MACPA
MID-ATLANTIC
COMMUNITY PAPERS
ASSOCIATION

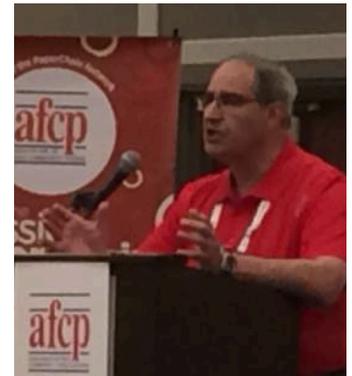# Conference Recap From
MACPA's President, Ruth Isenberg

Ruth Isenberg,
MACPA President

There is nothing like stepping out of your usual routine to open your eyes to opportunity. It's far too easy to get caught up in routine and the pressing daily demands of our papers to see the big picture.

Spending three or four days in Baltimore with colleagues and friends at the AFCP-MACPA Conference was just the right kind of break—short enough that we didn't get way behind on our work, but long enough to let us relax, converse and learn. Long enough to let us come back to our business refreshed, and to see it with new eyes.

Keynote speaker Marcus Sheridan wasn't an industry expert. He was a self-created marketer who saved his pool business in tough economic times by instituting a radical policy of answering customer questions before they were even asked. He taught about video, but he also taught about sales—his philosophy of dealing with objections upfront, talking honestly about rates and competition was refreshing and thought-provoking. He inspired the room with his energy and enthusiasm.

Dan Alexander,
PaperChain President

A variety of vendors offered products and services that could provide additional revenue streams, or streamline operations. Many were scaled for businesses larger than ours, but others sounded as though they could mesh with what we are doing. In every case, the representatives of the vendors were helpful and gave us plenty of time to learn about them and their services.

Sessions provided a chance to do some structured thinking about ways to improve sales and management. Some of the MACPA members worked toward completing TLI certification. We celebrated one of our own, Jane Quairoli from Kapp Advertising, graduating from the two-year TLI certification program.

Jane Quairoli receiving her
TLI Certification.

The best part of the conference was the interactions, both formal and casual. The value of talking with other publishers, other sales professionals, other managers from publications similar to our own, can't be overstated. Seeing the prize-winning ads from around the country, and those from our own MACPA membership, was inspiring. The roundtables, and especially the idea exchange in the form of a "Shark Bank" brought out some creative ideas that were unselfishly shared. (Don't be surprised if you see more Word Search puzzles in the next few months.)

Shark Bank Idea Exchange, panel of judges.

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PRESIDENT MESSAGE CONTINUED

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If this column sounds like a promotion for a conference you may now be sorry you missed, I apologize. It's meant more as an encouragement to plan now to take part in opportunities to share and socialize with your fellow members. Yes, it's hard to get away from a business that can be all-consuming if you let it. Yes, there are expenses involved. Yes, like all of us, you live a very busy life, with multiple commitments and obligations. But the payoff is real, and far larger than the cost.

MACPA will be holding some regional get-togethers in the coming months, and planning for the 2019 conference in Harrisburg, March 1 and 2 is already underway. Save those dates; you won't want to miss out!

Members of MACPA at the joint conference with AFCP.

What's in this issue of the Messenger:

- Conference Recap
- What Publishers Need to Do About GDPR
- Ad Award Winners
- See The Other Person's Point of View
- Political Ad Spending in Newspapers
- Metro Creative Graphics Launches Stylized Auto Image Library
- Why Should You Choose SCS?

DIGITAL CORNER: What Publishers Need to Do About GDPR

By Eric Shanfelt

The EU's General Data Protection Regulation (GDPR) goes into effect May 25, 2018. That's a few days away, but I'm surprised by how many publishers don't know about GDPR, don't think it affects them, or they think they're compliant, but they're not.

