

Pacific Northwest Association



of Want Ad Newspapers

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ON THE HORIZON:

Atlanta, GA:
April 19-21, 2012
Association of Free Community Papers (AFCP). Annual Conference, Sheraton, Atlanta, Ga. For information call Loren Colburn at 877-203-2327; e-mail: loren@afcp.org.

CIRCULATION
VERIFICATION
COUNCIL

 **PaperChain**
Media's Missing Link

FALL 2011 ISSUE

PNAWAN WRAP

Western Regional Ad Program

Wrap Up Your Regional Classified & Retail Ads With One Phone Call

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PRESIDENT'S POSTINGS

Enthusiasm is contagious. Be a carrier.

--Susan Rabin

Once you get people laughing, they're listening and you can tell them almost anything.

--Herbert Gardner

Life is a great big canvas, and you should throw all the paint on it you can.

--Danny Kaye

Too many people spend money they haven't earned, to buy things they don't want, to impress people they don't like.

--Will Rogers

The people who try to do something and fail are infinitely better than those who try to do nothing and succeed.

--Lloyd Jones

Better three hours too soon than one minute too late.

--William Shakespeare

There is only one corner of the universe you can be certain of improving, and that's your own self.

--Aldous Huxley

People may habitually turn to you for particular tasks because you have, in effect, trained them to do so.

--Alan Lakein

The white light streams down to be broken up by those human prisms into all the colors of the rainbow. Take your own color in the pattern and be just that.

--Charles R. Brown

Our best days are still ahead of us!

The newspaper industry has been handed its obituary notice no fewer than a dozen times in the past decade and yet we continue to print our editions without fanfare. Certainly there are challenges – just as there have always been.

A few of the PNAWAN publishers were able to attend the combined IFPA/ SWCP/ PNAWAN conference in Reno in September and it was clear from talking to our peers that there is plenty of opportunity to go around.

The three-minute idea exchange was worth the admission to the conference with at least 20 legitimate money making ideas to take back to our individual markets. Sure, there were more ideas than that, but I'm only counting the ones that I think I can implement at my publication to help me make some extra cash.

The speakers had some out of the box ideas as well as some old ones that we needed to be reminded of. The TOMA (Top of mind awareness) segment is always an eye opening one for me. Twice in my career I have used a TOMA survey to help boost my bottom line and I think it's time to consider it once again. Even if your publication doesn't want to invest in the full survey you can still use the principles of TOMA to get multi-year contracts signed with many of your service industries.

I was particularly interested in the segment on making money using video clips, though the presenter went so fast I could only catch about every third word. The conference planners should have given him an afternoon to teach his ideas. The main idea was that it doesn't take a king's ransom to get started doing video clips on your website. Video can be a way to promote your staff, your publication or your advertisers. Getting started will set you back hundreds of dollars, not the thousands we all thought it would take.

As with every conference, the best opportunities came while visiting with other operators, owners, graphics and sales staff at the cocktail hour or at dinner. I continue to be impressed with the out of the box thinking of many of our peers in the industry. I was especially impressed with our neighbors from the north in Alberta and British Columbia. They come with their 'A' game and they always bring what seems like half their country to support the effort. I'll never get tired of hearing Dan talk "about" all the

ways he is making money.

What I left the conference with was a confidence in our products. We are, in many ways, the exact opposite of what our big city newspapers have become. They have had to become leaner, but they still move so slow and have such a snobby attitude about what they represent. We on the other hand, are little speedboats that can turn quickly, speed up when we need to, slow down when necessary (to pick up all those mom and pop ads the dailys just ignore) and even go into shallow water to fish a new hole.

Our demise will only come about if we forget what makes us different or if we begin to think we have "made it." We are in an industry where we are either moving forward or we are losing ground. There is no place for 'the status quo' in this industry.

