

INFORMER



**Community
Papers of
Michigan**

JUNE 2019



OUR DATA
SPEAKS VOLUMES

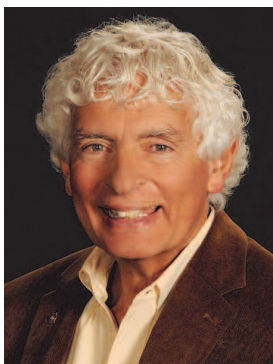


**CPM's General Membership Meeting
and Awards Presentation!**

Save the Date

Tuesday, October 1, 2019 • Lansing, MI.

Details will be mailed to you.



George Moses
The Marketeer
CPM Director

Why I Give a Damn About Community Newspapers

For over 55 years I've worked in the business of community papers. One fact that has always been obvious to me is that there's an emotional bond between every community and their local newspaper, and it's every bit as strong as the bond with their local government or school system.

Our local press is the recorder of today's news. It's the job of your community paper to report current events; births, deaths, weddings, public events, elections, crimes, sports, government proceedings. All of these are written about in your local press as they occur, keeping us informed.

Community papers are durable, lasting documents that are saved in physical or digital form as reference guides to the past. Decades from now, people who want to remember what took place in the past will look back on this contemporaneously written local history confident that what they're reading is the truth.

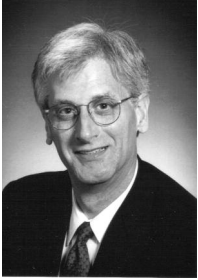
The opinion pages in our community papers (and that's where the opinions should stay) are awash with ideas on how to improve our government, our schools and other organizations that impact our lives. And, if you disagree with these opinions, you're invited to send a letter to the editor to rebut the article that doesn't meet your understanding of the facts. It's entertaining at times to read these letters that debate facts or opinions that are in question. This is the place that local citizens are elevated onto their soap boxes with an opportunity to raise their voices to the rest of us.

Our community papers are accorded special protection by our constitution's First Amendment, which permits information, ideas and opinions without interference, constraint or prosecution by the government. It was adopted on December 15, 1791, as the very FIRST of the ten amendments that constitute the Bill of Rights. With that protection in mind, it's the duty of our local press to report the news in an objective and fearless manner. Reporters and editors in our communities have been given this special constitutional power to

investigate and expose corruption or questionable practices by those in our local institutions who would prefer that they be kept hidden. News is the sunlight that exterminates malfeasance that thrives in the dark.

That's why I give a damn about local community newspapers.





By John Foust
Raleigh, NC

Ad-Libs

Four Words for Ad Professionals: “Oh yeah? Prove it.”



I once encountered a car dealer who took advertising puffery to new levels. They publicized themselves as being number one in every conceivable category. Their general advertising theme was, “We’re number one.” Their new car slogan was, “We’re number one in new cars.” Their used car slogan was, “We’re number one in used cars.” Their service department’s slogan was, “We’re number one in service.” And of course, their logo featured their name inside a number one.

That approach must have simplified their advertising strategy meetings: “Let’s just tell everybody we’re number one in everything.”

I’m no legal expert, but I suspect that they could not have been prevented from using that exaggeration, because saying “we’re number one” is like saying “we’re the best.” It’s just too common to be taken as a serious deception.

The more important issue is in the fact that the ads had no credibility. There was no proof to back up the claims. Consumers were never presented with any reasons to believe what the dealership was saying.

I thought of that old ad campaign recently, when I saw a series of ads for another car dealership. Like the old dealership, they were marketing themselves as a preferred

place to buy a car. But unlike those old ads, these claims were on solid ground, because they were supported by evidence. The ads showed long-time customers holding up fingers to represent the number of cars they had purchased from the dealership. It was an attention grabber – a simple and effective way to sell the dealership’s longevity and reputation.

Unsubstantiated claims are lazy. It takes practically no effort to write a headline like, “We’re number one” or “Best deals in town.” On the other hand, it takes some creativity to come up with the right kind of supportive evidence.

The work is worth the effort. While consumers ignore exaggerations and unsupported claims, they respond to relevant promises and offers that are backed up by evidence.

