



What are you doing to celebrate in JULY Free Paper Month?

To do with your readers...

- Invite readers to express their feelings regarding your free paper. Print the good and the bad in a special feature.

To do with your advertisers...

- Run a contest for the “oldest drawer or trunk liner” in the community. The winner must bring the paper to your office to claim the prize.
- Run a trivia contest about your paper or community and give always prizes to the winners.
- Print a photo layout of community sites that have since changed. Let the readers guess that sites and award prizes to the winners.
- Ask key advertisers if you can include the free paper logo in their ads.
- Set up a shopping center display. Mall organizers are always looking for displays that will attract people while shopping.
- Give a prize to the person who calls with the 13th (or whatever number you choose) classified ad for each week or month of July.
- As several of your consistent advertisers to write testimonials about how your paper works for them and print the testimonials with photos.
- Honor the longest consistent advertiser who currently runs in your paper. Put the business owner’s photo in the paper and run some of his/her early advertising.
- Offer all advertisers spot color during the celebration.

To do with your staff...

- Print the objectives, goals and mission statement of your business and how you strive to meet and surpass those ideas.
- Feature your employees in a photo and caption page describing what they do, what their first job in the free paper industry was and why they chose a career in the industry.
- Challenge advertising reps to a record-breaking number of ads during the month and reward the efforts with cash prizes.
- Brainstorm with your staff and develop ideas on how to celebrate Free Paper Month.
- Encourage your staff to express their feelings regarding your free paper. Print the good and the bad in a special feature.
- Unveil some significant changes in your format, rates or policies during the month.

To do with your community...

- Ask the mayor to proclaim July as National Free paper Month in your community and feature the proclamation and photo in your publication.
- Set up a shopping center display. Mall organizers are always looking for displays that will attract people while shopping.
- Make arrangements with local radio or television stations to get on their talk shows.
- Remind local civic presidents and program chair people about the celebration as far in advance as possible and offer to help set up a special program for them.
- Establish an annual competition in the name of your free paper for the best news story, photo or feature in the high school paper. Put a plaque in the school or feature in the high school paper. Put a plaque in the school bearing the name of the winner each year.
- Sponsor an essay contest about how your free paper helps the community or why a free press is important.

To do in your paper...

- Run the Free Paper Month logo and advertisement in your publication. Go to www.paperchain.org/freepapermonth
- Add the PaperChain and Free Paper Month logos to your masthead or flag.
- Explain the historical basis of the importance of free papers and the origin of the industry.
- Run a feature on the awards your free paper has won in various state and national contests.
- Explain in a feature how a story or an ad makes it to print - the people who write it, sell it, compose it, print it, deliver it, etc.
- Develop “Did You Know” fillers to use during the month. For example, Did you know...newsprint usage for one year would stretch from local point to local point; the combined experience of sales staff; the miles driven by circulation people in one year; rolls of film or newsprint used; etc. (Use the facts available from the current “Did You Know” sheet.)
- Feature a member of the community who is the same age as your publication. Highlight the growth of both.
- *Whatever you do...Celebrate JULY Free Paper Month.*