



Community **INFORMER** Papers of Michigan

July 2018

mifreeads.com



OUR DATA
SPEAKS VOLUMES



MORE THAN 11,000 SIGNATURES IN OPPOSITION TO NEWSPRINT TARIFFS COLLECTED *By STOPP Staff*



WASHINGTON – More than 11,000 Americans are petitioning the U.S. government to reverse massive tariffs that the government recently imposed on newsprint, a coalition of printers, publishers, paper suppliers and distributors announced today.

The petition is sponsored by the STOPP Coalition (Stop Tariffs On Printers and Publishers) a group of printers, publishers, paper suppliers and distributors that represent mostly small businesses in local communities. The new tariffs, as high as 30 percent, have dramatically increased the cost of newsprint in the United States, causes shortages, and forced many newspapers to reduce pages, decrease publishing frequency, or cut jobs. Many newspapers have expressed concern that increased long-term costs will put them out of business.

The STOPP Coalition has collected 11,261 signatures in opposition to the newsprint tariffs from all 50 states – as of July 12, 2018 at 11 a.m. ET. The five top states include: Kentucky with 1,287; Florida with 1,110; North Carolina with 613, Pennsylvania with 509 and New York with 494 signatures. The full petition text is available here.

Late last year, the U.S. Commerce Department imposed tariffs on newsprint in response to claims by North Pacific Paper Company, a single paper mill operating in the Pacific Northwest. North Pacific is an outlier – the rest of the U.S. paper industry opposes the tariffs because the tariffs are causing deep and lasting harm to the industry's primary customers. North Pacific is owned by a New York private equity firm, with no additional pulp or paper operations in the United States or globally.

The STOPP coalition has assembled extensive evidence that the tariffs are already harming the U.S. printing and publishing industries. If the tariffs continue, the harm will extend to newspapers, commercial printing, and book publishing operations, and throughout the supply chain, such as paper manufacturers, ink suppliers, fuel producers, and equipment manufacturers.

Congressional delegations from Florida, Missouri, Illinois and New Mexico have written letters to the U.S. Government to object to the trade case. In addition, letters signed by over 50 elected officials, including Minority Leader Chuck Schumer and Congressional members such as: Susan Collins, Angus King, Johnny Isakson, Ralph Norman, Liz Cheney, Kristi Noem, Brian Higgins among many others have also been sent.



CPM's General Membership Meeting & John Gaedert Award Presentation

Tim Bingaman, President and CEO of Circulation Verification Council will provide the latest Information on CVC Audits and how to use them to INCREASE SALES!



**SAVE
THE
DATE!**

Tuesday, Oct. 9, 2018

Free for CPM Members & Guests

Causeway Bay Hotel & Conference Center

6820 South Cedar St., Lansing, MI 48911

- Roundtable Discussion
- CPM Updates
- Lunch Provided



By Peter Wagner
Founder and Publisher,
The N'West Iowa REVIEW

GET REAL
THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

The biggest problem publishing newspapers today is public perception. Every newspaper, from the largest metro to the smallest family-owned community weekly, is judged by the actions of all the others.

If a large chain decides to reduce the number of days they publish or the size of their news room both broadcast and social media report it as a sure sign "print is dead."

But print isn't dead. Newspapers are simply facing the same challenges impacting most traditional retailers in this time of increased on-line marketing. Both newspaper and shopper publishers are often told they are the buggy-whip manufacturers of the modern age. But those who say such don't consider that, although the buggy-whip business is long gone, the

Printed Publications Continue to Evolve and Fill Need

importance, status and value of a fine horse remains.

Quality newspapers, filled with well-edited local information significant to the community and the family, will – like the fine racehorse - continue to have importance, status and value. Without a local easy to reach and read printed voice, there is no community and no consensus. Without established communities the distribution of on-line products would be difficult if not impossible.



Food, fashion and every day family health, care and activity product buyers are going to eventually, like the nation's early pioneering families, want to find. touch, taste and buy local. The trend to on-line buying will peak and the desire for "hometown" convenience will return. Newspapers and free-circulation papers may not look exactly the same as they do right now, but they will exist, and they will be financially successful. Gen Z favors magazines, newspapers Take the Gen Z demographic, ages 11 to 19, for example. That age group,

says MNI Targeted Media, a division of Meredith Corporation. spends more time reading print newspapers and magazines without interruption than they do social media, websites and blogs. Once removed from the explosive period of emerging smartphones, the Gen Z group doesn't find the fascination with the immediate gratification undocumented news their elders find in their tiny screens.

