



wisconsin community papers

"wisconsin's one stop print media source"

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A Motto of "Excellence"

If you published papers in Wisconsin, then there certainly was a time that you marched into the press-room with a Fond du Lac Action Advertiser in your hand and asked, "Why can't we get print quality like this?"

Action Publishing has always been the standard in print quality and color reproduction. "We've always tried to stay on top with the latest and best processing equipment to insure best print quality," Bob Carew, president of Action Advertising stated.

Every year at WCP awards competition, Action publications are the papers individual publishers compete against. Every year Action takes away the most awards. Winning multiple "General Excellence" awards in their categories.

Well, "Excellence" certainly describes the recognition bestowed



on the Action staff when AFCP named the Fond du Lac Action advertiser "Best Of Show" (25% editorial category) for the fifth consecutive year. No other paper has achieved the honor of being awarded five "Best Of Show" awards, let alone five consecutive awards.

The Action Advertiser was founded in 1970 by Jim and Jeanette Carew. Along with daughter Julie, sons Bob, Tom and David the company evolved into a multi-million dollar publishing and printing business as well as one of Fond du Lac's largest employers with nearly 300 full and part-time employees.

Bob Carew, publisher of the Gannett weekly, said, "Since we started the paper we have always believed that if we are going to do something, we are going to try to do it better.

Early on, Carew established a company motto of "Excellence". Action publishes five free publications, including Action/Action Sunday, a twice-weekly community newspaper that has long been recognized as one of the most innovative

community papers in North America, with over ten national General Excellence awards and an unprecedented five straight national titles.

"Everything is targeting our local communities. We try to put 200 faces in the paper every week," Carew said commenting on the number of local photos published every week. "Pictures are one of the most important ingredients of our papers."

Two additional community newspapers, the Waupun Shopper and Action Sunday-West Edition, reach readers from Beaver Dam and Waupun to Ripon and Markesan. Action also publishes Maturity Times.

In August of 2002, the Gannett Company purchased Action Advertising from the Carew family. Bob and Tom continue to hold the positions of president and vice-president, respectively. David Carew purchased Dotnet which relocated to a new building in 2005.

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## WCP & PAPERCHAIN

### Problems/Solutions, Ideas, Opportunities... WCP Circulation/Distribution Roundtables Successful Again!

For two days in June—the 14th in Appleton and the 15th in Madison, Circulation and Distribution Managers, and some GMs joined co-facilitators Dan Daniels, Wausau Buyers Guide and Sid Scott, Woodward Communications, Inc. and other excellent presenters at the sixth, bi-annual WCP Circulation/Distribution roundtable discussions. Everyone who attended agreed that the days were well spent and that all gained ideas on how to make their paper's circulation/distribution operations better.

Presenters included Paul Kritzer, Journal Communications Vice President, Secretary and General Counsel for Media; Tim Bingaman, President and CEO of Circulation Verification Council (CVC) and Nell Gaal, Business Mail Entry Supervisor and Mike Setlmeier, Mailing Standards Specialist, of the Milwaukee USPS. Each led very informative, interesting discussions on current topics.

Some of the highlights from the Roundtables are:

■ Paul Kritzer reminded everyone that the IRS does use the list of "20 Factors" to determine if people are truly independent contractors or employees. While all are important, there are a lot of "gray areas" open to interpretation.

■ Paul used two true/false quizzes to help managers better understand independent contractors and the paper's role in the use of substitutes for carriers and drivers.

■ Paul also discussed the length and content of carrier contracts. Although he is in possession of a 13-page contract that covers all areas very well, he is not suggesting that papers use that lengthy format, especially with youth carriers.

■ Tim Bingaman reminded managers that Wisconsin is one of the two best states (along with New York) with

regard to circulation delivery effectiveness and readership.

■ Tim also stated that the 1,377 dailies in the U.S.A., with combined circulation of 49,304,432, continue to lose circulation while the 4,421 editions of the CVC audited weekly publications, with a combined circulation of 64,452, 547, are growing and will reach 70,000,000 by the end of the year.