As I depart as the President of PNAWAN I feel like I have done far too little and have occupied the president's slot too long. Our little association is on solid ground financially but we are losing our identity as a unified group. In my two years as president I have gotten to know a few of you very well, but I have never met a large percentage of our owners or managers. Some of this might be my geography which places me on the far edge of all of the other publications in our network, but I believe that a part of it is the reduced participation in our joint conferences. This is the biggest challenge facing my successor and frankly, the PNAWAN Group.

We need to find a way to make being a member of this association a rewarding and important part of our day. If we don't work hard to stay together it will be easy to fracture apart, becoming one of those groups you hear about that 'used to be' a fun group to participate with.

I appreciate the friendships I have made along the way and pledge to continue to do my part as just another member to move our association forward.

Regards.



Jay Lenkersdorfer

COORDINATOR'S CORNER

Back in the saddle again....

A Greek philosopher once said "The only constant is change." That statement also applies to PNAWAN, specifically the desk of the Coordinator.

As you probably know by now, Tamara is no longer with The Moneysaver, and therefore no longer acting as PNAWAN Coordinator. So these tasks fall back to me. There's been some juggling, some fleshing out, and a bit of chaos in the last couple of months. But with the help of everyone involved, the transition should be seamless.

Every year PNAWAN holds a "Best Ad Contest" with all of our member papers. We encourage you throughout the year (September 1 through August 31) to set aside some tear sheets of what you believe to be some of your best work. Then when notified, attach them to poster board and send them to the PNAWAN office, according to the instructions given.

This year I received entries from just 6 publications. We then shipped them off to the local college for their graphics class to critique and judge the ads they deemed best in each category.

The judges have made their decisions for the 2011 PNAWAN Best Ad Contest. Here is the winning list:

Best Black & White Ad - Little Nickel Classifieds, The Claremont Apartments

Best Spot Color Ad - Little Nickel Classifieds, Foreign Engines Inc.

Best Process Color Ad - The Giant Nickel, Indoor Comfort Solutions

Best Ad Promoting PNAWAN - The Exchange, What Can The Exchange Do For You?

Best Special Section / Issue - The Exchange, The Big Horn Outdoor Adventure Show

Best Ad Campaign - The Moneysaver Lewiston, Primeland- # Saturdays 'Til Christmas

Best Automotive Ad - The Moneysaver Lewiston, Valley Car Sales

Best Retail Store Ad - The Moneysaver Lewiston, Hay's Pumpkin Patch is Open

We would really like everyone to be able to see the winning ads, so I have asked these winning publications if you could please arrange to have a PDF file of their winning ad(s) emailed to me. I've received response from only one publication so far, so we will try to get them posted on our website.

Thanks to everyone who took the time to pull their best ads and then sent them in for the contest. It's never too early to start saving them for next year. Your only expense is getting them shipped to the PNAWAN office.

Remember that when you sell a PNAWAN ad – classified or display – your name goes in the hat for a \$75 drawing at the end of each month. And for the first ad you sell to a brand new customer, you will be given \$10 each at the end of the month. So, let's keep those ads coming!

Thank you so much for your support.

Linda Beck
PNAWAN
Coordinator



Linda Beck
PNAWAN Coordinator

The deepest principle in human nature is the craving to be appreciated.

--William James

You must have a goal... It's just as difficult to reach a destination you don't have as it is to come back from a place you have never been.

--Zig Ziglar

There is none who cannot teach somebody something, and there is none so excellent that he cannot be excelled.

--Baltasar Gracian

Lost, yesterday, somewhere between Sunrise and Sunset, two golden hours, each set with sixty diamond minutes. No reward is offered, for they are gone forever.

--Horace Mann

If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude.

--Colin Powell

Be vigilant; guard your mind against negative thoughts. Pull yourself out of bad ways as an elephant raises itself out of the mud.

--Eknath Easwaran

I don't care how much power, brilliance, or energy you have, if you don't harness it and focus it on a specific target, and hold it there, you're never going to accomplish as much as your ability warrants.

--Zig Ziglar

A WORD FROM THE NEW PRESIDENT

He who does not have the courage to speak up for his rights cannot earn the respect of others.

--Reni G. Torres

He who wants to change the world should begin by cleaning the dishes.

