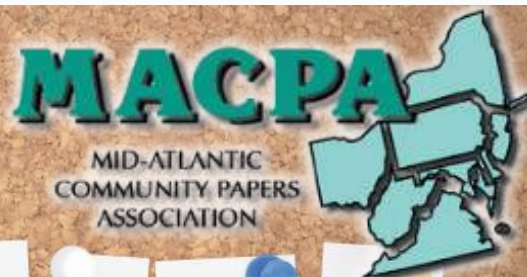


MESSENGER VOLUME 16 - ISSUE 4



2025

*Looking
Forward
to a
prosperous
New Year
Together!!*

A Message from our Interim President



Dear Members,
I am honored to step into the role of interim president of the Mid-Atlantic Community Papers Association during our milestone 70th anniversary. MACPA remains a vital resource for community publishers, offering opportunities for growth, collaboration, and professional development.

Speaking of collaboration, mark your calendars for our Annual Conference on March 14–15, 2025, featuring sessions on sales strategies and industry trends, not

to mention, lots and lots of catching up with fellow publishers. You will want to be there.

Don't miss the Ad, Editor, and Online Awards Competition, a celebration of excellence of you, our community publishers. Submit your entries by January 31, 2025, to showcase your talent.

Let's make 2025 a year of growth and success. I look forward to working with you all!

Warm regards,
Collette Jacobs, Interim President, MACPA

Line Up of What's Happening

- Learn how we're planning to promote you through our Media Guide!
See the article on pg. 2.
- What's Happening in 2025 for digital marketing with Charity Huff ::
2025 Digital Playbook
January 24th @ 2:30 PM.
Register at: bit.ly/25-Digital-Playbook
- Deadline for Ad, Editorial & Website Awards is **January 31, 2025**

Enter the Ad Awards
Show off the skills of your employees with the Ad, Editorial & Website Awards. Winners announced at our Annual Conference at lunch on Saturday.
Find the rules and entry forms on MACPA.net



**Deadline for
Ad, Editorial & Website Awards
is January 31, 2025**

See the rules and entry forms with The Messenger.

- **February 12, 2025:** Deadline for the Annual Conference Room Registration & Reservations.
- Join us for our Annual Conference on **March 14 & 15, 2025**

WHAT'S HAPPENING



MACPA Messenger

Building Our Future Together

As we look forward to celebrating our 70 years of fostering trust to and for our local community publications, we're excited to share our vision and strategic initiatives for 2025.

Our commitment to supporting both print and digital publishers has never been stronger, and we invite you to be an active part of our plans for this year.

Key Initiatives for 2025

Strengthening MACPA and It's Members

Continue with member engagement through regular monthly networking sessions to focus on your needs.

Continue sending our quarterly 'MACPA Messenger' will keep you informed about industry developments, member success stories, & new opportunities.

Helping To Create Revenue Streams For Our Members

As the Board and publishers like you, we understand the importance of adapting to changing market dynamics. During 2025, our plans are to introduce:

- Workshops on AI tools and digital technologies at our Conference along with our monthly networking sessions.
- Bring on trainers to provide digital advertising training
- Create new revenue opportunities through MACnet display sales
- Promote our MACnet Media Guide to promote the members to advertiers and advertising agencies.



More Member Benefits

We're proud to provide you with the return of our FREE CLASSIFIED AD in our MACNET network where you can promote your business or sell an advertiser in our network of over 1.7 Million reach.

What's Next?

Your voice matters!

During January, we will be reaching out to you to get your feedback on needs you might have that we can help you with, information to include in our 1/4, 1/2, and Full Page ads for our Display Revenue Sales, & answer any questions you might have about the Conference and the Ad, Editorial and Online Competition.

Building a stronger future for our members!!!