■ The growth and effectiveness of CVC audited publications is making them more desirable to advertisers. This is particularly true because of the listings that are present on the Standard Rate and Data Service web site ([www.srds.com](http://www.srds.com)). For over 70 years, SRDS has only listed daily publications. But, since January 2006, SRDS now lists all CVC publications in markets, thanks to CVC and PaperChain. This has resulted in some wonderful success stories—i.e., 8,000 free shoppers in Tennessee are now getting J.C. Penny inserts every week. It's the best opportunity shoppers have had to compete for national advertising dollars ever!

■ Tim suggests that Circulation Managers work closely with Sales Managers to have the most up-to-date audit materials and promotion materi-

**Roundtables continued on page 4**



# DON'T MISS IT!!

## Joint Conference could be best ever!

This could very well be the best WCP conference ever! In combination with the Community Papers of Michigan, the two organizations converge on "Sweet Home Chicago"

You'll have until 3:00 on Friday to hit the "Million Dollar Mile", go to the top of the Sears Tower (the fastest elevator in the world), visit China Town or take a leisurely walk down State Street. Museum of Science and Industry, Art Institute of Chicago, the Maxwell Street Market, Navy Pier, you name it, it's in Chicago.

And if that isn't enough, WCP and CPM have put together a conference that you not only will not forget, but you'll turn ideas into profits...guaranteed!

Friday at 3:00 will give you a chance to experience the East Coasts fastest talking Italian, David Tomasini. David's presentation, "Blue Chip Real Estate Presentations", will show you how your paper can become the real estate market place. David's process has taken shoppers that had virtually no real estate advertising, and turned them into the primary print real estate paper.

At 4:30 CVC Auditing will sponsor a Media Buyers Panel. You can key in on what's happening to papers as a result of audits, and you can make sure you are getting your part of the \$\$\$.

The joint association dinner will take place at 7:00 with a special guest speaker at 8:00, followed by a night of networking, talking to old friends and maybe picking up a million dollar idea or two.

Saturday will be a busy day with Tim Bingaman

from CVC showing us all how to "Turn you Audit into a Marketing Tool to Increase Business" at 9:30. Damian Mason will work up your appetite with some, "Humor For Business People".

If you didn't pick up some money making ideas at the

last convention at the 3-minute idea exchange Bill Melendes hosted, you sure don't want to miss "Mining For Gold", a joint exchange held at 2:30. Bill will pass out the idea that won him first place in the IFPA convention in St. Paul last year.

Attorney, Tim Haley will cover the "Legal Implications That Impact Your Business" at 2:30, and after the 4:30 reception and send-off, you'll have the night to "Have the time of your life, in Chicago." Be sure to watch out for Bears!

### SCHEDULE

#### WCP & CPM Joint Conference

#### September 14-16, 2006

#### THURSDAY, SEPTEMBER 14, 2006

1:00 – 5:00 pm Lunch and Individual State Board Meetings  
6:00 pm Joint Board of Directors Dinner

#### FRIDAY, SEPTEMBER 15, 2006

8:30 – 9:00 am Breakfast  
9:15 – 11:30 am State of the Industry – Brainstorming Session  
Joint Board of Directors  
11:30 am – 3:00 pm Free Time – Explore Chicago  
3:00 – 4:30 pm **"Blue Chip Real Estate Presentations"**  
David Tomasini  
4:30 – 5:30 pm Media Buyers Panel  
Sponsored by CVC  
6:00 – 7:00 pm Joint Reception  
7:00 – 8:00 pm Joint Dinner  
8:00 – 9:00 pm Special Guest Speaker  
9:00 – ? pm Networking for Million \$ Ideas Hospitality