We'd much rather focus on the fun part of publishing: creating great content, building our audience, and growing revenue. But legal compliance is now a core requirement of doing business online and GDPR takes online privacy to an entirely new level.

What is GDPR?

At its core, GDPR is a new set of European Union consumer protection regulations designed to protect the data privacy of EU citizens. The UK is also included … even with Brexit.

But don't think this only affects publishers with an office or headquarters in Europe. The EU-US Privacy Shield Framework and the Judicial Redress Act mean that even U.S. companies could be subject to certain class action lawsuits from Europe related to GDPR.

GDPR is built on the concept of "privacy by design" and goes way beyond both the U.S. CANSPAM and the Canadian Anti-Spam Law (CASL). It requires publishers to get affirmative consent from someone prior to collecting ANY data about them. It also requires that you keep a record of such consent and give the individual the ability to revoke consent at any time, and to access, correct, or completely erase ALL data you have about them.

And, unlike most previous privacy regulation, GDPR extends beyond personally identifiable information (PII) such as email, name, demographics, purchases, etc. It also includes non-personally identifiable information such as anonymous cookies, IP, or digital fingerprinting. In the eyes of GDPR, there is no difference between PII and non-PII data … it's all personal data.

Penalties for non-compliance can be severe … up to 4% of a company's annual revenue. But potential GDPR penalties aren't the only reason publishers should pay attention. Some advertisers (especially in the B2B markets) are already asking publishers if they are GDPR compliant and might withhold campaigns in the second half of 2018 if a publisher is not.

Of course, larger national and international media companies have more legal exposure than a regional lifestyle magazine for example, but technically all publishers are subject to GDPR. Even small publishers have some European web traffic, email addresses, or other data. (By the way, you can't tell if you have European email addresses because they can use Gmail, Yahoo, etc.)

How Can Publishers Comply with GDPR?

In my role as SVP of digital for several publicly traded and private equity companies, I've had to learn more about online legal compliance than I've wanted to. But before we go any further, I must tell you that I'm not a legal expert. Each publishing company is different, so be sure to consult with your own legal counsel about GDPR compliance and your legal exposure.

That being said, here are some tips that can help you prepare for GDPR:

Update your privacy policy and terms of service – Make sure these documents are up-to-date and cover all your legal requirements. And for those publishers who don't have these documents in place … get them in place ASAP. Also note that GDPR requires that you explain your privacy policy in plain language, not legalese, and that it be easily accessible and visible before you collect personal data (including anonymous cookies).

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DIGITAL CORNER CONTINUED

MACPA Messenger

Get consent from people BEFORE collecting data – With GDPR you must get consent from people before you ever collect data on them.

Track people's consent and give them the ability to revoke it – You must have a way to track who has given you consent, what they consented to, and when they gave consent. You must also give people a way to revoke their consent at any time.

Give people the ability to access and fix their data – Under GDPR, you must be able to provide a person with a copy of all the data that you have collected about them. You must also have a way for them to change any inaccurate data about them.

Give people the right to be forgotten – Finally, you must also allow people to request that all their data be removed from your systems and put a process in place to follow through on that request.

Realize that you cannot grandfather existing people – GDPR does not make allowances for pre-existing relationships or existing data that has been collected. You must get consent not only for new people, but for everyone in your database.

GDPR Extends Beyond Your Own Systems
Personal data collection goes beyond your own systems. Your email service provider, CRM provider, circulation fulfillment company, ecommerce system, etc. are all considered virtual extensions of your customer database. You'll want to talk with those providers to see how they are preparing for GDPR and how you will need to interact with them.

And don't forget all the digital tracking systems you use … analytics, ad serving, remarketing tags, email pixels, etc. Make sure those systems are also GDPR-compliant, and understand how you may need to adjust your privacy policy or data collection/management processes.

As a publisher, getting, tracking, and managing consent can be a daunting task to do by yourself. Fortunately, there are some systems available that are reasonably priced and can handle much of the heavy lifting for you. Please feel free to contact me if you'd like more information.