2023-2025 MACPA BOARD OF DIRECTORS

Collette Jacobs, Interim President
Adams Street Publishing
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cjacobs@adamsstreetpublishing.com

Paris Brown, Director Interim Vice-President
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Ron Burke, Director
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MACPA Committees

2025 Conference Committee
Ruth Isenberg
Collette Jacobs
Rick Heckman

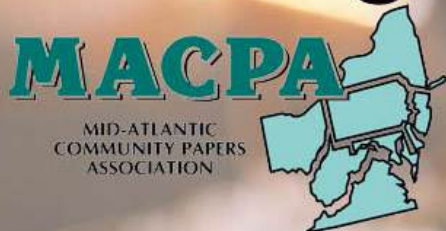
Education & Digital Committee
Margaret Ehle
Ron Burke
Paris Brown

Membership Committee:
Randy Miller
Darry Yocum

Awards Competition Committee:

*Is your name on one of our committee?
If not, give us a call at 610-914-0142
We'd love to have you be a part of what we do for our members.*

70 Years and Counting....



March 14 & 15, 2025
Best Western Premier & Conference Center
800 E Park Dr, Harrisburg, PA 17111

Join Us at the MACPA Conference!

As one of our members, you are invited to our upcoming conference to be our guest where you'll have the opportunity to:

- Network with fellow publishers
- Learn about the latest industry trends
- Participate in focused training sessions
- Share your experiences and success stories

Special Conference Offer

As a member, you receive:

- One free room and conference registration

Register today at: <https://bit.ly/25MACPA-Conference>

Keynote Speaker

Ryan Dohrn, 360 Ad Sale



Here are three reasons to come to the Conference! Ryan will share:

Secrets To Selling More Digital Ad Dollars, 6 Ways To Sell More Now. Don't miss this opportunity to learn Ryan's top 10 tips for mastering programmatic sales, as he shows you how to simplify the conversation and close big deals with proven, practical strategies for success at any stage of your media sales career!

Writing Amazing Sales Emails. 10 Tips To Get An Open-Ended Reply. Learn how to master email selling with Ryan's proven techniques to boost opens, reads, and replies—this hands-on session will equip you with practical tips and powerful strategies to transform your email communications and close more deals right away!

Selling Value When Price Is The Advertiser's Only Focus Discover how Ryan's proven approach to shifting sales conversations from price to value can transform your strategy, equipping you with the tools to stand out and take your sales skills from good to great!

Ryan Dohrn is a 30-year media veteran with a deep passion for the community newspaper business. His media sales strategies have been taught to over 30,000 sales professionals in seven countries. Ryan holds a Psychology of Leadership Certification from Cornell and works with over 200 newspapers per year. His media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV, and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com.

Happy Retirement, John Hemperly!



In my experiences with being the Executive Director for MACPA, there have been a few publishers and general managers who have retired from the industry and out of respect to their retirement, I've silently wished them the best in their future adventures.

Such is not the case with our good friend and confidant, John Hemperly. What a gem. As president of MACPA he wore dual hats as President and Treasurer, leading us with pride and compassion, while keeping us fiscally strong. Every week, we could rely on John to check our activities with MACnet. Vicki looked forward to his feedback.

Our annual budget review was always fun as we would look carefully at each line item. This year was a bit strange not having him pull out all the stops to make changes to the budget.

He will be sorely missed not only by the Board but also by the team at Interlace Communications.

John, well deserved!

Bring Your Donations for the Education Foundation Silent Auction!

Back by popular demand at the upcoming annual conference will be our Silent Auction! The funds of our silent auction help to pay for the training sessions we provide to you, our members throughout the year.

Do you want to bring something but you're not sure what to bring?

Here are a few great ideas:

- A gift basket of your favorite local foods.
- Coffee gift basket with coffee grounds, coffee cup, and a gift card.
- A variety of wines from your local wineries.
- A case of beer from a local brewery
- At home movie night basket (including popcorn, a movie, candy, and blanket.)
- Lottery Scratch off basket

If you're planning on contributing an item to our silent auction, please email kasey@gomaava.com with the information of your item, what will be included and what the value is by March 10th. Or, just bring your item with you to the conference and we will fill out the form there!



Support our Associate Members

ASK-CRM
tools to streamline media selling

Streamlined Office Solutions, LLC

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Evans, GA 30809

Robin E. Smith
410.449.4777

robin@ask-crm.com
Cell 301.800.2ASK(275)



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