

Pictured on the facing page are some of the many volunteers who make Our Community News happen each month. See related snapshot on page 23 about OCN's nomination as Tri-Lakes Chamber nonprofit of the year. There is a two-minute video about OCN posted at www.ocn.me/about_ocn.htm. Photos courtesy of our wonderful volunteers.

First row (L to R)

Abeyta, Coleen
Alchian, Allen
Barnes, Judy
Barszcz, Natalie
Brown, Marlene

Second row

Burhans, Jackie
Burkart, Audrey
Fisher-Olson, Arlene
Fitzpatrick, Jim
Futey, David

Third row

Halbig, Harriet
Hatfield, Lisa
Heiser, John
Houy, Gary
Howald, James

Fourth row

Howe, John
Kappel, Bill
Kaylor, Jennifer
Kendrick, Jim
McGrath, Mike

Fifth row

Meyer, Ross
Myers, Denny & Dorothy
Pate, Lynda and Steve

Sixth row

Pollard, Chris
Robenstein, Allison
Sellers, Janet
Statham, Kim
Vangala, Sree (Sreedevi)

Seventh row

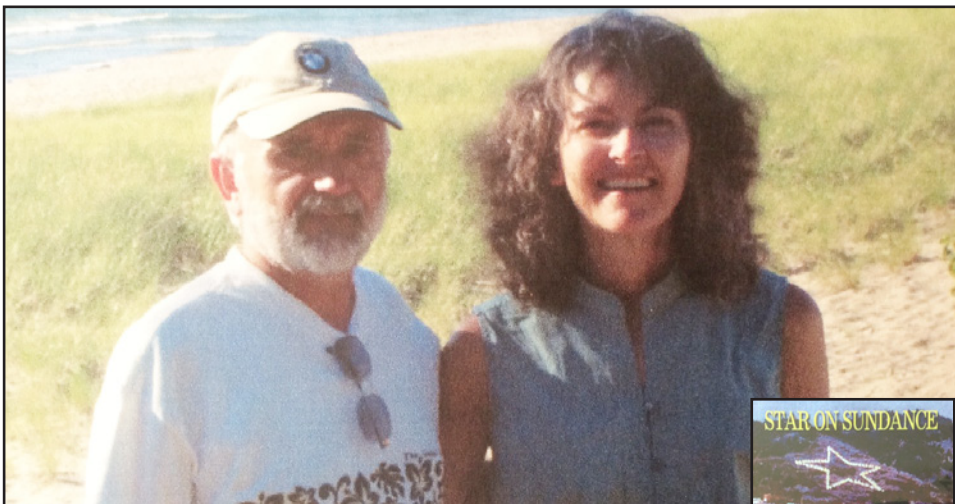
Walklett, Helen
Weinfeld, Michael
Williams, Sharon
Witte, Joyce

Some of volunteers not pictured:

Aggers, Mark,
Ashford, Anya,
Branch, Katy
Burkart, Becky
Caputo, Linda
Clancy, Elizabeth
Collins, Kathy
Cooper, Dave
Davis, Bill
Holmes, Betty
Johnson, Brooke
Johnston, Rose
Jones, Kerrie
Keeffe, Colleen
Lang, Doug
Novack, Geena "Gertie"
Pangelinan, Kate
Plank, Tommie
Savage, Phil
Sheppard, Terri
Wicklund, Mike
Wilfong, Debby
Wilkie, Madison
Zimmermann, Bev

And we hear from our readers

Our Community News has a loyal readership, which is truly appreciated by the all-volunteer staff. In light of this gratitude, some readers were asked when they first found OCN, where they read it, why they read it, suggestions, and also what they're up to these days. Here are some their answers.



Above: Jim and Diane Sawatzki of Palmer Lake started reading OCN over 20 years ago. Jim says, "OCN just tells it like it is, the facts we need to know. I really liked when you started having more human-interest features and color photos—I really like that!" They read OCN over the course of the month at the kitchen table or sitting by a sunny window. "It's like a monthly magazine and there's a lot in it. We like to take our time and read the articles, they are very thorough with lots of facts and important news. OCN reports real news, not just stuff." For years, Sawatzki was a local mail carrier, Palmer Lake firefighter, and is a Telly Award-winning, Emmy-nominated documentary producer/director with a powerful local history vocation via his Palmer Divide Productions. Jim says, "We'll be on PBS this month for the holiday season celebrating local traditions." His *Star on Sundance* (Palmer Lake star) historical documentary will air on Denver PBS channel 12, Dec. 16. Photo courtesy of Jim Sawatzki.