When you’re writing an ad or making a sales presentation, it might help to imagine someone sitting on the other side of the desk with arms crossed, saying, “Oh yeah? Prove it.”

There are many forms of proof – statistics, photographs, and testimonials, for example. Here’s how evidence can help:

“Our new widget is the best on the market” has no muscle. It’s better to say, “According

to XYZ research, our widget has a 95 percent durability rating.”

“Our paper is better than any other advertising option” is an empty statement. It’s better to write, “Let me tell you about the great results that Retailer X gained from advertising in our paper. Their sales increased by 27 percent during the first month.”

“Our customers love us” is weak. It’s more effective to say, “Here’s what our customers say about us.”

Just because we believe something doesn’t make it believable to others. There is power in proof. Make that imaginary skeptic on the other side of the desk smile and you’re on the right track.

COPYRIGHT LINE

(c) Copyright 2019 by John Foust. All rights reserved.

CREDIT LINE

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



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

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

Continuity, Cooperation, Credibility and Commitment



One of our printing customers includes the following observation just above the signature line on all his emails:

“To say you don’t need newspapers because you’ve got the internet is like saying you don’t need farmers because you’ve got a grocery store.”

In almost every community the local paper is the first recorder of news. Little Joe Brown might have hit a home run at last week’s Pee Wee game, but only a few are going to know about it until it is reported in the hometown paper.

Yes, there is always going to be a digital element to the news reporting from now on. But unless that digital source meets print’s standards of balanced reporting, fact checking and professional editing it will never have the credibility attached to print.

So why is the printed paper, the long-acknowledged source for information about everything happening in the community, overshadowed by endless digital websites, Facebook pages and blogs?

In 2018, the entire U.S. news industry - print and broadcast - made an estimated \$5.1 billion from digital advertising. And those dollars were spread out across scores of companies.

It was of little help during an age where all newsrooms were cutting jobs and many small-town papers closed their doors forever.

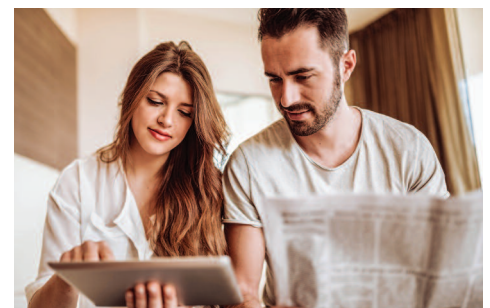
Meanwhile, according to a report from

the News Media Alliance, Google almost matched the industry’s total digital-ad revenue with \$4.7 billion simply providing search engine assistance to finding that locally-produced news.

That number only represents the income from advertising on the Google website. It does not include the value of personal data Google gathers when users click on news articles.

While the local paper collects and clearly presents the news, it is Google and not the hometown that’s getting wealthy off the tedious detail work. As it has often been said, people go to the internet to find out details about a story. But most often they earlier had learned about the story in their newspaper.

We need, as an industry, to believe in ourselves and **TELL OUR STORY.** (Continued on page 5.)





Continuity, Cooperation, Credibility and Commitment

(Continued from page 4)

No other information source has the reach of our publications. Broadcast, digital and social media are targeted and cannot. The local paper provides much needed **CONTINUITY**.

Locally written and edited papers are the most reliable link to the past, as well as the most dependable source of informative details regarding what is happening that day or week. The community newspaper provides **CONTINUITY** across various community interest groups, as well as from generation to generation.

The hometown paper also encourages local **COOPERATION**. As the media connecting with the greatest number of local families, the paper is in a position to educate, encourage and clearly explain "why" something is happening or needs to happen in the community. Through solid news coverage and editorials, the newspaper provides citizens with the reasons to **COOPERATE** to help make possible changes. Or, why they should not.

Today's electronic media is overloaded with as many differing

opinion blog sites, ideas and voices - many of them shortsighted and biased - as there are stars in the sky

Local communities need their community newspaper to bring everyone's ideas together.