I realize this is a lot to take in. GDPR is going to force all media companies to take a close look at how they collect and manage people's data. If you're already prepared for GDPR, then you're way ahead. If you're not prepared … please don't wait any longer. Consult with your legal counsel immediately.

MACPA MID-ATLANTIC COMMUNITY PAPERS ASSOCIATION

MACPA Messenger

Category 1 Division 1 - General Excellence - Community Papers

1st Place
Schaffner Publications
Port Clinton, OH

2nd Place
Engle Publishing
Mount Joy, PA

Category 1 Division 2 - General Excellence - Shoppers Guide
1st Place
Hocking Printing
Ephrata, PA

2nd Place
The Franklin Shopper
Chambersburg, PA

3rd Place
Weekly Bargain Bulletin
New Castle, PA

Honorable Mention
Kapp Advertising
Lebanon, PA

Ad, Editorial & Website Winners

MACPA Messenger

Category 2 - Division 1
Single Ads - Small Space
Black Ink Only
1st Place
Columbus Messenger
Columbus, OH
2nd Place
Kapp Advertising Services
Lebanon, PA
3rd Place
AloNovus Corp
Millersburg, OH
Honorable Mention
Hocking Printing Company
Ephrata, PA

Category 2 - Division 2
Single Ads - Small Space
Color
1st Place
Engle Publishing
Mount Joy, PA
2nd Place
Engle Publishing
Mount Joy, PA
3rd Place
Kapp Advertising Services
Lebanon, PA
Honorable Mention
Hocking Printing Company
Ephrata, PA

Category 3 - Division 1
Single Ads - Large Space
Black Ink Only
1st Place
AloNovus Corp
Millersburg, OH

Category 3 - Division 2
Single Ads - Large Space
Color
1st Place
Hocking Printing Company
Ephrata, PA
2nd Place
Engle Publishing
Mount Joy, PA
3rd Place
Columbus Messenger
Columbus, OH
Honorable Mention
Columbus Messenger
Columbus, OH

Category 4
Grocery Ad
1st Place
Kapp Advertising Services
Lebanon, PA
2nd Place
AloNovus Corp
Millersburg, OH
3rd Place
Engle Publishing
Mount Joy, PA
Honorable Mention
The Franklin Shopper
Chambersburg, PA

Category 5
Automotive Ad
1st Place
Columbus Messenger
Columbus, OH
2nd Place
Columbus Messenger
Columbus, OH
3rd Place
Columbus Messenger
Columbus, OH

Category 6
Restaurant Ad
1st Place
AloNovus Corp
Millersburg, OH
2nd Place
Engle Publishing
Mount Joy, PA
3rd Place
Engle Publishing
Mount Joy, PA
Honorable Mention
Weekly Bargain Bulletin
New Castle, PA

Category 8 - Division 1
Timely and Themed Sections or
Guides - Newsprint
1st Place
Kapp Advertising Services
Lebanon, PA
2nd Place
Kapp Advertising Services
Lebanon, PA
2nd Place
The Early Bird
Greenville, OH
3rd Place
Engle Publishing
Mount Joy, PA
3rd Place
Engle Publishing
Mount Joy, PA

Category 8 - Division 2
Timely and Themed Sections or
Guides - Glossy
1st Place
Kapp Advertising Services
Lebanon, PA
2nd Place
AloNovus Corp
Millersburg, OH
3rd Place
Kapp Advertising Services
Lebanon, PA

Category 9 - Division 1
Original Photography
Editorial
1st Place
Hocking Printing Company
Ephrata, PA
1st Place
Hocking Printing Company
Ephrata, PA
2nd Place
AloNovus Corp
Millersburg, OH
3rd Place
AloNovus Corp
Millersburg, OH
Honorable Mention
Columbus Messenger
Columbus, OH
Honorable Mention
Columbus Messenger
Columbus, OH