Gen Z reports they trust print publications over other media to deliver credible information says the May 2018, study. Some 83% say they turn to newspapers for trusted information and content and 34% turn to magazines. Fifty percent wish they had more time away from technology and 48% wish they put their phones down more.

Amazon to print a toy catalog

If print is dead and on-line is king, why is Amazon planning to print a toy catalog this Christmas season? Like Sears and Wards did years ago, the on-line sales giant hopes to capture the "Toys-R-Us" shopper with a giant, colorful printed catalog.

And folks say print is dead?

The Amazon toy catalog will be mailed to Prime members as well as made available to shoppers at Whole Foods. (Continued on page 4)



GET REAL
 THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

Printed Publications Continue to Evolve and Fill Need

Continued from page 3

Such retailer toy catalogs hadn't completely disappeared with Sears and Wards dropping their versions a decade or more ago. Both Walmart and Target continue to print them every year. Kids, even in the age of handheld technology, still prefer to dream over printed catalogs to find the exact items for their Christmas wish lists. Everything that goes around eventually comes around.

Many media experts say that brick and mortar stores are dying, But the greater possibility is they are, like newspapers, just evolving.

The decline of local radio

If newspapers are dying what about local radio. I recently learned from a newspaper broker, who also handles radio station sales, that radio station sales are flat. "It is much more difficult to sell a community radio station then a newspaper", he told me.

It seems radio stations, with their constantly increasing numbers in the market place – and the proliferation of various streaming sources of music – can't deliver a buyer's audience anymore.

Why do we see so much electronic reporting on the "death of print" but nothing on the demise of broadcast?

Grace Boutique

**CRAZY
DAYS
CRAZY
DEALS**

Renewed Fashion, Furniture & Décor

Wednesday, July 11 • 7 am-6 pm
 Thurs & Fri 10 am-6 pm • Sat 10 am-2 pm

UP TO 90% OFF | Every day is a good day for bargain shopping

Remember:
 It doesn't have to be new to be **AWESOME!!!**

Lack of quality control in print

Finally, one of my sales team members brought me an ad last week that she found in a neighboring newspaper. "What's wrong with this ad?", she asked me. The answer is obvious: There is no contact information! No name of the business, no address, no telephone number, no email address - not even an indication of the town where the business is located. I don't suspect they advertiser

will see much response from his investment.

When newspapers and shoppers print poorly designed or incomplete ads the perception of the reader is "newspapers can't do anything right!"

We're going to have to stand tall and shake off the idea our printed editions are a thing of the past. If we believe in ourselves, tell our story – individually and as an industry – and work hard the best is yet to come.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for State and National Press Associations and distributed by them to their members. To get Wagner's free PAPER DOLLARS email newsletter for publishers, editors and sales managers email him at pww@iowainformation.com. The two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary column. Wagner can be contacted by emailing pww@iowainformation.com or calling his cell at 712-348-3550.

I was working with the Interactive Features in InDesign CC and realized that the learning process is always not as easy as the professionals make it look. Nonetheless, there are some great features to be learned in...

InDesign



I began working in *InDesign* when I had a bit of trouble re-installing *QuarkXPress* in 2004... and I haven't used any other program since. I had been working in the last disc version available, *Adobe InDesign CS 6*, at the start of this year, but I took the plunge and now working in the Cloud version... and some of the new features are a little overwhelming.

Just trying to create "check mark" boxes for people to mark in an Interactive PDF was frustrating—by the way, when you know what you are doing, it's pretty easy! Not only that, but a variation of this feature was in *InDesign CS 6*!

In 2004, I was able to do most of the work, text, effects in one program. I use other *Adobe* products, *Photoshop*, *Illustrator*, *Acrobat*, (even *Dreamweaver*), but going back and forth was time-consuming, so why not get as much as I could in the one software program.

Fast forward and *Adobe InDesign* has gotten more powerful, but I would like to create a web page. I did take a *Dreamweaver* course, but oh, my gosh, talk about intensive! Anyway, the ability to create a web page through *Adobe Muse* is very compelling... but "baby steps."

I also wonder what software and version you readers are using... so drop me a line with that information in the Subject line.