Left: Mary Welty lives northeast of the Black Forest area on a historic ranch and has an art gallery there. She picks up the paper from the stacks delivered to the Black Forest area, now that OCN delivers there, and takes it home to read on her art studio sun porch. "I'm not too big on politics anymore, but I use the calendar section all month. Monument is where I shop, so I keep the paper with me and plan my shopping around the events I'd like to go to when I go into town."

As an artist, the cultural news is important to her and to her art clients. Her newest painting series for the holiday season focuses on equine art based on her ranch life and her love of horses. "I also think helping new people understand how to live with wildlife in our natural setting is very important; I'd like to see more wildlife articles in OCN." Photo courtesy of Mary Welty. See also Mary's letter on page 21.

Why advertise in OCN?

- **OCN is mailed FREE to every resident and business in the Tri-Lakes area.** We mail more than 20,700 copies every month and put another 700 copies in stacks throughout the area. OCN has the largest mailed circulation and the third-largest circulation among local newspapers in El Paso County after *The Gazette* and *The Colorado Springs Independent*. We put copies of OCN into the hands of those people most likely to buy your products or services: local residents and businesses.
- **OCN is a primary source for Tri-Lakes area news.** Since its founding in 2001, OCN has been presenting unbiased, detailed coverage of Tri-Lakes area governmental entities and their deliberations and actions. Credibility is key. Advertising in a credible medium typically rubs off on the advertisers in that media.
- **OCN gives preference to Tri-Lakes area businesses.** As part of OCN's long-standing commitment to encouraging the economic health of the Tri-Lakes area, we offer a significantly discounted ad rate to Tri-Lakes area businesses as a way to help local businesses like yours succeed.
- **OCN's low ad rates and monthly publication schedule help stretch your ad budget.** OCN has one of the lowest ad costs per printed copy of any local publication. Since OCN is a monthly publication, your ad is out there for a month—more than four times longer than other local papers. Many of our advertisers tell us they're still getting calls in the third and fourth week of the month.
- **OCN doesn't use contracts.** You aren't tied down. Adjust your advertising month-to-month to meet your changing needs. Our advertisers advertise with us because they see benefit in it, not because they're bound by a contract they signed months before. To reward frequent advertisers, OCN has a Frequent Advertiser Bonus (FAB) rewards program. You earn up to 10% of your ad cost as a reward you can use to reduce the cost of future OCN advertising. The more you advertise with OCN, the more you save. Thanks to our FAB rewards program, OCN advertisers have saved more than \$78,300!
- **You are supporting a good thing.** Your advertising dollars support a unique all-volunteer, Tri-Lakes-focused effort to present factual, comprehensive news to all Tri-Lakes area residents and businesses.

And the best reason of all: It works!

Crystal Wright, Crystal's In-Home Training - "I have had the best success with advertising in the Our Community News for my business. 95% of my new clients are coming from this local paper, and I couldn't be more pleased. If you are thinking of advertising in the Monument area, I recommend you advertise with this paper."

Mike Smith, Woodsmith Custom Creations - "OCN is the only paper that works for me. I've tried other newspapers, one that comes out daily and another that comes out weekly. Compared to the results I get from advertising in the OCN the other papers are flops. I get a fairly priced ad in my targeted area with calls referencing my ad every month. It can't be beat!"

Randi and Dale Sehestedt, Woodmoor Handyman and Snow Plowing - "OCN is the only paper we advertise in and it consistently brings us plenty of good local customers. Great paper and great people to work with."

Mary Sue Hafey, Fringe Benefits Custom Interiors - "Since I starting advertising with OCN years ago, it has helped brand my company while consistently increasing my exposure and sales!"

Elba D'Asaro, Spa Medica - "OCN ads work!"

Mike Reaster, Guitar Lessons - "Ads in OCN work great for me. I tried other local papers and got no response. Thanks to my ads in OCN, I can work from home and make a decent living. All my work comes from my ads in OCN."

For more information on advertising, go to www.ocn.me/advertise.htm or contact John Heiser at (719) 488-3455 or ads@ocn.me.