



Community Papers of Michigan

INFORMER

August 2018
mifreeads.com



OUR DATA
SPEAKS VOLUMES

You're Invited to Attend...

CPM's General Membership Meeting

**TUESDAY
OCTOBER 9, 2018!**
11:30 AM - 4:00 PM

It's time to unify and show support of
YOUR association and industry!

*This informative meeting and
celebration is Free of Charge to
CPM Members and Guests!*



Please submit the names of all staff members attending from your publication by e-mail to: jackguza@cpapersmi.com, or Fax to 800-783-0267 by **Friday, August 31, 2018**

Publication Name: _____ # Attending _____

NAMES OF ATTENDEES

Note: We will send additional information, lunch options and detailed directions to The Causeway Bay Hotel and Convention Center in Lansing to each attending company.



Don Rush

From The President...

Welcome to the end of summer (or is that the beginning of fall?! There are a number of opportunities your Community Papers of Michigan have planned for you. First and foremost, is our Annual Meeting on October 9, 2018 from 11:30 a.m. to 4:00 p.m.

This is an awesome time to talk with others in your industry, share success stories, hash out difficulties you may be encountering in your communities, get new business-growing ideas, build relationships, eat, laugh and learn.

This year, the Board of Directors is happy to announce one of our favorite presenters, Tim Bingaman, will be in the house for our meeting. Tim is the main brain behind our auditing firm, Circulation Verification Council (CVC). He travels all over the country working with publications of varying circulations. He sees national trends and relates how those trends can affect our industry here in our state. He is one of those rare individuals who, by the numbers, can help community paper people grow their businesses just using stats and numbers. Okay, so he's a bean counter kind of guy, but he's also very engaging and entertaining. Tim will review CPM's results from our most recent audit period that concluded at the end of June this year. He will also look at historical data, do an industry update, and review all of the sales collateral available now that the audits are completed. You will learn a lot from Tim! Bring your questions!

A success from our last Annual Meeting was the Roundtable Discussion. We are bringing it back! This free flow of ideas is a wonderful way of getting that extra spark to ignite in your brain. Be sure to jot down any topic you would like covered during this portion and we will add it to the list.

Of course, we'll have a great lunch and we will present the John R. Gaedert Outstanding Community Paper Professional award to a member who has shown great community involvement.

Nominations for this award are open to any owner, member of management or employee of a current CPM Member Publication. Nomination Criteria:

- Must emulate a strong commitment to the community their publication(s) serve by participating and/or providing support o non-profit community or civic groups and projects within and outside of their publication(s).
- Strong belief in the value of supporting local businesses, schools and residents, both professionally and personally.
- Must exemplify the highest level of ethics and a strong commitment to customer service – which means not just advertisers and readers, also employers, co-workers and families.
- A true team player in every aspect for the good of the entire company.
- Shares ideas and ways to improve their publication.
- Projects a positive and cheerful demeanor regardless of the circumstances and is looked upon as a positive influence within the company and community.
- Self-motivated and energetic
- Always willing to assist when needed.

This meeting and lunch is provided free of charge by CPM, so please RSVP by completing the form on the lead page of this newsletter, email it to jackguza@cpapersmi.com or fax to 1-800-783-0267. We promise to make this meeting worth your time and have you on your way home by 4:00 P.M. Jack will send lunch entrée options, directions and map of the Causeway Bay Hotel and Convention Center in Lansing, MI. **We look forward to seeing you on October 9th!**



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

Advertiser's purchase a specific amount of space to get their message to the public. It is up to the designer to frame that information and we can start with...

Ad Borders

Ad Talk
with Ellen Hanrahan

Ahhh summertime... and this is the time for gardens and all the great seasonal produce. Once upon a time we had a garden, but we got tired of feeding the rabbits and other critters. So to take advantage of a truly care-free, weed-free experience—I like to visit the local farmer's markets! It's a great way to spend a Saturday morning (in our area), and we have some fantastic markets in our area, so I pulled a couple of ads that we run for these area markets.

