPER** industry's entire existence, we have been putting ink on paper to share news, advertising and other information to

readers with the ultimate goal of connecting buyers and sellers. For the most part, that has stayed the same. What we sometimes forget is how much the processes used to do this have changed. We need to take a look back to yesteryear from time to time to recognize that we have been changing and adapting all along — and we must continue to do that.

Not too many years ago, most every free paper was delivered by a youth carrier force. Today, many free paper publishers use the United States Postal Service for delivery. Others are relying solely on rack or demand distribution. Some are seeing readership growth through online and digital components. And a good share of publishers are using a combination of all these distribution methods.

Not too many years ago, most every free paper was printed on newsprint with black ink only. Using spot color was a major upsell. Full color was rare, and for good reason. The process was tedious, and the results were unimpressive. Today, many free paper publishers are printing on premium or glossy stock. Some are stitching and trimming to magazine formats.

Full color is becoming the standard — and the results are impressive.

Not too many years ago, free paper publishers relied on a handful of customers for the bulk of our revenue. For many free papers, more than 80 percent of their revenue came from grocery, auto and real estate ads. Although we continue to be very effective at connecting buyers and sellers in these categories, much of that exchange has moved to the Internet, especially with auto and real estate. Amazon's purchase of Whole Foods has most everyone wondering about the impact this will have on the grocery industry and, ultimately, us. Today, many free paper publishers are looking beyond the major categories and focusing on niche markets through niche publications.

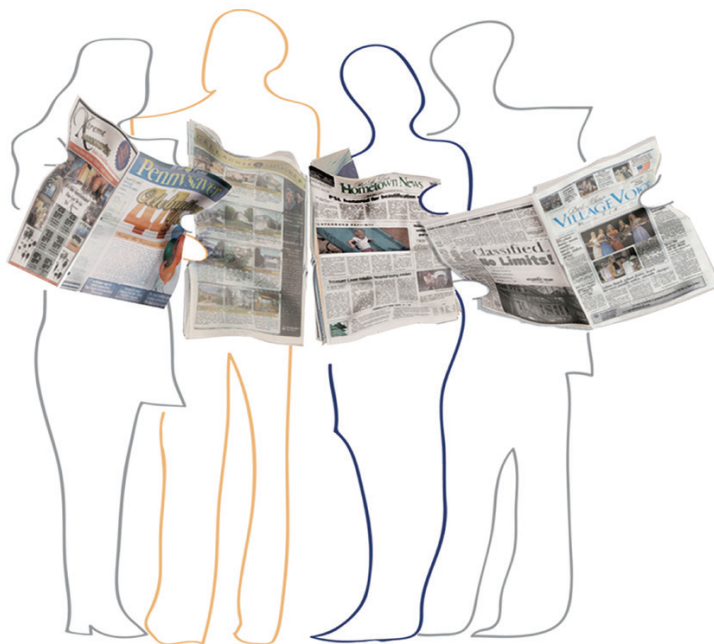
We can all learn from this niche publishing trend, and that's why we are focusing this issue of INK magazine on niche publications. It's just one more way we are working to provide ideas and information to help our

members succeed.

So when you feel like the industry and the world are changing in ways that are difficult to keep up with, just realize that we have been changing all along and doing just fine. We simply need to keep doing it.

Thanks for reading. **INK**

SHANE GOODMAN  
**AFCP PRESIDENT**  
CITYVIEW



# 5 Tech Tools to Grow Your Publishing BUSINESS

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



## SiteSwan

### What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

### How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

**How much does it cost:** Plans start at \$99/mo  
[www.siteswan.com](http://www.siteswan.com)

## Ideal Directories

### What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

### How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

**How much does it cost:** Plans start at \$99/mo  
[www.idealdirectories.com](http://www.idealdirectories.com)







## PageFlip Pro

### What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

### How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

**How much does it cost:** Pricing starts at just \$1 per page (based on volume).

[www.pageflippro.com](http://www.pageflippro.com)