--Paul Carvel

Knowledge is a treasure, but practice is the key to it.

--Thomas Fuller

A determined soul will do more with a rusty monkey wrench than a loafer will accomplish with all the tools in a machine shop.

--Robert Hughes

If you don't like something, change it. If you can't change it, change your attitude. Don't complain.

--Maya Angelou

Work joyfully and peacefully, knowing that right thoughts and right efforts will inevitably bring about right results.

--James Allen

Today is a smooth white seashell, hold it close and listen to the beauty of the hours.

--unknown author

You can't do anything about the length of your life, but you can do something about its width and depth.

--Shira Tehrani

It is not a lucky word, this name 'impossible'—no good comes of those who have it so often in their mouths.

--Thomas Carlyle

First order of business....To our outgoing president, Jay Lenkersdorfer, thank you for a job well done! I know I have large shoes to fill. (Figuratively speaking)

I came to work for The Nickel in La Grande, OR in 1990. I have worked in every capacity, delivery, graphics, classifieds, billing and sales. Everything about this business is personal to me. When people talk about The Nickel of La Grande they may as well insert my name.

I refuse to believe that print media is a "Dying Breed". Our days of sitting back and just watching the ads roll in may be over, but that's ok, we are up to the challenge!

I am looking forward to serving as your PNAWAN President and hope to share my passion for our industry with you.

"Lets Do This!"

Susy McBride, Publisher

The Nickel

susy@lagrandenickel.com



*Susy McBride
PNAWAN President*

Are you maximizing your paper's credibility?

If you haven't completed your latest CVC audit, show customers and potential customers your publication's strengths by contacting CVC at 1-800-262-6392 or visiting www.cvcaudit.com. It's included as a benefit of your membership in PNAWAN, so why wait?



Know Your Numbers for WRAP Displays!

All ads measured in SAU column widths
 36 papers participate in WRAP
 Price per SAU column-inch varies by paper
 No minimum number of paper choices or editions!

You're an interesting person!

Or at least one of your coworkers is. What's new, funny, or noteworthy lately? Send news and tips to info@pnanwan.org



PAPERCHAIN UPDATE

October PaperChain update

We had several people stop by and look at the PaperChain booth at the recent IFPA conference in Reno, Nevada. We are still in need of purchases that can be attributed to the PaperChain sponsored listings in SRDS. If you have such a purchase please email the information to briangay@mchsi.com.

There were a few people who sat in on a presentation by David Crawford from Standard Rate and Data Service (SRDS) about the next contract for the PaperChain. Please let your association know just how much you rely on this service for contacts with ad agencies.

As we reflect on last year, PaperChain continued to have success with the SRDS we found that many of the PaperChain members received buys from ad agencies that were never contacted by the paper. The only logical conclusion is that those ads came from the PaperChain sponsored listings in SRDS. Personally, I believe this is the best investment for our industry.

Just to recap, the committees have been busy working on various projects.

- The Campaign Committee did a contest for ads that could run in member papers. They just com-

pleted design work for new pop up banners for tradeshow. We were spending more on shipping than the new banners will cost.

- The Member Relations Committee is responsible for the Link & Learn program and the new Link & Earn program. They are also working on a member survey.

- Then Technology Committee has been working on posting to the PaperChain blog and have added many facebook and twitter messages. Keeping up with today's technology is not an easy task.

- The Administration Committee is negotiating the new contract with SRDS for the coming year(s). They also function with numerous duties assigned by the chairperson.

- The Public Relations Committee is working on finding a charitable organization for PaperChain to support.

As we move into next year and the following years PaperChain needs to know what you want and expect from your involvement. Please complete the survey that will be sent out before the end of the year. That is the best way for the committees to know how to serve you and your association better.