Most Farmer Markets pretty much run the same ads year after year, so they are fairly easy to do! The idea is not necessarily to name everything for sale, but to get the people to the event. Again, most of the time the ad size is small but the information is also more general so there's room in these ads to use art as an attention grabbing device.

Both of the top ads on the right are effective. The borders and graphics work together to support and unify the information in these ads. All adds are shown at 86% (of our 2x3" size). But the framing of the information—the borders—are distinctive and not only define the outer boundary, but also frame the information inside the space.

The top ad's irregular white space really pulls all the market information together and the art further emphasizes the text. On a page with simple rectangular borders this ad stands out and the text is organized into a readable hierarchy (meaningful order).

The Slinger Farmer's Market ad uses a rectangular border, but the art is incorporated into the border for the distinctive frame. Both the top ads do not use realistic photos of the produce but focus on a more whimsical, suggestive approach.

Type size is consistent in both ads again, in other words, there is no change from line to line which can really be distracting and impede readability. These ads can hold their own, but I also found a 2x2" ad from a couple of year's ago and I really think it can be better—as I have shown side-by-side.

JUST A LITTLE FIX...

The first thing I notice in the ad in this column, is that the type is running over the top of the art. In some cases this may work, but, by and large, newsprint can "muddy up" very fast and that's what has happened here. Also, you really aren't sure what the art work represents because the image does not have enough room to be legible (at my first glance, I thought it was balloons!).

The art used is a photo of produce and I think it's a little more difficult to use because of the grays to define the art— try some art that's a little less "fuzzy." So I chose an illustration to more clearly define the produce (same art as *Slinger Farmer's Market* ad). Seriously, I thought the photo of the produce was balloons at first. Ad size is a little too small to carry off the use of this photo.

The rectangular border is one-point thinner in the revised ad, but I also added an inner glow to tie into the drop shadow on the vegetables.

Farmer's Market is now a little larger because I used *Amplitude Bold Condensed* instead of the *Amplitude Ultra* in the original. There is a little more contrast in the new ad. Since newsprint is not a bright white to start with, you have to create your contrast areas and that sometimes means leaving gray tones out of the mix. Just a little fixing and more appropriate art made this ad more readable—and legible!

JUST A LITTLE MORE WHITE SPACE...

Since I've recently been discussing white space, you'll notice that all three ads on the right use a little extra white space to set off the text areas so the readers can more easily digest the information. This "white" space is an integral and thoughtful part of the design. It is not "dead space" if it helps to highlight the what, when and where information necessary to help the reader retain the information. Ad composition is improved when both the negative and positive space are considered.

DOWNTOWN HARTFORD
Farmer's Market

Every Sat. 7am-1pm through November 17
Located at the North Rural Street · Hartford Rec Center/Schauer Arts Parking Lot

A variety of seasonal products, plants, fruits, vegetables, honey, herbs, fresh and dried flowers, hand crafted items and more!

Call the Hartford BID office for more information
555-555-1234

Slinger Farmer's Market

May 29—October 30
7:30am to 1:00pm

Held at Slinger St. Vincent DePaul parking lot

For vendor information please contact Nancy Aston at 555-5555

DOWNTOWN HARTFORD
Farmer's Market

STARTING MAY 6TH 7AM-1PM
EVERY SATURDAY THROUGH NOVEMBER

NORTH RURAL STREET, HARTFORD REC CENTER/SCHAUER ARTS PARKING LOT!

FOR MORE INFORMATION 555-555-1234

DOWNTOWN HARTFORD
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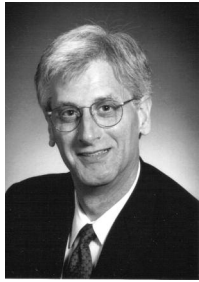
FINAL THOUGHTS...

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!

As you can see, I am also experimenting with my "Ad Talk" banner. The "word balloon" I was using was a little difficult to work around at times, so I am trying out a few different scenarios— exploring, so to speak!