#### SATURDAY, SEPTEMBER 16, 2006

7:30 – 8:30 am Continental Breakfast  
8:30 – 9:30 am General Membership Meetings  
9:30 – 11:00 am **"Turn your Audit into a Marketing Tool to Increase Revenue"**  
Tim Bingaman – Circulation Verification Council  
11:15 am – Noon **"Humor For Business People"**  
Damian Mason  
Noon – 1:00 pm Joint Lunch  
1:00 – 2:30 pm **"Mining For the Gold"** – 3 Minute Idea Exchange  
Joint WCP & CPM  
2:30 – 4:00 pm **"Legal Implications that Impact your Business"**  
Timothy Haley – Attorney at Law  
4:30 – 5:30 pm Reception Send-off – Cocktails & Hors' d oeuvres  
**Explore Chicago on your own**



# Valassis to Acquire ADVO

Valassis (NYSE:VCI), a leading company in marketing services, announced today that it has entered into a definitive merger agreement with ADVO

(NYSE:AD), the nation's leading direct mail media company, under which it will acquire all of the outstanding common shares of ADVO stock for \$37 per share in cash in a merger. The fully financed transaction is valued at approximately \$1.3 billion (on a diluted basis), including approximately

\$125 million in existing ADVO debt, which Valassis expects to refinance.

This acquisition will create the nation's largest integrated media services provider. The combination will feature the most comprehensive product and customer offering in the industry serving 20,000 advertisers worldwide, including 94 of the top 100 advertisers in the United States. The combined company will be positioned to capture growth across the expanded product and service portfolio, delivering customized, targeted solutions on a national, regional, zip code, sub-zip code and household basis. ADVO's shared mail distribution business penetrates up to 114 million households, or 90% of U.S. homes, adding substantially to Valassis' weekly newspaper distribution of over 60 million households. The combined company will have 7,900 employees with operations in nine countries.

"Together, Valassis and ADVO will be well positioned for growth as a more diversified company with complementary capabilities, product offerings and

clients," said Alan F. Schultz, Valassis Chairman, President and CEO. "We will have an unsurpassed ability to deliver value and savings to consumers where, when and how they want – and to do so with advanced analytics and targeting capabilities that maximize advertisers' return on investment. This combination is a first in the media services industry and uniquely positions us to capture growth by anticipating the needs of the marketplace and evolving to meet them."

S. Scott Harding, ADVO Chief Executive Officer, added, "Advertisers' needs are becoming increasingly sophisticated and require solutions that are both scalable and customized. Our new company will deliver on these requirements with an unrivaled portfolio of products, leadership across multiple media platforms, proven targeting expertise and unmatched reach. In today's media world, that is an undeniably attractive combination."

Mr. Schultz continued, "We are very pleased to welcome ADVO into the Valassis family. This is an exciting opportunity for employees, clients and shareholders."

**Transaction Overview**

Valassis expects the transaction to be accretive in 2007 on a cash EPS basis, excluding estimated amortization of intangibles arising from purchase accounting. Annual cost synergies of approximately \$40 million are anticipated to be achieved beginning in 2007. The combined company expects revenue of approximately \$2.65 billion in calendar year 2007. EBITDA in 2007 for the combined company is anticipated to be between \$305 million and \$315 million.

## Roundtables continued from page 2

als in order to present a professional package to advertisers.

■ The two representatives from the USPS answered questions and gave suggestions on the use of the various classes of mail. We all learned that First Class is still called the same, but Second Class is now called Periodical and Third Class is now called Standard mail.

■ Nell Gaal said that if managers had questions about postal issues, she could be contacted at 1-414/287-2597. Another key number for questions is the USPS National Service Center in Memphis, 1-800/238-3150.

■ One question that came up during the meeting was the use of the Rubbermaid and other brand "built-in" mailboxes which have other slots for publications. There were concerns raised that putting one of our publications in a slot in a mailbox could be a violation of postal regulations. After checking the regulations, Nell called Dan Daniels and said there is nothing in the postal regulations prohibiting the use of built-ins for paper delivery. Good news!

■ The group also discussed the results of Dan's annual survey of circulation department statistics, what to do about the rising cost of gasoline, carrier recruitment and retention, mapping of routes, advantages/disadvantages of mail versus carrier delivery and several other pertinent topics. All in all, both days were fun and informative.