## Exchange Classified Ads Platform

### What is it?

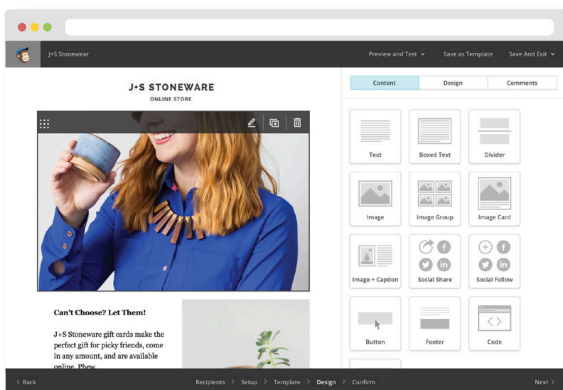
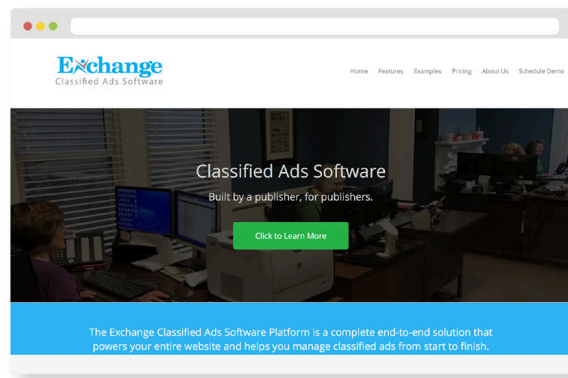
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

### How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

**How much does it cost:** Plans starting at \$685/mo

[www.classifiedads.software](http://www.classifiedads.software)



## Mailchimp

### What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

### How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

**How much does it cost:** Paid plans starting at \$10/mo (based on subscriber list size)

[www.mailchimp.com](http://www.mailchimp.com)



# Take Control of CONTINUITY

by John Foust

**MOVIE PRODUCTION CREWS INCLUDE** continuity staff members who make sure things are consistent within each scene. Even with their trained eyes, mistakes happen. If you look closely, you may notice a clock in the background that changes time dramatically during the same two-minute scene. Or you'll see changes in the liquid level in a glass.

Not long ago, I noticed a goof in a James Bond movie I was watching on TV. After Bond's blue mask was torn off in the underwater fight scene, he replaced it with a black mask he swiped from one of the bad guys. I distinctly saw him put on the black mask, but for the remainder of the sequence he was wearing the blue one again. Oops.

Continuity is important in advertising, too. All iPhone advertising has the same look and feel. All Coca-Cola advertising communicates the same image. And all Walmart messages project the same brand attributes. Even on a local level, with consumers bombarded by thousands of marketing impressions every day, it is crucial for advertisers to have a sharp eye for consistency. Here are a few continuity points to consider:

1. **Logo:** This is the most obvious continuity factor. Too many times, I've seen businesses make the mistake of using one logo in newspaper ads and a different logo elsewhere. If your graphic department creates a logo for one of your advertisers, make sure the logo will be used everywhere – on the printed page, on the web, on mobile devices and on business cards.

2. **Typography:** Type has been called the visual voice of advertising. There's a big difference between Gil Sans Ultra and Goudy Old Style. Make your font choices – for headlines and body copy – and use

them everywhere.

3. **Color:** A number of companies have theme colors. Target uses red, Home Depot features orange and UPS uses brown. The connection is so strong that it's difficult to think of those companies without thinking of their colors. If one of your advertisers adopts a color, make sure it will (1) reproduce well on newsprint and (2) be different from the theme colors of main competitors.

4. **Overall Theme:** It's nearly impossible for a merchant to gain a foothold in the marketplace if consumers don't know what the company represents. In other words, an advertiser shouldn't sell itself as a high-end retailer on Monday and a bargain basement store on Tuesday. Find a theme and stick with it. And make sure it reflects the advertiser's true identity.

5. **Offers:** There are two types of advertising – image and response. Image advertising is designed to build long-term identity, and response advertising is designed to generate immediate results. The best campaigns feature some overlap. For example, while Michelin emphasizes safety (image), they offer special deals on tires (response).

Merchants in your hometown can do the same thing. Help them strengthen their themes by making relevant offers to make their cash registers ring. If they don't give consumers compelling reasons to buy, those people will take their business elsewhere. **INK**

*(c) Copyright 2017 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com*



# 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!

***"When you first arrive at work, compliment someone, at lunch find another to compliment; before you go home at night, be sure to pay a compliment to someone else."***

**– Fred Kyler**

**AFTER MORE THAN FORTY YEARS, I STILL FIND THE** process of building ads, composing stories, putting them all together and printing thousands of papers absolutely fascinating.

I would often take my customers on a tour of our printing plant. This practice made the customer feel special and gave them a better understanding of the effort required to get their ad into the hands of consumers. After these tours, customers were less likely to complain about the cost of their advertising and much more likely to respect my deadlines.

This also gave me a chance to introduce our artists and printers to our customers. Our "behind the scenes" staff enjoyed meeting the advertisers and I believe that this gave them a stronger sense of their role in achieving our company's mission. These visits gave me a chance to compliment our people in front of my customers.