Until next month...

I started as an art teacher and changed to a graphic design career in the 1980s. I write for IFPA TIP, and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2018



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

COMMON TRAITS

What do successful newspapers have in common?



Kevin Slimp
The News Guru

kevin@kevinslimp.com
stateofnewspapers.com

I really didn't expect to do much traveling this summer but plans don't always work out as expected and that certainly has been the case for me. The truth is I really love working with newspapers and when I get a call from a paper within a few hours asking for help it's hard for me to say "no."

Thus was the case when I left my lonely writer's nook and made the 70-mile drive to Cleveland, Tennessee five days ago.

The assignment was simple: The daily newspaper in Cleveland was upgrading all their hardware, software and editorial systems for shiny new, albeit unfamiliar, toys.

My two-day charge turned into a three-day mission when I was asked to return on Monday to help oversee the first day producing a paper with the new system. Fortunately, I wasn't on my own. Don



Colby Denton and Autumn Hughes, reporters at the Cleveland Daily Banner, were excited to get started with the upgraded system.



How do you train the staff of a daily newspaper and still get the paper out on time? You divide them into groups. One group is in class while the other group is getting the paper out.

Foy, technology specialist at Walls Newspapers, was on hand to make sure the paper went out as close to deadline as possible.

In two of my previous columns, I've mentioned other newspapers I've visited recently, and I can't help but notice a trend. Every paper I've visited over the past few months seems to be doing well.

It's not because of me. They were all doing well before I came along. Some of these papers were weeklies, some dailies, and a couple of others were somewhere in-between.

I took a few extra days to write this column because I wanted to finish the job in Cleveland and share some observations I've gleaned during my recent newspaper visits.

The \$64,000 question is this: Why are some papers successful, while others seem destined to eventual failure? Why are some papers profitable, with healthy readership and growing ad revenue, while others seem to base their future revenue on reduced expenses and

personnel reductions?

I've made the decision to focus on the positive today. The following are some of the common practices I've noticed during my recent visits to successful newspaper operations:

1 Successful newspapers have publishers who are engaged. Someone asked me last week what a newspaper publisher does. My answer was simple, "Anything from nothing to everything."

Two months ago, I received a message from a young, new pub-



Don Foy, Technology Specialist, and Gwen Swiger, go over her new computer system.



Patty Hawkins was a major part of the system upgrade. Here, she works to get a section of the paper ready to send to the platemaker.

lisher. Her question, “What does a publisher actually do?” made me chuckle.

I jokingly answered, “Work on your golf game.”

True enough, I’ve seen more than my share of publishers who seem to spend more time away from their newspapers than on-site. Not lately, though. In my recent trips, I’ve found publishers who are engaged with their staffs, working side-by-side with their writers, editors, ad reps and production staffs to improve every aspect of their newspapers.

2 Successful newspapers have staffs that are happy. In every paper I’ve visited over the past few months, it was obvious the staffs loved their work.

In Cleveland, I listened as staff members cheerfully explained how much they appreciate working at the newspaper. Some had worked at other papers who weren’t as appreciative of their efforts.

It’s been my experience that happy workers are harder workers. Let’s face it, I put in long hours because I love what I do. You may do the same, or you may do as little as possible because you hate your job. Successful newspapers have staffs who are happy.

3 Successful newspapers plan for growth. None of the papers I’ve visited this year have been cutting staff, reducing print cycles or moaning about impending death.

They expect to be healthy because they are used to being healthy, and plan accordingly.

4 Successful newspapers don’t believe all the hype. When I visit dying papers (whether they realize they are dying or not), there always seems to be a lot of talk about what others are saying about the eventual death of newspapers. They’ve read it all, from metro CEOs to digital experts, concerning the death of print.

Maybe successful papers are just too ignorant to know better, but they don’t believe they are dying and they act as if they are going to be around for a long time.