Dan and Sid will be updating the Circulation/Distribution booklet that has lots of helpful information for WCP papers on a variety of topics. Look for it later this summer.

Suggestions and questions are welcomed.

Contact Dan Daniels at [ddaniels@jcpgroup.com](mailto:ddaniels@jcpgroup.com) or Sid Scott at [sscott@wcinet.com](mailto:sscott@wcinet.com)



**PAUL KITZER**, VP, Secretary and General Counsel for Journal Communications, leads a discussion at the Appleton WCP Circulation/Distribution Roundtable on June 14.



**MADISON ATTENDEES LISTEN** to CVC President and CEO, Tim Bingaman explain the advantages of keeping audit timely and using audit data effectively on June 15, 2006.



**NELL GAAL AND MIKE SETLMEIER**, USPS representatives from Milwaukee answer participant questions at the Madison WCP Circulation/ Distribution Roundtable on June 15, 2006.

## Where is the industry leading us? How long before we enter the news business?

By Bill Melendes, Editor

There certainly can't be too many businesses that have seen as many sweeping changes as non-paid papers. Once known as "shoppers" the papers are now broken into categories reflecting the amount of editorial content. What used to be categories of less than 10% or more than 10% are now seeing weekly or twice weekly papers with 25% or more editorial content, in fact, full fledged newspapers. What will community papers look like in five years? What will our industry look like in five years?

In 1931, the Rassmussens, who were operating an office supply and office machine repair business, had an idea. They would use one of the used mimeograph machines to print daily sales flyers and deliver them to the households in Oconto, Wisconsin. Then a booming lumber town of 5500 people, the business went well. Taverns advertised free sandwiches with 5 cent beers, shoe stores and clothing stores advertised the sale messages they had displayed in their windows and grocery stores advertised their weekly specials. Business was so good for the Reminder that they expanded their operation to include two more shoppers; one in Lena, 11 miles northwest, and another in Oconto Falls, 12 miles east. Clarence LaViolette, then the only salesperson (and typewriter repairman) for the Reminder didn't have a car so he would ride to Lena and Oconto Falls early in the morning with the Morning Glory milkman, sell all day, stay overnight, catch a ride back with the milkman the next morning, set up the paper and go to the next town the following morning. Oh yeah, Clarence also delivered the papers to the post office for mailing.

Even back then it was easy to see that the little "want ads" were far and away the most popular part of reading the paper. People scoured every page of the paper so as not to miss a great deal on used sofas, tools, cars, radios or someone willing to do your ironing. The loyal readership of those little ads changed the face of the shopper industry. Banks, insurance agencies, automobile and farm implement dealers found the best way to get their message to the masses was through a paper that went to every home in the city. And they knew people read it.

It was the perfect combination, total market coverage and great readership. Through all the changes we've seen in the industry, those seem to be the only constants. The faces of our biggest advertisers have changed, but circulation and readership are still the things that advertisers demand. We've been

able to keep up with expanding circulation, but readership in some cases is beginning to slide. Why? Boy, if I had that answer, I'd be a rich man! My guess is that we are failing to keep our readers interested. It used to only take the classified ads. Now the classifieds are going away. Every household used to look through our papers to plan their grocery shopping for the week. Now papers that once published 10-12 pages of grocery ads are lucky to still have 2-3. Employment, once more than 30% of the revenue for the Milwaukee Journal-Sentinel, is a fraction of what it used to be. And we don't even want to talk about automotive!

Oh sure, others have stepped up to the plate, real estate, health care, insurance, financial, and retail, but although we have no problem maintaining total market coverage of our retail trade zones, many have trouble maintaining readership...especially younger readers. Classifieds aren't of interest to them; they get their great deals on used items on E-Bay. The demographic of our readership age continues to increase.