Category 11 - Division 1
Original Writing
Personal Column
1st Place
AloNovus Corp
Millersburg, OH
2nd Place
Columbus Messenger
Columbus, OH

Category 11 - Division 2
Original Writing - Editorial
1st Place
Columbus Messenger
Columbus, OH
2nd Place
The Early Bird
Greenville, OH
3rd Place
Columbus Messenger
Columbus, OH

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Category 11 - Division 3
Original Writing - News
1st Place
Columbus Messenger
Columbus, OH
2nd Place
The Early Bird
Greenville, OH
2nd Place
The Early Bird
Greenville, OH
3rd Place
Engle Publishing
Mount Joy, PA
Honorable Mention
Columbus Messenger
Columbus, OH
Honorable Mention
Columbus Messenger
Columbus, OH

Category 11 - Division 4
Original Writing - Feature
1st Place
AloNovus Corp
Millersburg, OH
2nd Place
Columbus Messenger
Columbus, OH
3rd Place
AloNovus Corp
Millersburg, OH
Honorable Mention
The Early Bird
Greenville, OH

Category 12
Website Design
1st Place
The Franklin Shopper
Chambersburg, PA
2nd Place
Schaffner Publications
Port Clinton, OH
3rd Place
The Early Bird
Greenville, OH

Category 13
Social Media
1st Place
Kapp Advertising Services
Lebanon, PA
2nd Place
The Franklin Shopper
Chambersburg, PA

Category 14 - Division 1
Email Marketing - Self
Promotion
1st Place
The Franklin Shopper
Chambersburg, PA
2nd Place
Kapp Advertising Services
Lebanon, PA
3rd Place
Kapp Advertising Services
Lebanon, PA
Honorable Mention
Kapp Advertising Services
Lebanon, PA

Category 14 - Division 2
Email Marketing - Promotion
for Advertisers
1st Place
Kapp Advertising Services
Lebanon, PA
2nd Place
Kapp Advertising Services
Lebanon, PA
3rd Place
Kapp Advertising Services
Lebanon, PA

Congratulations to all of the winners!

Read the Editorial Winners on macpa.net.

SALES CORNER: See the Other Person's Point of View

By John Foust

A friend told me about the time his mom took him to the shopping mall to help her pick out a birthday present for his father. He was about six years old at the time, and it was no surprise when he headed straight for the toy store. That gave her a chance to have a little talk with him about the gift selection process: we look for something the other person would like, which is not necessarily what we would like for ourselves. She then guided him to another store, where they picked out a more appropriate gift. All these years later, he still remembers that important lesson.

The adult version of this story happens all the time. I once attended a strategy meeting at a nonprofit agency. The group was discussing ways to express appreciation to donors, and someone suggested framing a list of names and displaying it in a prominent place in the office. The leader of the group said, "That won't work. I don't want my name publicized." Someone pointed out that people could remain anonymous if they wanted, but she stood firm against the idea. It wouldn't have been a shock if an outsider had made that statement, but she should have known better. If you ask me, it was obvious that the wrong person was leading that meeting.

I've heard the same kinds of things in advertising meetings. A retailer refuses to run an ad in the sports section of the paper, because he doesn't like sports. (He doesn't understand that his products appeal to the demographic group that follows sports.) A business owner decides against a digital presence, because "digital is only for national news." (She doesn't realize that her target audience is relying heavily on digital for local news.) A sales person hesitates to recommend a higher ad budget, because that advertiser has never spent that much money before. (In reality, the advertiser may have plenty of money to spend on the campaign, but the sales person can't think beyond his own perceptions.)

Henry Ford said, "If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."

Yes, anyone can see things from their own point of view. But it requires special talent to see things from the other person's perspective.

Advertising requires its practitioners to follow Henry Ford's advice on many different levels. Sales people have to see things from their advertisers' perspectives. Then they have to help those advertisers see things from their target audiences' viewpoints. Along the way, they have to help their production departments create audience-relevant messages.