As a young college student, I remember studying a popular theory in sociology called “the looking glass-self theory.” Basically, the theory states that people become



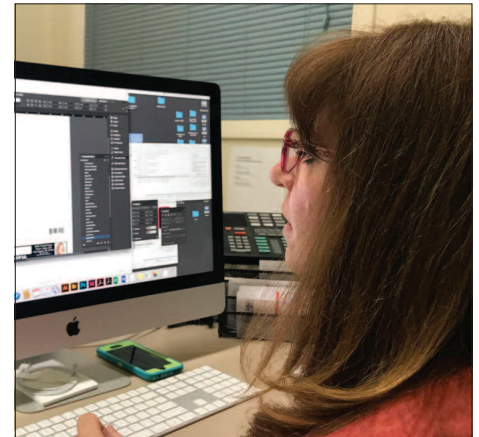
Kevin Slimp with Ralph Baldwin, publisher of the Cleveland Daily Banner.

what they think they will become. Therefore, happiness and success are largely based on the perceptions we have about ourselves.

I was recently “cornered” at a newspaper convention by a group of managers from a national newspaper group. Their basic premise was, “You have no idea what you’re talking about. Print is dead. Newspapers are dying.”

As I walked away from the group, I was convinced their papers will achieve just what they are predicting, and from what I see, that is the case.

Successful newspapers believe they are, and will continue to be, successful. They don’t believe all the hype.



Trena Bailey, designer, begins work on her first page on the first day using her new hardware and software.

I know that some will read this column and say, “What an idiot. He’s dreaming.”

That’s their prerogative. I’ve been hearing that for at least 10 years.

But I’ll leave you with this. I’ve visited a lot of newspapers, probably thousands, over 25 years. And it only takes a few minutes after entering a newspaper office to get a good idea of what the future holds for that paper.

I’m sincerely thankful these papers asked me to visit them this summer. This writer’s nook can get a little lonely sometimes.



30 minutes after deadline. Not bad for the first morning with a totally new hardware/software system.



AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

Your audit is complete, and the most important part of your audit process is about to begin! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to get started:

- DISPLAY THE CVC LOGO** - The enclosed CD contains a variety of CVC logos. After your printed audit report has been issued, you can run the CVC logo in your publication, and on your rate card and media kit. Refer to the audit promotion kit for more logo promotion ideas.
- GET CONFERENCE CALL TRAINING** - Call (800) 262-6392 to schedule training on analyzing your personalized CVC audit report and readership study. Training sessions take 30 minutes, and can be scheduled during regular weekly sales meetings.
- LET US SEND A LOCAL AUDIT PROMOTION** - Send CVC 25 pre-addressed mailing labels for potential advertisers in your area. CVC will personalize an audit promotion letter for your publication and send each advertiser a copy of your report. After completing their conference call training, your sales staff should follow up with the recipients of the letter.
- NATIONAL AUDIT PROMOTION** - CVC automatically releases your audit to Standard Rate and Data Service, AdWeek Directories and other national media listing firms. If there is an additional national media directory of particular importance to your publication, call our office to verify we are releasing your audit data to them. The enclosed CD includes a list of national media buyers.
- REGIONAL AUDIT PROMOTION** - CVC maintains a database of more than 4,900 advertising agencies nationwide. The enclosed CD includes a list of advertising agencies located in your state.
- CREATE IN-HOUSE AUDIT PROMOTION ADS** - The enclosed CD contains sample promotional ads run by other publishers. Drop your name and logo into an existing ad, or create your own promotions. If you create your own ads, please send a sample PDF to tbingaman@cvcaudit.com so CVC can share your idea with other publishers and media buyers.

Need Posters?

CVC's "power" poster is free and looks great in offices, conference rooms and training areas. Make sure your office visitors know about the power of your CVC audit. Order your free poster today by calling (800) 262-6392.



FREE

NADA

ZIP

ZILCH

GRATIS

COMPLIMENTARY

All of these audit promotions are included in the cost of your audit.