Newspapers also assure **CREDIBILITY**. A newspaper's future depends on earning and keeping the respect of local readers, advertisers and community leaders. Newspapers cannot afford to get the facts wrong or to take sides when reporting a story. A newspaper's reputation depends upon its **CREDIBILITY**.


You will often hear someone saying with a scoff, "It must be true, I saw it on the internet!" But when the same person says "I read it in the paper," he is sharing the information as a fact.

And finally, the men and women who own, manage and produce a local newspaper live and raise their families in the town where they are doing business. They are **COMMITTED** to making their town and region the best possible place to live, work and invest.

The paper's **COMMITMENT** to building a better community makes the local publication the town's leading cheerleader for all important events and projects. Hometown newspapers support community with their stories, donated advertising space, time and often their own dollars.


Now how can Google match that?

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.



Check us out at
<https://www.facebook.com/communitypapersofmichigan/>

Our members are encouraged to contribute to this site with industry-related info, local editorial features and other information our members and readers would find interesting.




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



By Bob Berting
Berting Communications

When a Publication is Headed for Trouble

It's rare for a newspaper to head off a marketing strategy problem before a crisis is upon them. More often, at times, it takes the sudden entry of a new competitor in the market, a serious plunge in sales, or a similar emergency to get a strategy change. The answer is to evaluate the publication's marketing program on an objective on-going weekly basis.

Here are 6 ways that the publication is heading for trouble:

Cutting rates become the driving force to get sales

Deep discounting, constantly offering "special deals" is an indicator that the publication is using lower prices to beat competition. Customers see the publication as just a low cost medium, and don't see any other value in doing business.

The publication can't be differentiated from competition

It is vital that the publication maintain a unique identity that distinguishes it from the competition. This branding process is on-going and under constant review. The question is—how often is it reviewed?

Steady stream of sales gimmicks

When one special promotion runs into the next, customers soon think that nothing is really special. Instead of getting

customers on an ongoing campaign, the publication floods the market with signature pages, national widget month, and other one-time fluff promotions that threaten the budgets of advertisers who want to put their money in campaigns that get response.

Sales management tactics change arbitrarily

Instead of a roller coaster of contests, trips, and bonus programs, the publication needs a unified plan of rewards that will motivate the salespeople on an on-going basis. This can be an incentive plan based on increasing sales, any activity that helps dramatically the image of the publication in the marketplace, etc,



More and more leads come from the sales force

Of course salespeople should develop leads, but if salespeople are the primary source of new business, the publication has a marketing problem. Even the best salespeople can't be at the right place, at the right time, all the time. The publication needs a well developed marketing program to keep their name in front of prospects, so when they're ready to buy, the sales staff can enter the picture from a position of strength.

Customers start saying "I didn't know you did that"

Even when long-time customers don't have a clear picture of the publication's overall capabilities, it's a sign that marketing is failing. So many times, a booklet or brochure showing ALL the publication's services can be very effective because it clarifies and reinforces what the publication offers. Of course an effective website is another powerful tool. But that's another story.

"See Bob's 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 three 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, sales trainer, and publisher consultant and has conducted over 1500 seminars for newspaper advertising salespeople, management, customers, and print media associations. Contact Bob at bob@bobberting.com or 317-849-5408."

Social Media Bottom Line

How are newspapers actually benefitting from social media?



by **Kevin Slimp**
kevin@kevinslimp.com

When my publisher friend Joel Washburn asked me to visit his newspaper in McKenzie, Tennessee in June for a couple of days to work with his staff, he had the usual lists of items to cover while I was there:

- InDesign training...check
- Photo editing training...check
- PDF issues training...check
- Increasing sales training...check
- InCopy training...check

It was the sixth item on the list (don't worry, it's coming) that made me pause:

- How other newspapers are benefitting from use of social media...hmm.

One of the inside jokes among my friends who speak at newspaper conventions over the past ten years or so has been the number of workshops at conventions related to social media. For a while, five or six years ago, it seemed like every other breakout session had to do with social media.

While preparing to meet with Joel's staff, I went to my recent survey of North American publishers completed back in April. It was the fifth annual survey and, fortunately, we had questions about digital and social media on the survey each year.