VERY STABLE OVER THE YEARS

One of the first times that I used *InDesign* was at a time that we had rain and thunderstorms. The power went off and I had not saved anything. But, when I opened the file, everything was there—just as I had left it! *InDesign*, fortunately is smarter than I and saves its own protected file. Save the file however, after you have reopened it.

I cannot recall having to start from scratch over the years because the program "crashed." I won't say never—why tempt the software gods, but it still is a good idea to save often—and back-up!

Feather



The "feathered edges" were applied directly in the *InDesign* program. The basic feather width is 1p6 picas with diffused corners.

EFFECTS: DROP SHADOWS

This was huge for me. As I revisit older ads and files, I find many "drop shadows" created in *Photoshop*... and many "links" to account for.

There was a plug-in for my *XPress* program that allowed me to create drop shadows almost instantly, but it was not available for *XPress 6* so I had to learn to live without.

InDesign had a built-in feature that allowed me to create drop shadows. I could control opacity, x offset, y offset, blur, etc. So the example below is done right in the program.

Drop Shadow

Now, many other options can be found under **Object > Effects: Transparency, Drop Shadow, Inner Shadow, Outer Glow, Inner Glow, Bevel & Emboss, Satin**, as well as *Basic Feather, Directional Feather* and *Gradient Feather*... and controls for Object, Stroke, Fill and Text.

Inner Shadow Satin
Outer Glow Inner Glow
BEVEL & EMBOSS

The above are just a few examples. I also have options for blending, position, size, spread and the ability to apply multiple effects to various objects and text—but use restraint!

ADD A STROKE

I should mention the *InDesign* program also opened a number of my very old *XPress* files—not perfectly, but enough to allow me to create new *InDesign* files from older files or ads.

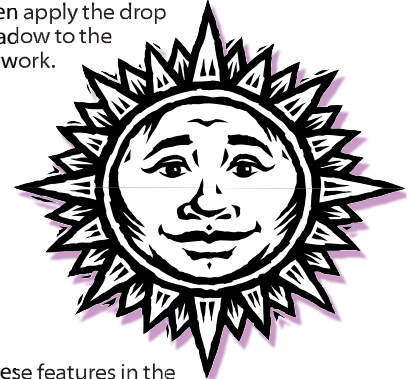
The "Drop Shadow" example below takes this feature a bit further by adding a stroke to the type without distorting the character. There are features in the *InDesign* program that are very similar to *Adobe Illustrator*. As a matter of fact, some of the shortcut commands that I use in *Adobe Photoshop* are similar in all three of these programs. *Adobe* tries to make sure that the similarities among their programs helps you to work a little more efficiently.

Drop Shadow

By adding a "stroke" to the word, I get a more defined are—and a less "muddy" appearance. Working with newsprint allows for more dot-gain, which you should already know about—and keeps the text cleaner and easier to read.

Make sure your type is suitable to create a "Drop Shadow." Typefaces that have very fine serifs don't always work well.

The "Drop Shadow" can also be applied to artwork. This is an eps file and I was able to "detect edges" to create a clipping path and then apply the drop shadow to the artwork.



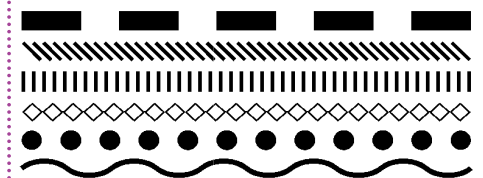
These features in the *InDesign* Program allowed me to work faster and smarter. Learning one program very well was also a lot easier than keeping up with *Photoshop* and *Illustrator* (although there are pros and cons to that scenario as well).

Most often, we had little time in which to create our ads... do your best, but work fast!

Now that I have more time, I find I need to know what to work on and maybe that's why I need to look into all the improvements that the *Adobe* programs have made...sigh.

RULES

There are also various rules, double rules, thin and thick, dashed, and dotted as well as a few "specialty" rules. Below are some 8 point rules of dashed, left slant hash, straight hash, white diamond Japanese dots (my favorite), wavy and more, plus you can create your own. Altering the point size will also change the look of the lines.



Some rules work better at a smaller point size. The "rules" below are at 3 points. In September and October of 2016, I did a few articles on using the "rule above and rule below" to create patterns and backgrounds.



FINAL THOUGHTS...