Michael Angelo Caruso

Selling, Networking Go Hand in Hand



Salespeople work hard. Many are too busy to do any “extra” work. But selling and networking will increase your sales. It’s difficult enough to identify a primary contact, develop a relationship and arrange a first meeting.

The idea of developing even a secondary contact at the prospect’s company can be daunting.

Yet, I recommend networking five people deep at each prospect company. Why?

Because primary contacts go on vacation. They get promoted or reassigned and even leave the company. Some get fired.

And primary prospects almost never make decisions alone. They informally or formally consult with other people on their team.

That’s why it’s a good idea to be connected to at least four people in addition to the primary prospect.

Who are your best contacts?

Here are the titles of people worth connecting to:

- Primary contact
- Person that works with the secondary contact
- Primary contact’s boss
- The boss’s boss

- Someone in purchasing
- The head of Human Resources or Public Image
- A person in sales if they have a sales department
- The President or CEO
- The Chief Financial Officer

Selling and networking, a winning combination

Networking is good practice.

Besides, you never know what’s going on behind the scenes at any given company.

Often, your first point of contact is not the actual primary contact.

Sometimes the primary contact is not the influential decision maker.

If you do a complex sale, people are bound to shift around between your first sales call and when you close.

Besides, everyone you meet is a potential referral source. Why limit your

sales pipeline?

Like a boat that’s securely tied to a dock, it’s good to have several mooring ropes with prospective customers.

Subscribe to my Selling More, Better, Faster playlist on YT to be notified of new videos with selling tips.

About The Author

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.



By Bob Berting
Berting Communications

How Are Your Telephones Being Used?

What does the collective voice of your people say about your publication, your receptionist, your salespeople, and the people who answer your phone in their respective departments? Do their voices tell your customers that your publication is willing to provide value-added service? If someone has a legitimate complaint, what do they say and how do they say it? Can your customers tell they are frowning over the phone?

What about the choice of words and tone of voice?

Our choice of words and tone of voice give very strong messages of our

underlying attitudes which change during a conversation. These things can give the wrong impression if we are not careful. We can also hear the shift in our customer's voice as they change their attitudes. When we market our services over the phone, our voice is like a broadcast to the listener. The usual visual distractions are missing, so the voice and tone may be more significant. Attitudes are also very noticeable in recorded messages. To hear your message as others hear it, play back your message with your eyes closed. The voice that your customers hear at the other end of the phone is your company in their eyes. Very important!

Each type of voice has it's own label

A voice can be described as happy, refined, depressed, macho., smiling, concerned, fragile, strong, etc. Customers are more appreciative if our voice is in the middle range that is approachable and pleasant. They expect us to be friendly and eager to please them, even when they are unhappy and complaining. Instead we take their complaints personally and our voices change to show our disapproval. This is exactly the time when our customer care training matters the most. The way we handle disagreements is a measure of our genuine concern and care for our customer. *(Continued on page 11)*



How are your telephones being used? *Continued from page 10*

What about your calls that get voice mail?

When calling people who know you, these are "warm calls" and there are several points to consider:

Prepare a rough script before you make the call. State your purpose clearly and ask for what you want. Create a script that's unique and different.

Include a benefit statement. Anything going on in your publication like a special savings or a new promotion.

Referrals are gold. "I promised Bob Brown I would call you. He is starting an advertising campaign with us and is very pleased with the results"

Details. When leaving a message, deliver

a one way conversation message and ask for exactly what you want. If you talk to a secretary or receptionist, they may interpret your message incorrectly to a customer.

Create a sense of urgency. Give the contact a pressing reason to call you. Never lie about your deadlines to create urgency...it's not worth ruining your reputation.

Be clear and concise. Keep your message down to a maximum 30 seconds. Preparation is important. Unprepared callers tend to ramble.

In today's market, we are not always able to hire the perfect person for the job.