When I looked at the 2019 survey results, I learned that 28 percent of respondents indicated social media is greatly beneficial to their newspaper's success.

As I looked closer at the respondents, it seemed the dailies were four times as

likely to respond this way than weeklies. I suppose that makes sense since dailies are more likely to depend on online/digital sales for revenue. Another 57 percent of respondents indicated they felt like their newspapers benefit in some way through use of social media.

Wanting to give Joel some helpful information, I went – where else – to social media to get some assistance. On Facebook, I asked friends who worked at newspapers to share how they successfully use social media at their papers. Within a few hours, I had more than 40 responses. Here are a few of them:

Jessica, from Florida, wrote:

“We post questions on hot topics in our area and then use the comments on our opinion page (in the printed newspaper) in our ‘social media’ section.”

Cindy in Texas wrote:

“We get a lot of leads for stories on our newspaper Facebook page, both for news and features.”

Darryl, from Manitoba, responded:

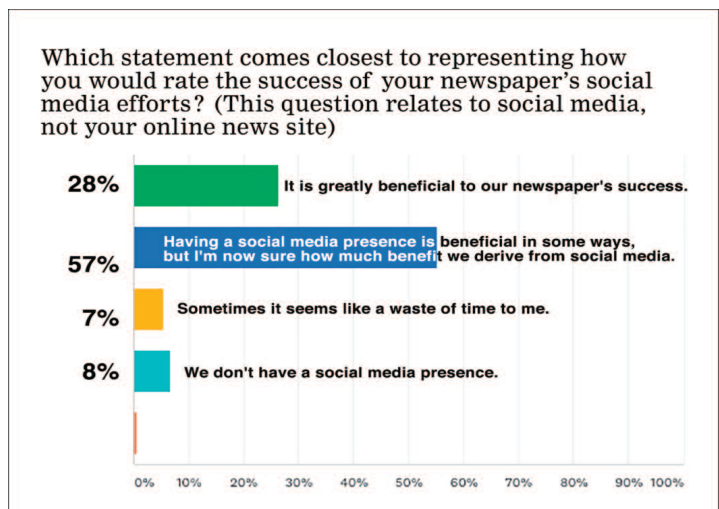
“On the morning our paper comes out, we post a collage of photos and a teaser such as, ‘For the stories behind these photos, pick up a copy of today’s paper.’”

Kari, from Texas, wrote:

“Going live at high school sporting events draws in a lot of people to see our brand, but we haven’t monetized it.”

Bruce in Kansas wrote:

“I’ve learned to monetize a boost. ‘I’m glad you enjoyed the story we did on your new business. For \$20 (or whatever) we can boost that for you. Look at our number of followers.’ It’s not a big money



maker but it makes the new potential customer happy.”

Travis, from Kentucky, answered:

“We ask people to submit photos of themselves reading your paper in amusing ways, and then pick the best submission to receive a prize.”

As I looked though the early responses (early enough to meet my column deadline), I didn’t see anyone writing about making money through social media posts, but I did notice a lot of respondents were using social media to prompt readers to pick up or subscribe to their newspapers which, obviously, could benefit the bottom line.

I had an interesting experience with social media just last week. I hosted a webinar titled, “Kevin’s 100-Minute Extravaganza.” I expected a low turnout because people generally don’t attend webinars in the summer, due to vacations, back-to-school deadlines, holidays and whatever.

Most registrations come in response to email blasts and promotion by various press associations. However, I noticed a serious bump from a couple of Facebook

posts I created a week before the webinar. Later, I noticed several folks had shared the posts on their Facebook pages. Then a couple of associations asked if they could sponsor webinar registrations for their members.

In the end, close to 100 newspapers eventually registered for the webinar, most within four days prior to it taking place. And when I looked at the registrations afterwards, it was apparent about half of those were a result of those couple of Facebook posts from the week before.

What lessons am I learning about social media? It’s pretty apparent it’s not the end-all, and probably isn’t going to make a major dent in most newspapers’ bottom line anytime soon. However, used effectively, it can be a tool to drive readers to your print and online editions of your newspaper, promote subscriptions, and even be used as a service to advertisers.