At the national convention of IFPA last year, many shoppers have become free distribution newspapers. Many of the papers had bigger news and photo staffs than I did at my subscription weekly paper. They were quick to share that readership had paid off. After adding police reports, obits, weddings and engagements, the papers expanded into local school sports, youth sports, school news and adult sports leagues. Most of the papers have stayed away from hard news, but report on city council and county government meetings. Pictures, Pictures, Pictures! Bob Carew of the Fond du Lac Action Advertiser told me that their weekly standard is to have 200 faces shown in every issue of their national award winning free-weekly.

Gannett is currently introducing new free-weekly papers into smaller communities with a good level of success. The Post Gazette in the Green Bay area and the PC-West in the New London, Hortonville and Greenville area have had a major impact on readership patterns.

The advantage we have over the dailies is our circulation expertise. With survey numbers of 95%+ distribution and 95% readership, we have the product to get the biggest impact of the additions of local, sports, entertainment, business, lifestyle and weather editorial content.



# PROSOFT Comes to the Rescue of Photographers with Picture Rescue 1.1

Submitted by  
Kevin Slimp  
[www.kevinslimp.com](http://www.kevinslimp.com)



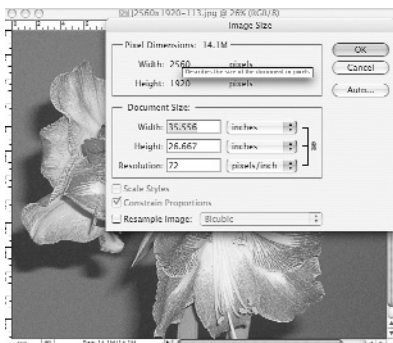
Everyone loves good surprises. I'm no different. I was searching through a stack of software products from Prosoft Engineering, looking for Data Rescue II, an emergency hard drive recovery utility, when I noticed a box with the title Picture Rescue across the top. A quick look at the back of the box led me to believe I held the secret to restoring formatted digital camera drives in my hands. I've been around this block a couple of times and I've learned not to believe what I read on the back of DVD (I've fallen for "the feel good movie of the year" too many times) and software cases. With this in mind, I inserted the CD in my computer drive. Let the chips fall where they may. That's my motto.

From the initial look of the CD's window, it appeared as though I could run this utility directly from the CD, without first running an installation program. Sure enough, after clicking on the Picture Rescue icon, I was up and running. Now for the test. Sure enough, I had left my camera at home. Fortunately, Robyn had her Olympus 5050 in her office next door. After connecting her camera to my computer via USB, Picture Rescue immediately recognized the connection. Luckily for me, the Compact Flash drive in the camera had been formatted and no pictures were present. Now for the test.

Not one to waste time reading directions, I immediately clicked on the button to select the Compact Flash in the Olympus camera as the source drive. In approximately a minute, I was looking at a screen with thumbnails of 104 images that had been on the drive prior to formatting. I selected one of the images, a flower, and pressed the "Recover" button. I was prompted for a location to place the file and, viola (or "Bob's your uncle," as my friends in Canada would say), there it was. I opened the picture in Photoshop and it appeared as if it had been there all along.

Here's what I've learned about Picture Rescue. This utility works with most USB and Firewire cameras and most media card formats and adapters. Picture Rescue can recover files in multiple formats including JPEG, TIFF, GIF and RAW. Additionally, it recovers most digital camera movie formats. There is no need to recover every file on a camera, just those you want. Picture Rescue also includes the ability to format cards at various levels of security, meaning users can make it impossible for others to recover files at a later date.

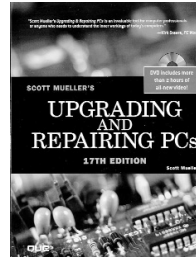
Picture Rescue is available on the Mac platform only. Minimum requirements include Mac OS 10.2.3 or later. For around \$50 (USD), Picture Rescue is one utility that most newspapers will want to have on hand. Available from many catalog vendors, more information can be found at [www.prosofteng.com](http://www.prosofteng.com).



