

INFORMER



Community
Papers of
Michigan

August 2019



OUR DATA
SPEAKS VOLUMES



General Membership
Meeting and Contest
Details Featured *INSIDE*.....



Jon Jacobs Publisher and Tim McAllister Editor

Why I Give a Damn About Community Newspapers

Newspapers serve the community in plenty of different ways. A robust newspaper informs a community about itself, keeps the local government in check and promotes local businesses and organizations. A newspaper is also an excellent tool for a creative publisher and editor to have a great deal of fun with, while at the same time educating readers about essential topics they may not otherwise have looked into.

Congressman John Lewis once said, "Young people and people not so young have a moral obligation and a mission and a mandate to get in good trouble." Getting into "good trouble" should also be one of the goals of a community newspaper. That is, we should try to stir the pot a bit sometimes, a to challenge our readers by presenting information and stories that may not be totally local but are vital. The goal is to inspire readers to think more deeply about the great, big world outside of their community and how it impacts the local scene.

Nearly every story in the Lowell Ledger is local in origin. We cover everything that happens in town - as much as physically possible, anyway. When a new business opens, we profile the owners. We're at every city council

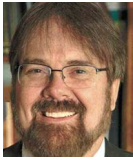
meeting, every graduation ceremony, every festival, every fair, every live performance. We've also done a lot of fun, interesting, educational special sections, like about the anniversary of the moon landing and the anniversaries of Martin Luther King's and Robert Kennedy's assassinations.

The best example of local coverage is the Ledger's partnership with Pink Arrow Pride. Since it began in 2008, that organization has raised hundreds of thousands of dollars they donate to families who are in the middle of dealing with a cancer diagnosis. For a month every year, the Ledger publishes story after story about how Pink Arrow Pride helps people, about cancer survivors, sponsors, volunteers, honorees, participants and even

observers. In addition to all the important and fun stuff, the Ledger publishes articles about challenging topics such as the environment, drug addiction and pollution. We are able to do this because of the trust we've created between ourselves and our readers by completely and accurately covering local events. Readers are less likely to holler "fake news!" at a reporter they know, who has accurately captured events they, their friends or their family were involved in. This has generated a few letters to the editor, but that is not a negative thing. The "Letters to the Editor" page simply records for posterity the thoughts and opinions of people as they react to the news of the day.

What's the Big Deal?

You predict a few things and the whole world takes notice



by Kevin Slimp
kevin@kevinslimp.com

Andy Warhol once said, "In the future, everyone will be world-famous for fifteen minutes."

I've experienced those fifteen minutes a few times, but it comes less often these days. So, I was surprised to get a call last week from a reporter for The Washington Post. It seems he had received a number of emails containing a blog post I had written for stateofnewspapers.com the day before.

We spoke for quite a while about the state of newspapers and the future of the new Gannett. It's no secret I've been predicting the merger/buyout for several years, as well as other industry events that seem to have surprised the general public.

As I told Jonathan O'Connell, financial reporter for The Post, it's not rocket science. Any-one paying attention had to see the GateHouse-Gannett merger coming for years. Gannett has

cut their staffs, pages and content, sold their buildings, and basically had no place to turn. GateHouse (New Media Investment Group) has been expanding their nameplates as quickly as possible, while watching its stock value continue to drop. Buying Gannett was a quick way to draw the attention of the media and, hopefully, draw attention away from the significant drop in stock prices which have lost approximately half their value in less than a year (from \$15.99 per share in August 2018, to \$8.08 as I write this column).

What did I say so revolutionary that it filled three paragraphs in The Washington Post? Trust me, nothing most of you didn't already know.

Problems began when newspapers

began to believe their own headlines roughly a dozen years ago, over-investing in the digital side of the business, and cutting reporting, production values and customer service.

I still work with a lot of papers as a consultant. It holds true that most of the papers I visit who are doing very well financially didn't make that mistake. Sure, most invested in digital, but not to the detriment of their core product.

Like most folks who don't work for community newspapers, O'Connell was pleasantly surprised to learn there are thousands of locally-owned community papers out there. He, like most folks I visit with on the subject, seemed to think most papers were part of big groups.