PNAWAN TREASURER'S REPORT

Fiscal Year Ending June 30, 2011

Checking/ Savings:

| | |
|----------------|------------------|
| CDs | \$148,375.91 |
| Checking | <u>26,701.91</u> |
| Total | \$175,077.82 |

Income

| | |
|--------------------------|----------------|
| Classified Ad Sales | \$91,118.75 |
| Misc. Income | 257.92 |
| Dues | 3740.00 |
| Wrap Ad Sales | 15,422.74 |
| Interest Income..... | <u>2219.92</u> |
| Total Income | \$112,779.33 |

Expenses

| | |
|----------------------------|-------------|
| Commissions | \$77,100.99 |
| Office Supplies | 230.75 |
| Administration | 11,024.50 |
| Postage | 330.02 |
| Telephone | 108.56 |
| Internet & Database | 559.34 |
| Bank Charges | 67.00 |
| Legal & Professional | 1650.00 |
| Promotions | 1840.00 |

| | |
|-------------------------|----------------|
| Free Paper Assoc. | 2500.00 |
| Printing | 842.71 |
| Bad Debt | 1639.40 |
| Conference | 10,964.17 |
| Mileage | 58.00 |
| Circulation Audit | 14,912.07 |
| Refunds | 306.43 |
| Tax & License | <u>1227.00</u> |
| Total Expenses | \$122,906.94 |

Net Income 10,127.61

Compare to Last Year - Fiscal Year Ending 6/30/10:

| | |
|-------------------------|-------------------|
| Total Income | \$149,525.85 |
| Total Expenses | <u>143,562.79</u> |
| Net Income | 5963.06 |

Income Taxes

Federal – Overpayment of \$600, \$300 applied to 2011 estimated tax. Receiving refund of \$300
 State of Idaho – Overpayment of \$659, \$300 applied to 2011 estimated tax. Receiving refund of \$359
 State of Oregon – Due \$150

You're not obligated to win. You're obligated to keep trying to do the best you can every day.
 --Marian Wright Edelman

Many of us have things backwards. We believe that we have to wait to create the circumstances we want in life and rack up a lot of successes so we can finally relax. Actually, it works the other way around. We should leave where we are and move to where we ultimately dream of living, whether it's Boulder, Santa Monica, Chicago, or Tibet. Then once we're there, we'll figure out ways to fashion a livelihood that will enable us to survive and to prosper from there. Paradise shouldn't wait, and happiness shouldn't either.

--Dr. Gary Goodman

One worthwhile task carried to a successful conclusion is worth more than a hundred half-finished tasks.
 --Malcolm S. Forbes

Power is being aware of what one is choosing to do, feeling free to do it, and doing it intentionally. Power is freedom to choose with awareness and to involve ourselves in health-promoting and other activities. Power is how we participate in creating our reality.
 --Dr. Gerald Epstein

JOINT CONFERENCE REPORT

Hello Reno,

The tables and slots didn't know what hit them when members of the PNAWAN/SAPA/IFPA organizations strolled into Reno for their joint annual conference September 29-October 1. But, of course there was lots of training, good food, and camaraderie as well. On the first day, we walked in to find multiple colored t-shirts with a smiley face on them placed on each chair, needless to say that sparked everyone's imagination. It was an ice breaker. Each table had a different color shirt for each chair and each table had a number on it. On each table there were questions that were important to our business. Each table had 3 minutes to answer each question and then had to move to another table that was numbered, so everyone ended up at different tables with different people every time. It was a great way to meet new people and hear their perspectives on the same things that we are facing in our organization. We got to pick and choose from several different topics of training that ranged from sales to management over the course of three days. The training was excellent; the accommodations and food was fantastic as usual.

From a sales manager's perspective, these types of trainings are very beneficial to the survival of

what we have taken for granted for many years. We are all facing difficult challenges that are testing our abilities as owners and managers to maintain a profitable business and organization. We have to ask ourselves daily what is our value to our community and are we proud of our product. We have to look for ways to move forward and become more progressive, not reactive. We need to find ways to make money without spending it. As an organization (PNAWAN), we have the tools to make this happen. We know that standing alone; we can only last so long. But, if we band together for a common goal, great things are possible. I am very fortunate that the Moneysaver has always been very training oriented, and I always look forward to attending these conferences and see that other papers in PNAWAN feel the same way and invest in their employees. Training is an investment, and having it in Reno may have been a gamble. But, we are asking our customers everyday to gamble on us. So, don't you want to lower the odds by training your sales staff and winning?