*This photos was recovered using Picture Rescue. Notice the size and resolution is the same as the original in Photoshop.*

## Two Books Tailor Made for PC and Mac Technicians

### Upgrading and Repairing PCs



OK, let me save you a little time. If you are a PC-based newspaper, go ahead and buy this book. You can skip the information that follows. Upgrading and Repairing PCs, by Scott Mueller, is now available in its 17th edition. Filled with more than 1500 pages of useful material, this book is the most comprehensive and complete PC hardware reference guide I've seen. Upgrading and Repairing PCs examines PCs in depth, discusses the differences among them, and presents options related to configuring each system. If you want to know more about PCs, this book is designed for folks who want a thorough knowledge of how these systems work.

There's just too much information to try to describe the contents of Mueller's book in a couple of paragraphs. Suffice to say it's all there. In addition to the book, readers get a DVD with even more instruction from the author. And if that's not enough, readers can register on Mueller's website and get even more up to date information. Enough said. With more than 2.2 million copies sold to date, you can probably find Upgrading and Repairing PCs at your local bookstore. For more information, visit [www.quepublishing.com](http://www.quepublishing.com). ISBN 0-7897-3404-4. \$60 US / \$80 CAN / \$94 AUS.

### Mac OS X Help Line



It must be my month for reading thick books. Peachpit Press has released Mac OS X Help Line: Tiger Edition, by Ted Landau. You might remember the author from previous Help Line books or from Sad Macs, Bombs, and Other Disasters.

Mac OS X Help Line: Tiger Edition is a book to keep available on your desk. Filled with over 1100 pages of information, Landau covers topics including:

- Installing, Upgrading, Backing Up, and Restoring OS X
- Mac OS X in Depth
- Crash Prevention
- Troubleshooting Printing
- Troubleshooting Networking
- Unix for Mac OS X Users

Just as all PC-based newspapers should have a copy of Upgrading and Repairing PCs, Mac-based newspapers should have a copy of this book on hand. It's on my list of best Mac books ever written. Available at bookstores, you can order a copy or get more information at [www.peachpit.com](http://www.peachpit.com). ISBN 0-321-33429-9. \$50 US / \$70 CAN / \$84 AUS.

# Turn your BRIEFCASE into a **SAMPLE CASE**



Submitted by  
John Foust  
Raleigh, NC

"In my years of experience with classified and retail accounts, I thought I had seen it all," Tricia told me. "But then something happened that changed my whole approach to selling."

## What happened?

"I was working with a client who owned a jewelry store. He was nice, but he had a stubborn streak," she said with a laugh. "We'd come up with a good, clean layout - and he'd junk it up. Once he made up his mind, there was no way to talk him out of it."

"One time when we were brainstorming on possible ideas, he showed me a wedding invitation that he and his wife had just received. The type was a fancy schmancy script, and he told me that he wanted to use that kind of font in his new ad. He claimed that it looked classy, but all I could think about was how hard it would be to read in an ad. From past experience, I knew it would be a mistake to tell him it was a bad idea, so I held my tongue. With his stubbornness, he would have dug in and been even more determined to use it."

As the ad was being prepared, Tricia

got an idea of her own. "I knew that he admired the DeBeers diamond company. So I found a couple of DeBeers magazine ads and decided to use them as examples of clean typography. Our production department helped by putting together two versions of the ad - one with the script type and one with a font similar to the one in the DeBeers ads."

"When I made the presentation, I started by showing him the DeBeers ads. I agreed with his opinion that they projected a sophisticated image - and obviously, I mentioned typography's role in that image. Then I put the wedding invitation on the desk, so he could make a side-by-side comparison. Finally - and I was determined to wait until the time was right - I showed him the two versions of his ad. Without hesitation, he picked the good one."

Tricia said that presentation changed her perception of selling. "I realized that I could use national ads - and examples from other markets - to explain principles of advertising. That takes the emotion out of it, because the discussion is not about the client's own ads or the ads of anyone they're likely to know."