Working faster is a good thing, but working thoughtfully makes it better. Doing most of my work in one layout program made that happen and I am finding that the programs I use are even creating more opportunities... I just have to keep learning, but I have kinda ignored my own advice, recently... I guess it's back to exploring!

Until next month...

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Ellen Hanrahan ©2018*

KEVIN PICKS FIVE PAPERS

Kevin answers reader's question: "Who is doing things right?"



Kevin Slimp
The News Guru

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Over the past week or so, I received an email from a publisher asking if I could send examples of community newspapers who are doing things right. His plan was to contact these publishers to learn if he could benefit from their experiences. I told him I would give it some thought and send him a list of papers and contacts, but now I can't seem to find his message hidden in the thousands of emails that have filled my in-box in the days since his message arrived.

I could have included papers I've visited over the past year in Kansas, Nebraska, Arizona and other places, but I decided five was all that would fit in this space, so here is my 2018 "Doing things right" list.

The Gloucester-Mathews Gazette-Journal

When Elsa Verbyla invited me to visit her newspaper on the shores of Eastern Virginia, I wasn't sure what to expect. After arriving, I was most



surprised by the accents of the good folks of Mathews, a town just down the road from Gloucester. But that's another story for another day.

My second biggest surprise was meeting with the staff of the Gazette-Journal and learning first-hand how much they love their newspaper. I spent two days with the group discussing everything from sales to circulation to design. I learned about great ideas they've had to increase circulation and maintain reader-

ship in an area like many, where a big-city daily threatens to absorb their readers.

No worry, though. The folks of Gloucester and Mathews, I learned, love their newspaper. Like many of the most successful papers I run across, so do the staff members. As I visited with them, it was hard to find one who had been around less than 10 years.

"Oh, I've been here 20 years," one told me. Another, "15 years and counting."

With multiple sections, plenty of advertising, and no shortage of stories, it's no wonder The Gloucester-Mathews Gazette-Journal makes my list.

Madelia Times Messenger

The first time Michelle Van Hee invited me to visit her paper in Madelia, I had to get out a map. In all my travels across Minnesota, I didn't remember Madelia. Now, it's a regular stop for me. After three trips to visit The Madelia Times Messenger, it makes my list of my favorite newspapers.

One of the best examples of the Messenger's spirit is their leadership following a fire that destroyed much of their downtown in 2017. When I last visited her town, Michelle couldn't wait to show me the renovation of the downtown area.

What makes Madelia's paper special? I could create a long list, and it would begin with genuine care for the community. Everything is local. Stories are local. Advertising is local. Ownership is local.

Michelle cares about her product, and it shows. She has folks like Ed Henninger come in to work on the Messenger's design. I've been there several times. The newspaper is part of her family, and she cares for it that way.

I wasn't surprised when I looked at their website that Michelle and her staff now publish five newspapers in the area. I remember when there was only one.

The Standard Banner, Jefferson City

I've been to Jefferson City to work with the staff of The

Standard Banner many times through the years, and I'm still surprised each time I visit.

When I visited just last week, I asked Dale Gentry, publisher, "How is business?"

For some reason, I wasn't



surprised with his answer.

"Business is great!" he beamed. "Especially the last two months. Things are going really well."

Why are things "great" in Jefferson City? Just spend a day with the staff of the newspaper and you will know.

Like the paper in Gloucester, Virginia, staff doesn't come and go at The Standard Banner. You will find folks who have been on staff for decades. I remember meeting Kim Cook, designer, when she showed up early for my first Newspaper Institute in 1997.

I didn't count the pages, but I bet the page count of twice-weekly paper in Jefferson City rivals that of the metro 40 miles away.

The Standard Banner has been on my favorite list for a long time, and isn't leaving any time soon.

Kanabec Group, Minnesota

When Wade Weber first invited me to visit his paper in Mora, Minnesota more than a dozen years ago, I had no idea how much I was going to grow to love the folks at his newspapers.

Since then, Wade has added



a few nameplates to his collection, but each is distinctively local and it shows. Beautiful design, quality writing,

beautiful printing, and local focus are the hallmarks of the papers in the Kanabec group.

In a recent trip to Cambridge, to visit with Wade's staff there, I was reminded of the reason people get into community journalism in the first place. I saw pride in each face of the 30 or so staff members as we looked at their stories, photos and pages.

What makes their newspapers stand out? Topping the list would be the local focus and the attention to quality.