Instead we must be prepared to teach our staff to build their self esteem, people skills, and better attitudes. When management creates a caring service environment, it also cuts down on turn over. The base of "instant friendliness" is genuine caring for the customer. It's like being the host or hostess at your own party...but sometimes the party is being held at the end of a telephone line. The host or hostess always makes sure that everyone is enjoying the process, even when something goes wrong.

So before you address your next customer, think about what your tone of voice is saying. Sometimes it talks louder than words.

"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."



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WEBSITE BUILDER

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



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

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

The Many Benefits of Reading a Newspaper

We've published at least three stories recently regarding older Sheldon citizens being scammed over the phone for thousands of dollars. But even though the first two crimes were printed in our Sheldon Mail-Sun in detail, a third individual was taken for soon after for \$16,000. When asked by Sheldon police why she hadn't learned from the stories reported in the newspaper, she replied, "I don't read the newspaper."

We published the following editorial the next edition. If limited editing to make it local, it bears repeating in Association member papers across America.

The many benefits of reading a newspaper

We have great empathy for the Sheldon woman who was cheated out of \$16,000 recently.

She fell victim to a scam on Facebook, according to Sheldon police chief Lyle Bolkema. She thought a cousin had contacted her and told her she was the winner of a \$90,000 sweepstakes grant -- but there were a few requirements.

First she was asked for \$2,000, which she paid. Realizing their deception was working, the crooks asked for another \$7,500, and then \$6,500 more.

It was only after all the money was gone, never to be retrieved, that she learned there was no \$90,000 prize.



Someone had tricked her into believing they were her cousin, and she was the latest victim in online or telephone scams.

The scammers have cost people across the country, including a growing list in Sheldon, thousands of dollars. The woman refused to accept the advice of staffers at two banks who warned her, and said she was not aware of the number of scams that attempt to steal money from people through such deceptive and deplorable tactics.

Bolkema has sounded the alarm numerous times, and local media, including The Sheldon Mail-Sun and The N'West Iowa REVIEW, have attempted to inform people of the con men and women who seek to prey upon people online or through phone calls.

This latest victim said she had no knowledge of that, since she does not read local newspapers or follow other local media. She paid a costly price for that choice.

There are tremendous benefits to reading a newspaper, and not just in warnings of potential scams or news of other crimes committed in the area.

While there is a belief that newspapers are endangered species, we are feeling rather robust. Of course, we're biased, but we recommend you read a paper for many reasons, including:

Government news. You need to know what the city, our schools, county government and other public entities are doing. Good, bad or routine, it's worth your time, especially since you're the one paying for it. (Continued on page 13.)

The Many Benefits of Reading A Newspaper *(Continued from page 12)*

Informed opinion and comment. The Sheldon Mail-Sun invests space, time and resources into providing an Opinion page that offers an editorial, columns and letters to the editor. We seek to provide balanced views that allow you to become informed whole offering space, at no cost, for you to respond. We believe that's a crucial role newspapers play in the American experiment, and one protected by the Constitution.

Community news: Who gave birth? Who died? Who was married and who is engaged? The newspaper documents the events of the day, providing the first history of our town.

Local sports: Who won and why? Who lost and what happened? What records were set and what inspiring events occurred in Sheldon? Who is coaching the team and what is the next big event on the schedule?

You can follow your favorite athlete or team through the newspaper and no other source will provide the information you want.

Entertainment. The Sheldon Mail-Sun runs photos, feature stories and columns that inform and delight our readers, with Millie Vos revealing the story behind our history, Ty Rushing providing humorous and interesting personal stories and other columnists offering cooking tips, religious comments and other input. The paper provides you with information you may not have to have -- but you're glad to learn and see.

Advertising? What's on sale? Are there coupons for items you need or want to buy? What new products are being offered? What new business opened?

Newspapers remain an incredible bargain, and the information available in display and classified advertising

can make it a profitable purchase for you.

There are numerous other reasons to pick up a newspaper and become informed. It may help you learn of a scam that could cost you a great deal of money, too.



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.



Don Rush
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