Ray Martin
Sales Manager
Moneysaver, Lewiston

PNAWAN OFFICERS

- **PRESIDENT:**
Susy McBride,
The Nickel,
LaGrande
- **VICE PRESIDENT:**
Terri Bragg,
Giant Nickel,
Kennewick
- **TREASURER:**
Diane Johnson,
Moneysaver,
Lewiston
- **SECRETARY:**
Linda Beck,
Moneysaver,
Lewiston
- **COORDINATOR:**
Linda Beck,
Moneysaver,
Lewiston



Paul from Burley, ID listens intently to Mitch Henderson



Garth was like a sponge soaking in all the great information



The training was excellent as you can see...no nodding heads



Michèle, Pat, and Liz enjoy some breakfast

FROM THE WATER COOLER

The month of October is Food Drive month at the Moneysaver in Lewiston. We're encouraging our customer to bring in non-perishable food items to be donated to the YWCA Food Bank. In exchange we will give them \$1.00 off the price of a classified ad, although we'll take donations with or without placing an ad. This was an idea that came from the on-going need for donations by all the local food banks, and we selected this one because it's not readily recognized by other food drives. Employees are urged to bring items in for donation as well.



When we contacted the YWCA to let them know what we were doing, they were thrilled. We'd love to fill our van with food items to be delivered to the Y. Everyone is encouraged to keep your local food banks in mind, especially as we head into the winter months. Gardens are just about done for the year, and the demands on food banks has shown a steady increase in the past few years. This trend may very well continue as long as the economy and job market are down.

I don't know the key to success, but the key to failure is trying to please everybody.

--Bill Cosby

A clear vision, backed by definite plans, gives you a tremendous feeling of confidence and personal power.

--Brian Tracy

There is only one kind of failure I cannot tolerate: the failure to risk failure.

--Richard Marcinko

He who deliberates fully before taking a step will spend his entire life on one leg.

--Chinese proverb

Your hopes, dreams, and aspirations are legitimate. They are trying to take you airborne, above the clouds, above the storms, if you only let them.

--William James

The man who complains about the way the ball bounces is likely the one who dropped it.

--Lou Holtz

Each morning sees some task begin, Each evening sees it close.

Something attempted, something done, Has earned a night's repose.

--Henry Wadsworth Longfellow

You cannot procrastinate. In two days, tomorrow will be yesterday.

--Kemmons Wilson

LOOKING AHEAD

Elizabeth Bragg reports that AFCP is partnering with ICMA (International Classified Media Association) for their next conference April 19-21 2012 at the Sheraton Atlanta Hotel in Atlanta, Georgia. This is a rare opportunity to see how our industry is evolving all over the world. Mark your calendars! More details will be announced as they develop.

Handy Ad Submission Tips

Submitting a classified to the PNAWAN office online? Use the "notes" field for category preferences as well as other things you want me to know about the ad. Your customer wants our new bi-weekly member? Mark a random paper the customer didn't select and tell me in the notes which paper it represents.

Know Your Numbers for PNAWAN Classifieds!

papers X # weeks = # editions
Minimum 12 editions to run an ad
\$6.25 (+10¢ per word over 25) per edition

25 words, 12 papers, \$75.00/week
25 words, all 41 U.S. papers, \$256.25/week
25 words, all 7 Canada papers, \$87.50/2 weeks
25 words, all 48 PNAWAN papers, \$300.00/week

PNAWAN HAS 278,005 PROVEN FURNITURE BUYERS...



The 2008 PNAWAN circulation audit and readership study from Circulation Verification Council has revealed that 278,005 people who read your publications plan to buy furniture and/or home furnishings in the next 12 months.

That's real buyers. Buyers your advertisers can reach.

Do you know how many are from your publication? If not, call CVC today to schedule a 30-minute sales training call or webinar.