"This is Sue, she's the creative force behind those great ads we do for you," or, "This is Mike, he knows every nut and bolt in this press—he is why our paper looks so sharp!" Everyone likes to be complimented, and I could see the immediate impact on Sue and Mike's faces.

I have always felt that people deserve recognition for their hard work. I also believe that there are few things that make a business run more smoothly than a few well-placed compliments. When I needed a favor from our production department, I always heard, "Well it is after deadline, but we'll get it done for you!"

As a sales manager, I adopted a policy of "praising my team to success." I never missed an opportunity to praise my team. Sometimes this was a challenge—the only thing I could say to one rep was, "Well you do have nice handwriting."

My people enjoyed this and wanted to hear more, so they worked hard to do a good job for me. On the flip side, this also made them more attentive to my criticism; employees tend to tune out a manager who is always criticizing them.

Compliments are the oil that keeps the interpersonal machinery of a business running smoothly. Adopting Fred Kyler's "three-a-day" compliment practice will make you not only more likable, but also more effective. **INK**



# Nominate your Rising Stars for Career Development

by Loren Colburn, AFCP Executive Director

**AFCP MEMBER PUBLICATIONS HAVE BEEN MAKING** great use of the Rising Stars program since our first class was recognized in 2009. Add your name to the participant list by nominating a talented industry professional today. The nomination deadline is December 1, 2017. Nomination forms are available from the AFCP office or online at [www.afcp.org](http://www.afcp.org).

“Encourage growth and teach leadership skills to young professionals.” This simple mission of the Rising Stars program truly embodies what the program is all about.

The Rising Stars program acknowledges individuals who represent the best of our up-and-coming industry professionals. If accepted into the program, nominees will receive free conference registration, a meal plan, up to \$500 in travel reimbursements and specialized training sessions during the conference. With ongoing participation, a Rising Star can be selected to attend two additional annual

conferences; so with enough conferences under his or her belt, a Rising Star could potentially accumulate nearly enough TLI credits to graduate – without ever paying a cent to attend.

After the conference, growth and skill development continues. Each month the Rising Stars maintain their peer connections through participation in a focused conference call. This affords them the opportunity to remain engaged as we digest industry topics and assigned training/discussion lessons.

As a member benefit, it is hard to find one that

offers as much to an individual and the publication alike. Whether pounding the streets in sales, developing graphic arts campaigns, instituting digital initiatives, or covering local news, the Rising Stars program offers leadership training to all.

We encourage you to take advantage of this great membership benefit by nominating your young professional for selection into the program.

These individuals should show the promise of,

and a commitment to, impacting their publication and the industry in a positive manner through professional achievement. Nominees must also show

they not only perform their jobs to a high standard, but they also have a commitment to furthering their knowledge and abilities. Nominees must actively work in the free paper industry for a member or associate member of



AFCP and are required to have been employed for more than one year. Nominees must not be older than 35 as of December 31, 2017.

Recipients will be recognized during the 2018 conference in Baltimore, Maryland, where their training opportunities will begin. The nomination deadline is December 1, 2017. Nomination forms are available from the AFCP office or online at [www.afcp.org](http://www.afcp.org)

If you have specific questions, you can contact the AFCP office or AFCP board member and program chairperson John Draper at [jdraper@pipestonestar.com](mailto:jdraper@pipestonestar.com). **INK**



# Associations IN the NEWS

**THE FREE COMMUNITY PAPERS** of New York (FCPNY) has relocated its office to Watkins Glen.

The new address is 217 N. Franklin Street, Suite B, Watkins Glen, NY 14891. The phone numbers will remain the same: 315-472-6007 or 877-275-2726. The new fax number is 607-535-2939.

**THE INDEPENDENT FREE** Papers of America (IFPA) Publishers Summit has been scheduled for January 26 & 27 at the Clearwater Beach Holiday Inn in Florida.

A new twist is on the agenda, with the focus being to make the summit

about you, the attendees, and the attendees' needs. Those who attend will be asked for their input prior to the summit in order to shape the agenda.

Moderators will be Katie McNabb, Jane Means and Joe Mathes.

**DUE TO HURRICANE IRMA**, the Community Papers of Florida (CPF) has rescheduled its annual conference from September 15-16 to October 20-21.

The conference was scheduled at the Hutchinson Island Marriott Resort & Marina located on the beach near Stuart. The board noted that there was no question that some members

would be affected by the storm.

Following the hurricane, the board will make a determination on the feasibility of holding the conference.

To submit your "Associations in the News" story, contact Dave Neuharth at [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com).