The Neepawa Banner & Press

My list couldn't be complete without mentioning The Neepawa Banner & Press in Neepawa, Manitoba. Over the past few years, I've come to really appreciate the work Ken Waddell and his staff do in Manitoba.

I've never seen Ken without his brown brimmed hat and a smile on his face. His enthusiasm spreads throughout his newspaper and it shows.



I've met with his staff multiple times to look at their papers, discuss strategy, and plan new ventures. The newspaper has great designers, editors and writers who care about their community.

Ask Ken about his secret, and the answer is always the same. "We keep it local."

Hardly a week goes by that I don't hear from Ken or Kate Jackson, Banner & Press editor, with ideas to discuss.

No wonder readers love their paper.

Plenty more out there

It's never easy comprising a list like this. There are plenty of other papers, just as worthy, that could be included, but these five should give you a good start.

Web design is BIG business

...even for small publishers

Introducing:



*Learn how to profit from selling
websites to your advertisers at:
SiteSwan.com*



By John Foust
Raleigh, NC

Ad-Libs

A Sales Principle that Bears Repeating

Carl is a marketing manager who has been on the receiving end of hundreds of media presentations. He knows a thing or two about effective sales techniques. “Most of the time, I’m the point person to gather information about advertising options,” he said. “I frequently need to pass information along to others in the company. Usually there’s a written proposal, but that doesn’t tell the whole story.

“To make fair decisions, I need to share the key points I hear,” he explained. “It’s important for sales people to provide me with solid, repeatable product information. The best presentations make those printed proposals come to life.”

Be repeatable. That’s a strong recommendation from Carl. Here are some ways to accomplish that in a sales presentation:

1. Keep it simple. This is the first rule for just about every type of communication, because we are bombarded with more messages than ever before. The simple messages have sticking power, while the complicated ones get lost in the crowd.

I’m reminded of the Telephone Game, an old school child’s game which demonstrates how a message can change as it is relayed to others. People sit or stand in a line or

circle. The first person whispers a phrase to the second person, who whispers it to the third. And so it goes, until the last person announces the message as he or she heard it. Unless it is simple, the ending message usually bears only a faint resemblance to the initial words.

To make things clear and repeatable, eliminate technical terminology and use language that is easy to understand.

2. Make it visual. We think in pictures. That’s why it’s natural for us to have a better memory for visual images than for words. The more vivid the image, the easier it is to repeat to others.

A sales person once told me about using a Venn diagram in a presentation. She drew three overlapping circles on her legal pad. One circle represented the print edition of her newspaper, one represented their online product and one represented other media being used by the advertiser. The segment where all three overlapped indicated those times when all three had to be carefully coordinated to work together. It was a clear visual image which gave the advertiser a repeatable sales point.

3. Make it personal. Cookie-cutter presentations are a waste of time for everyone – especially prospects. Of course, there are standard things which should be included in every presentation, but each one must have a stamp of individuality. A presentation should be about the prospect and no one else.

A person’s favorite topic of conversation is himself or herself. And a decision maker’s favorite topic is the decision. To make a presentation personal, show the other person – and his or her company – how they can benefit from the ideas you are proposing. Talk about results from their unique point of view.

Without a doubt, if you create repeatable sales points, you’ll increase your chances of making that big sale.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com





Michael Angelo Caruso

Changing Times

GM Stops Reporting Monthly Sales

In late 2017, General Motors signaled changing times. The automotive manufacturer announced that it was ending its long-standing habit of issuing monthly sales reports.

This was big news for a lot of reasons. First of all, monthly sales reports have been an important way for the auto industry to do everything from validate existing marketing campaigns to projecting revenue.

The news media uses sales reports to report on relative growth among automobile manufacturers.

The very existence of car dealerships and supply chains are closely tethered to monthly sales numbers. What would this change mean to them?

Perhaps the biggest question on most peoples' minds was: How will GM monitor sales, if not monthly?

To fully appreciate this major shift in how General Motors does business, it helps to know more about what caused them to consider sales reporting alternatives. It's also useful to look back to a time when GM did not report sales on a monthly basis. It turns out we live in changing times all the time.



What's better than monthly?

Of course, a lot of smart people were in on the decision to eliminate monthly sales reports at General Motors.