If your newspaper is investing in social media, I would suggest you regularly examine what’s being done and gauge its effectiveness in driving new subscribers and increasing ad revenue.



Michael Angelo Caruso

13 Ways to Kill Your Rotary Club

I had the pleasure of hearing Doug Griffiths speak at a leadership conference recently.

Doug is the author of 13 Ways to Kill Your Community *(as shown below)*

His talk was excellent and it inspired me to think about applying his model to other paradigms.

As a leadership coach, I can see how his content can be easily applied to almost any business or industry.

As a longtime Rotarian, I was inspired to write 13 Ways to Kill Your Rotary Club. This piece uses reverse psychology to encourage Rotarians to keep their clubs interesting and vital, but you can substitute the words "Rotary Club" for almost any kind of entity, such as:

- Company
- Chamber of Commerce
- Condo association
- Church
- Other words that start with "C"

Rotary is the #1 service organization in the world.

Let's keep it that way.

13 Ways to Kill Your Rotary Club

1. Neglect the food. For centuries, people have gathered together around food and drink. Hospitality creates conversation and conversation creates

everything from relationships to project lists. Food and the accompanying ceremony is an asset for your Rotary club, not a liability.

2. Don't attract businesses. Local businesses can help you identify the movers and shakers in your community. These people often make the best Rotarians. Work hard to be appealing when it comes to the length of your meeting, the location and the time/day slot. "Folksy" can work against you.

3. Don't engage youth. Focus on the young people in your community, even kids too young to join your club. Why? Because parents join Rotary and kids grow up to be Rotarians. Besides, catering to youth is one of Rotary's five avenues of service. Involving the young is just the right thing to do. (Continued on page 9.)

13 Ways to Kill Your Rotary Club (Continued from page 8)

4. Remain convinced that you don't have to "sell" Rotary. The world is a busy place. People decide where to donate their time based on value propositions. Make sure your club's "value prop" is undeniable. Hint: Your goal is not to get all your members to agree on the value proposition. Your goal is to make sure that almost everyone feels that time with Rotary feels really good.

5. Let other service clubs do the heavy lifting. Yeah, so a neighboring group has a lock on your community. This should encourage your club! Remember that Rite-Aid always arranges itself at the same intersection as Walgreens. Lowes always builds near Home Depot.

6. Don't worry about first impressions. Every successful enterprise worries about having curb appeal, a fresh coat of paint and competitive analysis. Constantly monitor what first-time visitors think of your Rotary club. Look for patterns and address the weak spots.

7. Don't work with other area organizations. Some groups in your area have figured it out. Monitor the local Chamber of Commerce, social groups and other service clubs. Have your Rotary Club hitch it's wagon to groups with bigger wagons. Engage in cross-promotions and host joint events.

8. Live in the past. Yeah, keep touting past achievements as recent successes. Work so hard at self-aggrandizement that you become delusional about what's

really happening to your formerly great Rotary club. Bring the data, not the drama.

9. Shut out young professionals, people of color and young professionals. A good Rotary club is a mirror of the people in its community. You probably like your club because it's loaded with people who look like and think like you. But the group will be stronger when you have new faces and fresh talent.



10. Reject new stuff. Push back against change and resist technology by saying things like, "I'm not a technology person." Stop trying new things and you'll get what you deserve—a stale and antiquated Rotary club.

11. Ignore outsiders. Discount club visitors' opinions because "they don't understand us." Learn to crave, interpret and deal with all kinds of feedback,

especially invaluable comments such as "Your Rotary club is friendly, but not welcoming."

12. Grow complacent. Apathy is the beginning of the end for your club. Pay attention to early warning signs such as low attendance, sporadic bursts of enthusiasm and STP (Same Ten People) Syndrome.

13. Don't take responsibility. Some Rotarians keep thinking that someone else will make the changes that need to happen in their club. It's not a good idea to count on next year's President to turn things around. Again.

Don't change everything about your club at once

Think of improving your club like improving your golf swing. Just make a couple small changes at a time and monitor the feedback loops.

If you're systematic about making changes, you'll be on track to success within six months or less.