It's human nature to believe that everyone will like this new business proposal...or that headline...or this ad schedule. That's why it takes discipline to understand what the other person thinks. In the end, you'll develop better advertising, better marketing partnerships and better internal working relationships.

CREDIT LINE
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

MACPA Messenger

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By Sheila Brooks, Ph.D.

Spending on political ads is big business for the media, especially during Congressional mid-term elections. Billions of dollars will be spent to woo voters before they head to the polls in November. In fact, political ad spending projected to set a record in 2018.

According to a report by Borrell, expected expenditures on political ads will reach approximately $8.5 billion, a record for a non-presidential year. "We're facing an important year in 2018 because many will consider it a referendum on what happened in 2016," said report author Kip Cassino. "PAC money has swelled up considerably in advance of this, and it's only the beginning of what is likely to be a never-ending campaign of political marketing in both odd-numbered years and even-numbered years."

Meanwhile, digital and social media political ads are experiencing rapid growth. That is good news for newspapers, especially community newspapers that tend to target more diverse audiences.

Consumers today are increasingly getting their news from print and online content, mobile apps, and social media sites. A new national poll by the Harvard Kennedy School's Institute of Politics says more young people are expected to vote in this year's mid-term elections than in the past two years. The report says that more than 30% of young Americans will vote.

Since newspapers are overwhelming using digital and social media channels to target the younger audiences, this election will be huge for the print media. Small newspaper publishers should do whatever they can to position themselves to benefit from the coming wave of advertising dollars.

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

ASSOCIATE MEMBER CORNER: METRO CREATIVE GRAPHICS, INC. LAUNCHES STYLIZED AUTO IMAGE LIBRARY

With the current launch of Metro Creative Graphics' new Stylized Auto Images, the long-established provider of advertising sales, creative and editorial resources continues to develop new ways to help media companies profit from locally focused advertising. This premium library features a collection of visually enhanced photography and was developed in response to the popularity of Metro's existing Auto Photos Library to expand automotive design options for Metro clients and their advertisers. Access to Stylized Auto Images is available now by subscription in the Creative Library of MetroCreativeConnection.com.

In addition to an already extensive collection of high-quality automotive photography offered by Metro, this premium library will instantly provide more than 170,000 additional images to users, with current models added annually. This combination of Metro's new Stylized Auto Images with the company's already popular Auto Photo Library – which features interior and exterior photos of virtually every make and model from 2001 to present in virtually every manufacturer color – offers publishers convenient and affordable "one-stop shopping" without relying on various manufacturer sites for image content.

"Metro's new Stylized Auto Images feature enhanced effects for a striking look," states Metro EVP and Director of Marketing Debra Weiss. "This new resource will help publishers profit by engaging more automotive sales and service advertisers with ads, pages and special sections that are incredibly impactful visually, and designed to move advertisers and their customers to action."

Both Canada and the U.S. experienced record-breaking auto sales in 2016. According to the National Automobile Association, 16,708 franchised U.S. dealers sold a record 17.5 million new vehicles in 2016, with sales topping $995 billion. Car auction company Manheim reports that both the new and pre-owned U.S. car markets have experienced a consecutive annual growth rate of about 6 percent between 2010 and 2016. The new Stylized Auto Images library is just one more way Metro is meeting the growing automotive marketing needs of publishers. Metro's existing online libraries also offer clients access to thousands of targeted automotive spec ads, ad pages and cover designs, along with web and mobile content and themed special sections, giving publishers all the creative resources they need to increase sales and production in less time for greater profits.

"With our recent acquisition of Ad-Builder Creative Outlet, we knew that the Auto Photography library previously sold by Creative Outlet would be a valuable addition to Metro's already expansive content libraries," says Robert Zimmerman, President and CEO for Metro. "Now, the vast majority of newspapers can add this premium collection of specialized automotive photos to enhance their marketing efforts and capture expanded revenue from local advertisers."