This brain trust did a lot of research and decided that reporting sales on a quarterly basis made a lot more sense. It's expensive to generate sales numbers every month. Issuing quarterly reports would save valuable time and energy.

Best of all, reporting sales every quarter would be more accurate. The experts became convinced that it doesn't make

much sense to compare December, a month with so much holiday down-time to January, a month when nearly everyone is back to their normal schedule.

It also didn't make sense, they reasoned, to compare January—a 31-day month—to February, which only has 28 days. To further complicate matters, February has 29 days about every four years.

Using a three-month rolling average seemed like it might work better.

(Continued on page 10.)

Changing Times

Continued from page 9

But if GM reported sales differently than its competition, how would anyone be able to perform comparison analysis? Will Ford and other domestic competitors change their sales reporting? How will auto manufacturers in other countries respond?

Will sales managers in other industries stop monthly sales reports and follow suit?

Perhaps the most interesting question of all was—what if General Motors is wrong about this change?

Changing times, again (still)

So the largest automobile manufacturer in the world was literally changing times.

They announced that they would deliver their final monthly sales numbers in March of 2018. After that, everyone from journalists to dealerships would have to wait three long months for updated sales reports. Change is a funny thing. It seems like many good ideas are first vilified and then glorified.

Most historians credit the invention of the modern automobile to Karl Benz in Germany around 1885 or 1886. At first people hated the noisy, ugly contraptions. Horses, after all, were a lot more dependable.

When Henry Ford invented the



automotive assembly line in 1913, he was essentially borrowing an idea from the meatpacking industry. People were enraged that someone had figured out how to make even more of the contraptions they hated.

The monotonous labor of working on an assembly line caused extremely high turnover, which led to an important change in how workers were compensated. The effects of these changes rippled through nearly every industry.

So maybe the world will get used to GM's new method for reporting sales. And here's what most people forget. In the early days of the automotive industry, GM used to report sales every 10 days. Then they started reporting every 20 days before they started issuing monthly reports.

Change seems impossible, then we get used to it

And so the cycle of change continues. New concepts are first vilified, then become the gold standard.

Self-driving cars have stirred quite a debate. Is this trend for real? Are they safe? What will happen to the auto industry? A small group of first-adopters are very excited about the concept, but most people are still unsure what to make of this development.

First vilified and then glorified. Change seems undesirable and even impossible.

And then, we get used to it. Or do we? Interested in change? Want to lose a bad habit? Read Michael's article, *Success Comes From Good Habits*.

Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker." Mr. Caruso teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry. Mr. Caruso has spoken in South America, Africa, Australia, Asia, the Middle East, and 49 of the 50 states. He spends lots of time working and playing in California, Texas, Florida, and New York. Learn more at www.MichaelAngeloCaruso.com - Michael Angelo Caruso, Edison House - 333 E. Parent Ave, #4, Royal Oak, MI 48067, Phone: (248) 224-9667



By Ryan Dohrn

President/Founder,
Brain Swell Media LLC

Getting Advertisers to Spend More with You!

Part Two of a two-part series

(Part 1 was featured in the June, 2018 INFORMER)

Crazy Dave understands that a boulder is at its most powerful when its rolling down the hill. Pushing it up the hill, its just dead weight pushing back at you. Same with a wave. When is it at its most powerful? When its building? When its cresting? Or when its smashing down the other side? Its common sense, and something we all know, you always get more momentum riding the wave on its way down, not when its building.

Most marketers don't do that, they try to live in the 'now'. They become, in effect, marketing day traders, and because they do, they become stressed trying to guess where people are going to buy, instead of understanding, and implementing, the marketing rule of three. The bottom line is this; if you have a summer promotion, promote it in advance, promote it hard while it's actually happening, and then ride the wave of that promotion after the event to increase your return on investment. Multi-media advertising works very well within this concept. And if you explain the marketing rule of three so your advertisers understand it, they too will be excited.

There is another aspect of this that will work well for you if you use it. I would suggest most advertisers are looking to you for leadership and guidance. I'd go even further and suggest the vast

majority don't really understand what it is they need to do to get their brand noticed and become familiar to prospective customers. My own approach, then, is to try and provide that leadership and guidance. Let me sound a note of warning here. Don't get caught in the trap of trying to figure out their marketing budget. They will probably just lie or say they do not have a budget. Asking for an advertisers budget means you have to align what they think they need to spend instead of what they actually need to spend. Remember, most advertisers do not know what it will take to make an impact in their market or industry. Remember it isn't about what they think they need to spend. In multi-media, it's about what they actually need to spend to keep up with their competition. So, what I like to ask advertisers, and if you've read any of my previous blog postings this will not be new to you, is, "Mr or Mrs Advertiser, when you think about your marketing goals and desires, and how you want to be perceived in this community or industry, do you want to have a presence, or do you want to be competitive, or do you want to dominate?"