Good luck and let us know about your progress in the comment section below.

Want more good ideas?

Good ideas and innovative strategies are available.

Join the Get the Word Out, Rotary! group on Facebook to get great ideas on how to grow your club, raise more money and help more people.

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. Contact Michael, Edison House, 333 E. Parent Ave, #4, Royal Oak, MI 48067, Phone: (248) 224-9667



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.



I have worked on many small ads... and sometimes wished I had more space! Be careful what you wish for, because more space can create more problems, so here's this month's focus on...

Organization!

I know I always sound surprised at how quickly a year is passing, but it seems I am always looking for topics to discuss (hint).

In March I switched to the **Creative Cloud** versions of all of **Adobe's** programs and I still don't know much of anything, although I am able to use **InDesign** without much hair-pulling! At least I know where all the features that I use are located—but I am still missing soooo many other features.

I'm a bit better with **Photoshop**, mainly because I spent last December fixing hundreds of photos (sizing, dodge and burn, unsharp masking) for photo albums as Christmas gifts for family—and you get pretty good at mastering the basics.

As far as some of the other programs in the **Adobe** franchise... not so much. I'm very interested in the **Adobe Muse** program (**InDesign** pages can be re-purposed into web pages without actually coding!) so I will make that a priority in 2019... at least I'll try during the second half.

But enough about me and let's get on with dealing with more space... and more info!



“Design Thinking”

Creativity is elusive and hard to convey via paper, so I try to demonstrate in my ads.

I did find a website, **creativityatwork.com** which immediately caught my interest with “Design Thinking”—a process used by designers **“to solve complex problems, and find desirable solutions for clients. A design mind-set is not problem-focused, it's solution focused”**... **“Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be—and to create desired outcomes that benefit the end user (the customer).”**

This is a more scientific and concise answer, and I explain that the purpose of graphic design is to get the intended message to as many people as possible in a cost-effective and memorable way. No matter, it's still a difficult concept to “teach.”

“Design Thinking” Ad

This ad ran in our paper ten years ago and was sized as a 2x5 ad. The only changes made were to replace some of the black with a Reflex Blue color and alter the phone numbers. Otherwise, size, font and organization are all the same.

So how do we get to “design thinking.” In an ad this size, it's easy to just place all the text in a horizontal position... in other words, start setting the type across the width of the ad; from the top and work down. It's what happens when there is not a lot of planning involved. But the idea of this ad is two-fold: to provide volunteer opportunities and to provide information to the public about the free clinic itself. That's a lot to ask—and that is why organization becomes a priority.

We can get this double message across, but we need to organize the information to address these two specific areas.

We start by visually separating the two functions by the use of the color blocks (the original ran as a black (grey) and white).

If we had run the text horizontally as I suggested earlier, we ran the risk of one feature seeming to be more important than the other because

one set of info is above another.

If we made one of the text blocks with a bold font, we also ran the risk of a “hierarchy” of one area being more important than the other.

By placing the info side-by-side, we can have equal importance... equal footing so to speak.

Use of color (or value) emphasizes the difference between the two functions without making one seem more important than the other.

The text regarding the function of the clinic had fewer words, so the bold type worked better on the blue background.

Volunteer information required a few more details so using a smaller typeface but placing it on the white background guaranteed easier readability, especially since they were looking for a number of volunteers.

This ad worked ten years ago and it still works today. Good, functional design can stand the test of time, you just need to get a little “creative” and look at it from a different perspective.

Look at the Content

I believe that one of the most important aspects of graphic design is to showcase the content... and get it right.

We've covered the idea that the wrong art can send the wrong message and cause confusion and that visual clutter can also get in the way of the message. This ad did not need any art, but considering the message required a little different approach.

Taking time to look over the information before you begin the ad is not wasted if it helps organize and create the best unified ad that you can. Some ads will be easier than others, but never just take the text or idea and start filling in the space. If you are not clear, the reader will not easily process the information.

More “Creativity” Websites

I found other websites that defined “creativity” as it pertains to advertising...