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May 3-5, 2018



# The REALITY of Selling Advertising

by Peter W. Wagner

**IT'S TIME TO GET REAL IF NEWSPAPERS WANT TO** dominate the local market. The REALLY big dollars will be found in our community newspapers and not our one-of-many-in-the-community websites.

## PRINT ADVERTISING PROVIDES A GREATER RETURN

Anyone can create a website in your market. All they need is a computer and some midnight oil. But only a newspaper with its heavy metal printing press and some passionate people with ink in their blood can serve the citizens with a REAL newspaper.

"Only a newspaper with passionate people with ink in their blood can give a community real and total news coverage."

Think about it. You can work for a couple of hours selling a banner ad on your website and end up with only a limited number of dollars. Invest an equal amount of time selling a four-week campaign in the community newspaper and the total dollars booked increases greatly.

## WEBSITES ARE LOSING OUT TO SOCIAL MEDIA

Look around. Websites aren't what they use to be. They're used mostly for watching a missed television show or playing an online game. That younger generation you're craving has moved on to Facebook, Twitter and a montage of new relationship building sites.

## BEING THE HOMETOWN PAPER IS STILL SPECIAL

There is nothing as unique, far reaching and wonderful as the hometown newspaper. It offers tradition, credibility and depth of detail, brilliant color and something to interest every age.

Newspapers are the ONLY media that create public consensus and enforces a true sense of community in your hometown. There can be any number of radio stations and dozens of websites in any size town, but there's usually only one newspaper. That's a strength that needs to be honored, nurtured and proudly sold.

## ADVERTISERS WANT TO ADVERTISE

Local businesses want to advertise. They just don't know when to do so, what to feature, how to write and design an ad and who to turn to for help. That's where the well trained and highly committed newspaper sales professional comes in. If the newspaper salesperson makes enough face-to-face calls, is prepared with creative ideas and correct market information, gives competent service and shows appreciation for the business, he can excel owning the market.

## FIVE IMPORTANT STEPS TO BEING SUCCESSFUL

Nothing worthwhile is ever easy. Great selling requires continuous training, an up-before-dawn attitude, a personal desire to succeed and the ability to quickly and smartly respond to every opportunity to make more money for their publication and themselves. Here are five basic hints that can help you be that salesperson.

### 1. Stay on top of your game.

Salespeople need to regularly practice previously learned skills – and learn a few new tricks – to keep themselves sharp. That means immersing themselves in company training, community and association training and personal study. In order to grow, sales professionals need to read any available sales books and magazines as well as articles and literature available on key clients and their industries.

**2. Take something worthwhile with you.** If you go into a presentation empty handed you'll most likely come out empty handed. Always be armed with something worthy to show the buyer: a unique special section or new multi-week sales promotion, a fresh copy idea or a unique spec layout. Having a reason to buy that day makes it easier for customers to make an immediate positive decision.

**3. Build rapport.** The chances are anyone investing in a local business will have a strong connection to the community for years to come. Take time to build a personal relationship with every buyer. That means learning about his or her personal life as well as their business needs. More important, it means letting them know about you and your dreams, building a bridge between

"Only a newspaper with passionate people with ink in their blood can give a community real and total news coverage."



you that will last a lifetime. When difficult buying decisions have to be made, buyers tend to lean toward the one that also benefits a friend.

**4. Ask more questions.** Knowledge is power. The more you know about the advertiser's dreams, needs and future plans the more you'll be part of that company's advertising. People like to talk about themselves and their business. Ask lots of questions. Take lots of notes. Act like you're really interested in the answers. You never know when an offhand comment can spark the idea for a full page ad.

**5. Believe in your product.** I could never sell cars. I enjoy driving them, but I don't much care about what makes them go. The same thing could be said about selling shoes. I am passionate about the role newspapers can (and should) play in every community. More importantly, I believe in my newspaper. I have an advantage over my customers. I KNOW before I start the call that I can help that business succeed. My customers sense

my excitement and that alone gets me on the way to a touchdown. Believe in your newspaper. Learn all you can about your market and competition. Look for new ways to improve your creative services. Believe!

**BE UNIQUE, BE A LEADER, BE WHAT YOU DO BEST**

Accept it. No other media can offer the educated audience editorial credibility and consistent results delivered by the hometown newspaper. Put your newspaper first in your own mind and your advertisers will put it first in theirs.



*Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW. He is a frequent sales trainer and presenter promoting the values of the printed paper at group and association meetings. Peter is also available for local consultations and can be reached at his cell phone, 712.348.3550 or by emailing him at pww@iowainformation.com.*

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**INNER HARBOR**  
May 3-5, 2018

# Look out, **Baltimore!** Here we **come!**

by Tiffany Gardner, Rising Star

**WHEN I WAS GIVEN THE TOPIC OF BALTIMORE'S** Inner Harbor to write about, I was a little nervous. I did not know much about this city, so I thought I may really need to dig deep to research what activities are fun and/or family friendly. Little did I know, I would have a hard time squeezing all the awesome activities into a one-page write-up!

Baltimore's Inner Harbor offers a plethora of museums, shopping outlets, and more. While some of you may be studying for the final TLI Exam, the rest of us get to go out on the town and see all that the Inner Harbor has to offer. As I began to write about all the activities that await, I realized my writing sounded more and more like a game show host announcing a grand prize trip. Please bear with me as I channel my inner Bob Barker to give you a rundown of activities to do while attending the May AFCP Conference at the historic, luxurious and exciting Inner Harbor in Baltimore.

In case you haven't guessed it, the Inner Harbor has many maritime activities for all ages. What better way to get a different perspective of the inner harbor than by boat? Take a ride on the colorful dragon-shaped paddle boats, electric boats, or even sail boats.

In 1726 a ship building company known for producing the famous "Baltimore Schooners" caused the Fell's Point region to boom. In this area you can find a museum, nautical shops, and some of the best offerings of delicious seafood restaurants. This charming waterfront community is a place for the whole family. While at Fell's Point, climb aboard with the Urban Pirates to blast enemies with water cannons, search for treasure and adventure like a pirate. This is an unforgettable experience for all ages.

If you prefer to stay on dry land, Baltimore's Inner Harbor offers many niche attractions. Go see the wonders at Ripley's Believe It or Not! You could even go on a unique Ghost Tour or Wicked History Tour that will take you back to times that may be best forgotten. These

award-winning tours will send chills up your spine.

If all the attractions aren't enough, you can shop until you drop. The Gallery provides a shopping experience with more than 40 stores to choose from. After all the shopping and sightseeing you will want to grab a bite to eat. There are restaurants of all kinds so you are sure to find what you are craving.

If you loved 4th Street Live! in Louisville, then you have to check out Power Plant Live! With outdoor seating, the Hard Rock Café, Phillips Seafood, and Dick's Last Resort are a few of the restaurants offered at Power Plant Live! A unique feature at the

Power Plant is the Charm City Clue Room. Your group has 60 minutes to get out of a room by solving clues and puzzles. Don't let time run out...or else!

You don't have to be a history buff to immerse yourself in the Maryland Science Center, Port Discovery Children's Museum, and the National Aquarium. These museums are family friendly and offer a unique educational experience you will remember for years to come. Other area museums include the historical Mount Vernon

region, the Maritime Park Museum, and America's First Catholic Cathedral. You can even check out the Civil War and Underground Railroad Museum for free. Since we are fans of paper and ink, you may want to visit the impressive six-story Peabody Library. If the kids are not interested, just tell them you're going to see the iPads made of trees!

Speaking of paper... while reading through all these thrilling activities, I was constantly reminded of the real reason we are here: for our role in the Association of Free Community Papers. What an amazing opportunity for industry professionals to come together to collaborate (and celebrate) the hard work we put in. You will leave the conference feeling refreshed and excited to be part of the industry with many new lasting memories.

If you're ready to see what this city has to offer and let your ideas shine, then come on down... to Baltimore! **INK**

**"Baltimore's Inner Harbor offers a plethora of museums, shopping outlets, and more."**





oct.

2018

STUART, FL :  
OCTOBER 20-21, 2017

Community Papers of Florida (CPF). Rescheduled Annual Conference, Hutchinson Island Marriott Resort & Marina, Stuart, Florida. For information contact: DJNeuharth@aol.com.

CLEARWATER BEACH, FL :  
JANUARY 26-27, 2018

Independent Free Papers of America (IFPA). Publishers Summit, Holiday Inn at Clearwater Beach, Florida. For information contact Douglas Fry at douglas@ifpa.com.

BALTIMORE, MD :  
MAY 3-5, 2018

Association of Free Community Papers (AFCP) and Mid-Atlantic Community Paper Association (MACPA). Joint Conference and Trade Show, the Baltimore Inner Harbor in Baltimore, Maryland. For information contact Loren Colburn (loren@afcp.org) or Alyse Mitten (info@macpa.net).

To list your conference information in Free Paper INK, send it to:  
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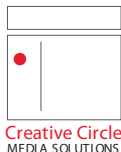
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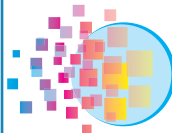


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