Tricia keeps several folders in her briefcase, including:

1. Headlines: To explain reader-centered copy...line breaks...and the value of clearly stated benefits.
2. Clutter vs. white space: To illustrate that crowded ads project a low-end image...and that white space invites readership.
3. Typography: To explain why some fonts are more legible than others...the differences between serif and sans serif styles...and the fact that upper and lower case is easier to read at a glance than all caps.
4. Graphic techniques: To show advertisers how illustrations and photographs can be cropped...and how to use enlarged images as visual hooks.

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John Foust conducts on-site and video training for newspaper advertising departments. His three new video programs are designed to help ad managers conduct in-house training for their sales teams. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: [jfoust@mindspring.com](mailto:jfoust@mindspring.com), Phone 919-848-2401.

## From the President

Summer is flying by!!!! I'm sure you are all dealing with staff members who are trying to squeeze in their vacation or getting their kids ready for school. Once school starts, September will fly by and it won't be long until we are out there selling our holiday promotions.

The first half of 2006 has been very eventful. Rising gas prices, interest rates and inflationary pressures have put the squeeze on everybody's business and personal budgets. Throw in the turmoil in the Middle East and the upcoming political wrangling of the mid-term elections.... Oops, I just depressed myself. That's exactly what we have to fight during the second half of 2006. It's easy to fall into the trap of feeling sorry for ourselves when everyone around us is whining. As human beings we have one really nasty habit. We love to spread the misery. Now, more than ever it is important for us, our staff and our industry to maintain positive, upbeat attitudes.

Hope to see you all at the joint Wisconsin/Michigan convention in Chicago.

Jesse Aspenson  
WCP President



## WORKER DEAD at desk for five days

From the New York Times: Bosses of a publishing firm are trying to work out why no one noticed that one of their employees had been sitting at his desk for five days before anyone asked if he was feeling okay. George Turklebaum, 51, who had been employed as a proof-reader at a New York firm for 30 years, had a heart attack in the open plan office he shared with 23 other workers.

He quietly passed away on Monday, but nobody noticed until Saturday morning when an office cleaner asked why he was working during the weekend.

His boss, Elliot Wachlaske, said: "George was always the first guy in each morning and the last to leave at night, so no one found it unusual that he was in the same position all that time and didn't say anything. He was always absorbed in his work and kept much to himself."

A post mortem examination revealed that he had been dead for five days after suffering a coronary. George was proofreading manuscripts of medical textbooks when he died.

You may want to give your co-workers a nudge occasionally. The moral of the story: Don't work too hard. Nobody notices anyway.

# 2006 INDUSTRY EVENTS & VARIOUS NOTES

## Wisconsin Community Papers and Community Papers of Michigan Joint Fall Conference

September 15-16, 2006

Hotel Allegro Chicago

For Information: (800) 727-8745

Email: [janelle@wisad.com](mailto:janelle@wisad.com)

## IFPA and MACPA Joint Conference

September 21, 22, 23, 2006

Hershey Lodge Hotel

Hershey, PA

Information: 609-408-8000

Email: [gary@ifpa.com](mailto:gary@ifpa.com)

## AFCP Conference

April 12-14, 2007

Marriott Hotel

New Orleans French Quarter

Information: 877-203-2327

Email: [afcp@afcp.org](mailto:afcp@afcp.org)

Craig McMullin

## CVC to Add Maps to Audits

During the last CVC Media Board meeting the advertisers requested that CVC add maps to audits. Effective immediately CVC reports will be issued with maps. The maps will give media buyers a basic outline of county, ZIP code, city, and state distribution areas. The full color maps will appear with the readership study as an insert page. There will be no additional charge for CVC audit clients.

## ADVERTISING MANAGER

### *Excellent opportunity*

for ambitious, results oriented sales professional at Wisconsin shopper publication. Develop, motivate and lead sales team, prospect new accounts and service list of key accounts.

**Resume and cover letter to**  
Blind Box 101, C/O The Sheboygan Sun  
708A Erie Ave., Sheboygan, WI 53081

## PaperChain

Have you filled out and submitted your PaperChain Participation Agreement to the WCP Office? Only those papers with a signed agreement are eligible to participate in any group buys generated by the PaperChain database. If you need the form call WCP at 800-727-8745.



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