By asking them to place themselves in one of these three categories, I'm giving them a small, realistic dose of advertising reality medicine. My next words will depend on their answer. If the answer is they want to be dominant, I will say, "Great! Are you familiar with so and so?" (Here I will share the name of one of my dominant advertisers). "Would you agree

they dominate? Would you be surprised to know that someone like that spends around \$50,000 a year with us?" I'm not going to give them any real details, that would be unethical, but I do want to give them that dose of advertising reality.

If they can't afford to dominate, maybe they can afford to be competitive. If not then we're down to having a presence. I'm teaching them, in a fairly gentle way, that it isn't about what they think they need to do to dominate, or be competitive, it's what they actually have to do.

"Ryan, I want to be competitive."

"Cool! Are you familiar with so and so? Would you be surprised to know, Mr or Mrs Advertiser, someone like that probably spends around \$15,000 a year with us?"

"Really? I had no idea!"

I remember when I was first introduced to this concept. I was working with a wonderful media sales pro names Aimee Scott who was patient enough to walk me through the concept. I loved it so much I incorporated it into almost every aspect of salesmanship and ad sales training I was involved in, and I still do. The reason I was so taken with the idea was because I realized advertisers were almost invariably unrealistic in what they thought it would take to establish themselves, at whatever level, in their market. (Continued on page 12.)



Getting Advertisers to Spend More with You!

Part one of a two-part series (Continued from page 11)

You should, by now, understand that certain facts are immutable. If you want to be dominant, you have to be prepared to do certain things and spend a certain amount of money. If you want to be competitive, you have to be prepared to do certain things. If you want to have a presence, there are still things you have to be prepared to do, although perhaps fewer, or less expensive things, than for the higher levels of market penetration. This is what ad sales training is all about, new ideas to get new money.

Okay, let's sum up. If you want to get advertisers excited about multi-media advertising, and to spend more money with you, it is imperative you focus on four things.

1. Multi-media advertising drives ROI because of the 'familiar factor'.

2. Share success stories because success stories sell. Write that down somewhere and read it several times every day. Print it on a t-shirt; tattoo it on the back of your hand, whatever. Success stories sell.

3. Explain the old-fashioned marketing rule of three until your advertisers understand it as well as you do. Pre-promotion. Actual time promotion. Post-promotion. Once your advertisers wrap their heads around the fact they can increase their return on investment by using all three steps, when they realize it works, they'll continue to invest, potentially, over and over again.

4. Ask the question: Do they want to have a presence, be competitive, or do they want to be dominant. Ask them how they want to be perceived in the market. And when you have educated them, when they understand its not

what they think they need to spend, its what they actually have to spend, well ... that's when you have, potentially, a winning scenario.

Folks, we talk about all this and more over at 360adsales.com. We also talk about it in free webinars also available on 360adsales.com. In fact, we have no less than nine hours of webinars you can check out – and they're all free from our partners at The Magazine Manager and The Newspaper Manager.

I'll leave you with this thought: If ad sales was easy, everyone would be doing it – but they're not. What does that say about us as ad sales professionals? We're either like Dave, crazy, or we are forging careers that will feed us and our families for life.

Ryan

Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/brainswell/>

Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, *Selling Backwards*. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of <http://salestrainingworld.com> "Sales Training World."

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By Bob Berting
Berting Communications

“Proposing An Advertising Business Marriage”

For the advertising salesperson, their customer is thinking a buying decision usually means a decision to enter into a long term relationship with them and their publication. It is much like an “advertising business marriage”. Before the customer decides to buy, he can take you or leave you. He or she doesn’t need your publication. But when your customer does finally make a decision to buy from you, and gives you money for your advertising service they can become dependent on you. And since they probably have had bad buying experiences in the past, they can become very uneasy and uncertain about getting into this kind of dependency relationship again.