Metro Creative Graphics, Inc.
The leading advertising, creative, sales and editorial resource and business ally for newspapers and media companies in North America and beyond, Metro Creative Graphics is dedicated to helping them generate revenue more easily, in less time. Since 1910, Metro has been driven to deliver innovative solutions for print, web, social and mobile local advertising products. The company's deep and diverse suite of simple-to-use, revenue-generating products and services includes targeted art and photos, spec designs, editorial features, ready-to-sell special sections, state-of-the-art online e-sections and groundbreaking digital ad development tools. Every day, Metro's responsiveness helps customers create, sell and profit beyond their business expectations. The company's passion for performance has demonstrated literally hundreds of client success stories and earned it a respected reputation in the industry.

ASSOCIATE MEMBER CORNER: WHY SHOULD YOU CHOOSE SCS?

MACPA Messenger

In a world where newspaper companies are driven relentlessly into the future by the exponential growth in data production and storage requirements, and the uncertainties of a shrinking print media market, it's easy to believe that you're on your own.

That's a problem, however, that our customers don't have. Steve Lisanti, Pagination Manager at the Arizona Republic (Phoenix, AZ), says that "You have some wonderful people working for you and I can't say enough good things about them. You should be very proud." Allen Schmidt, a systems administrator at The Free Lance-Star (Fredericksburg, VA), is glad he's found the "best group of support folks I think I have ever dealt with" that are "prompt, courteous, and they ALWAYS have an answer".

When we say that we've always got an answer, we mean it. SCS understands that problems don't restrict themselves to business hours. That's why, when Vic Nigro at LNP Media (Lancaster, PA) realized his systems weren't receiving wire photos or stories on the eve of the paper's publishing date, he contacted SCS. Here's what Vic had to say about the help he received from Marty MacDonald at SCS: "We were not able to receive wire photos or stories for six hours… Early in the night, Marty tested his Quickwire and it was receiving stories without a problem. So, using our scripts and login information, he then could route stories (more specifically, sports agate) that contained the styles we use. The last baseball game finished around 11:45pm. Marty stayed in contact with us until the paper was finished."

A truly great company is defined by an exceptional product as well as exceptional customer service, and at SCS, we have both. Here's what Michael Greathouse, IT Manager/Graphics Manager at The Exponent Telegram (Clarksburg, WV), had to say about the installation process for Layout-8000, our premiere ad dummying software: "Every step of this upgrade was smooth thanks to the SCS Team. Frank actually knew the info he needed instead of working from a script and helped me with the initial info gathering. From the

beginning, Ann provided easy to follow guidance and was instrumental in getting us up and going with the news system." Layout-8000 isn't just a breeze to install, either; it's "simple to use and easy to understand," according to Mark Rodgers, Production Director at the Lebanon Democrat (Lebanon, TN). Don't let that simplicity fool you, though. Mark also says that "Layout-8000 has cut hours off of laying out the paper per week. It has also helped tremendously in eliminating errors associated with ad placement".

Perhaps the secret to the excellent customer service that SCS provides is our ability to stay small and efficient in an industry where newspapers are increasingly being consolidated into huge media companies. This allows us to remain uniquely personal, even when serving giants like tronc (formerly known as Tribune Publishing). Manny Caipo, Manager of Advertising Application Support at the Los Angeles Times (Los Angeles, CA), agrees: "SCS has the best customer support—bar none. I've worked with many vendors in the past and your company is at the top of my list. Your attention to customer care is something you don't see much these days and that is one of the reasons I value our partnership."

At SCS, we pride ourselves in the job we do, and that job isn't finished until the customer is happy, period. No matter whether your newspaper has 100 subscribers or 100,000, we want to see you succeed, and we'll be with you every step of the way.

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