One website presented an article by Amira Kadry “The Creative Concept and its role in Advertising Design” (<http://www.journal.faa-design.com/pdf/5-3-kadry.pdf>)

“Creativity is the soul of advertising, it is what gives life to messages about products and services that may otherwise be boring or insignificant in the hearts and minds of target customers...” It's how you'll solve the design problem of communicating your client's message.”

Another site, **wordstream.com** (online advertising made easy) says this: **Defining Creativity and Innovation: “Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing.”**

So until next time, Think Design...

I was an art teacher and changed to a graphic design career in the '80s 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 ©2019



Albrecht FREE CLINIC
Providing free medical service for those in need.

THE ALBRECHT FREE CLINIC provides medical services to people in our community who have medical needs but cannot afford them. Area physicians, dentists, nurses and community members volunteer their time and talents to staff the Clinic. Other community members support our mission through financial assistance. They provide supplies, medications, facilities or the monetary resources to obtain these much needed items.

CLINIC TIMES:

CURRENT VOLUNTEER OPPORTUNITIES

NON-MEDICAL:

- FUNDRAISING COMMITTEE MEMBERS
 - Assist with special events
 - Invitations/mailings
 - Raffles
 - Community networking/awareness
 - Behind the scene PR support
- Computer Support
- Clinic time clerical support

MEDICAL:

- MA/LPN/RN coverage during clinic hours
- Physician coverage during clinic hours
- Pharmacist or pharmacy tech support during clinic hours

Albrecht Free Clinic
PO Box 632
West Bend, WI 53095
Office: 555-555-7869
Clinic: 555-555-8339
Tuesday • Hartford 6-7:30pm
Wednesday • West Bend 9-noon
Thursday • West Bend 6-8pm



Don Rush
President
Sherman Publications
666 S. Lapeer Rd.
Oxford, MI 48371
Phone: (248)628-4801
Fax: (248)628-9750
Cell: (810)636-3798
don@shermanpublications.org



Bettie Watson
Director
Salesman Publications
102 N. Main Street - P.O. Box 205
Concord, MI 49237-0205
Phone: (517)524-8540
Fax: (517)524-8570
Cell: (517)740-9461
ads@salesmanpublications.com



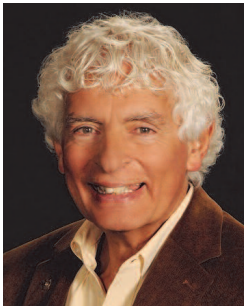
Marty Bennett
Vice President
Community Shoppers Guide
117 N. Farmer - P.O. Box 168
Otsego, MI 49078
Phone: (269)694-9431
Fax: (269)694-9145
Cell: (269)370-9469
shoppersguide@sbcglobal.net



Elaine S. Myers
Director
C&G Newspapers
13650 11 Mile Road
Warren, MI 48089
Phone: (586)218-5012
Fax: (586)498-9631
Cell: (248)672-0998
emyers@candnews.com



Jon Jacobs
Past President
Buyers Guide
P.O. Box 128
Lowell, MI 49331
Phone: (616)897-9555
Cell: (269)208-9223
Fax: (616)897-4809
Jon@lowellbuyersguide.com



George Moses
Director
The Marketeer
110 E. North St., Suite A
Brighton, MI 48116
Phone: (810)227-1575
Fax: (810)227-8189
Cell: (517)404-7807
gmoses@georgemosesco.com



Fred Jacobs
Sec./Treasurer
J-Ad Graphics
1351 North M-43 Highway
Hastings, MI 49058-0188
Phone: (269)945-9554
Fax: (269)945-5522
Cell: (269)838-0881
fred@j-adgraphics.com



Wes Smith
Director
View Newspaper Group
1521 Imlay City Rd.
Lapeer, MI 48446
Phone: (810)664-0811
Fax: (810)667-6309
Cell: (810)338-7888
wsmith@mihomepaper.com



Jack Guza, Executive Director
EMAIL jackguza@cpapersmi.com



**Community
Papers of
Michigan**

5198 Windsor Hwy.
Pottersville, MI 48876
Phone/Fax: (800)783-0267
mifreads.com



Dana Risner, Business Manager
EMAIL danarisner@cpapersmi.com