Your promises must be fulfilled

What if you let the customer down? What if your advertising doesn’t work as promised? What if you don’t service the account as you promised? You can’t sell a long range program and then get complacent. The ad sales professional never loses their attention to detail and

accuracy just because a new account is sold. These are real dilemmas that go through the mind of every customer when it comes time to make that critical buying decision.

Concentrate on the relationship

Because of the mixture of print, digital, and social media today, the relationship can sometimes be more than the product. The customer doesn’t know how your publication will function or how he or she will be treated after they have given you their money. So in reality, the customer’s

decision is based on how they can trust and believe you.

Building a solid trust

Here is the important bottom line to this article and worthy of a lot of thought. In many cases the quality of your relationship with the customer is the competitive advantage that enables you to edge out your competition. The quality of the trust bond that exists between you and the customer can be so strong that no other competitor can get between you and that customer.



“See Bob’s new website at www.bobberting.com where you can opt-in to receive his Advanced Advertising Sales Monthly Memo, learn about his consulting service and see how he can become a columnist for your publication. You can also purchase his two e-book bundle for the newspaper industry, and learn more about all his training services including his tele-seminar and webinar programs. Bob is a professional speaker and sales trainer and has conducted over 1500 seminars for newspaper advertising salespeople, management, and customers. Contact Bob at bob@bobberting.com or 317-849-5408.”

Newsprint tariff will hurt every type of reader

By The Republican Editorials



A tariff on Canadian newsprint will hurt liberal readers, conservative readers, sports fans, the shopper who wants to check out the ads and the kid who wants to read the comics.

Under the complicated laws dealing with trade, one complaint by one paper mill in the state of Washington, the North Pacific Paper Co., employing only 300 people, supported by no other paper producers, has managed to endanger the financial underpinnings of 600,000 jobs in the newspaper, book publishing and related industries.

The tariff of more than 30 percent, imposed by the U.S. Department of Commerce, is not about politics. It's not a comeuppance for a print industry that some feel has been biased against their opinions. It carries the potential to hurt everybody in a country that needs a free and fair press - but first and foremost, needs a healthy and viable press.

Any skeptics should consider the sponsors of a House bill that would remove the tariff. It is co-sponsored by Republican Kristi Noem of South Dakota and Democrat Charlie Crist of Florida, but the other 10 sponsors are all Republicans willing to challenge the tariff.

Noem's statement, written from her office in a very red Midwestern state, warns the tariff could spell the end for

countless local and hometown newspapers. Her bill asks for the tariff to be put on hold until a Commerce Department study on potential negative impact is completed.

In our politically polarized climate, with media objectivity under scrutiny as never before, any claim by media that its business model is suffering is likely to be met by support from some sides but snickering by others. That obfuscates what should be an obvious fact: this is not about political ideologies.

Newspapers of both conservative and liberal leanings (and those seeking an objective balance) must all pay the higher cost equally. Smaller publications are hit especially hard, though large operations are also deeply affected.

Those hurt most, however, are the customers who want their children's high school games covered by the local paper. Those affected will be consumers who find comfort in posting a loved one's obituary in the newspaper for others in the community to see.

Newspapers play important roles that go far beyond covering and analyzing Washington politics. They report state and local news. They give local advertisers affordable options. And

yes, they provide horoscopes, classified ads and the funny pages too. Every single benefit offered by a newspaper is being jeopardized by this tariff, which comes at a time the survival struggle for traditional print is no secret. Before any political faction chortles about it, they should remember that their voices, too, will be muffled if print newspapers cannot remain competitive and solvent.

Some of the GOP House opposition stems from an overall unease with slapping tariffs on friendly U.S. trade partners, but the newsprint tariff was singled out as especially counterproductive. Nothing meaningful is to be gained from it.

What could be lost, however, is sobering. Those include jobs, coverage on all levels and the health not just of major newspapers but those of more modest size, many of which have covered their communities for 100 years or more.

This is a tariff that should be removed. It's not just about the editorial page. Those who doubt that should keep in mind that if an average citizen wants to express an opinion in a letter to the editor at the newspaper, that newspaper must first exist to provide such a forum in a healthy, open democracy.



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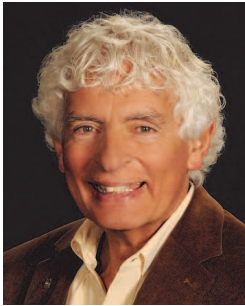
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