I assured him, backed by data, that most papers aren't controlled by large national groups. According to

my latest survey of newspaper managers, the number of papers owned by large groups is less than 20 percent of total newspapers.

So, what did I tell Jonathan that earned three paragraphs in The Post? I simply told him that most, not all, but most papers are doing fine financial-

ly. Most aren't going out of business or planning to sell to a large national group.

Thankfully, he didn't take just my word for it. I was glad to see he interviewed Dr. Iris Chyi, University of Texas media-research expert, who concurred that much of the problems the large groups experience come down to over-reliance on digital revenue too soon.

Yes, I've gotten some things right over the years. I predicted years ago the Advocate would take over the New Orleans newspaper market, even before they had a paper there, which came to pass with the purchase of The Times-Picayune in May. Some journalists like to dig out my past columns,

Slimp is a longtime critic of newspapers' rush to cut their staffs and race to digital platforms once the Internet began cutting into business. When that failed, he said, private equity investors and Wall Street sharks arrived and further gutted the papers for profits.

Excerpt from The Washington Post, August 9, 2019

often long-forgotten, to remind me I had predicted something that has come to pass in the newspaper world.

I appreciate the attention, but try to remind folks that it's not brain surgery. Years ago, I saw newspapers over-investing in the digital side of journalism at the expense of their main products. I used to keynote large newspaper conferences and beg the attendees to quit writing that print was dead, something they effectively convinced their readers and advertisers. I would speak at newspaper conferences and note that most workshops had to do with converting products to digital, wondering where all these newspapers were going to get money once the print revenue disappeared.

Thankfully, as I told Jonathan O'Connell, most newspapers are doing alright. They're not going out of business any time soon. Some will go out of business, as has been the case as long as there have been newspapers, and new papers will appear.

As I told Jonathan, it didn't take a keen intellect to see what was happening. It only required taking a step back, refusing to believe popular culture, and studying what was really taking place. I haven't been alone. Folks like Dr. Chyi at The University of Texas, Al Cross at The University of Kentucky, Tommy Thomason at Texas Christian University, and others have been doing research and sharing their findings for more than a decade.

I simply paid attention.

"To expect digital revenue to contribute to your overall business is totally unrealistic when we're talking about local papers," said Iris Chyi, an associate professor at the University of Texas at Austin who studies the industry. "After more than 20 years still there is this unrealistic expectation."

Excerpt from The Washington Post, August 9, 2019

newspaperacademy.com



CPM's General Membership Meeting and Advertising Awards Presentation

Tuesday, Oct. 1, 2019 • 11:00 AM – 4:00 PM

The Brand New Hilton Garden Inn – 633 N. Canal Rd. Lansing, MI
\$25.00 per-person, includes lunch (refunded to all who attend) details will be mailed to you.

We invite you and your staff members to attend CPM's 2019 General Membership Meeting and Awards Presentation.
Please complete this registration form, scan and email to: jackguza@cpapersmi.com or fax to: 800-783-0267. Thank you!

- CPM Updates – John Gaedert Award Recipient Revealed –
- Advertising & Design-An-Ad Winners Announced – Informative Roundtable and Idea Exchange –

Please plan to attend this fun and informative celebration of PRINT!

Publication Name: _____

Names of those attending: _____ Total number attending @ \$25/ea. _____

_____	_____
_____	_____
_____	_____
_____	_____

What Roundtable topics would you like discussed? _____

You asked, and it's back!
**Our 2019
Advertising Contest**



RULES OF ENTRY

Period Covered: All Entries must be taken from any CPM Member issue of publication between January 1, 2018 thru June 30, 2019. Eligibility: Any CPM Member in good standing (dues paid) may participate. Entries must be submitted by 5:00 PM Friday, August 30, 2019 **Entry Fee: A flat entry fee of \$25.00** entitles each CPM member to enter a maximum of **ONE entry per-category**. We encourage each member to participate and enter multiple categories to make this contest interesting. **Winner of each category receives a cash prize!**



NEW THIS YEAR!

UPLOAD YOUR AD ENTRIES AT:
www.newspapersmichigan.com



(Please complete the requested fields and submit for each category)

CPM's 2019 Advertising Contest Categories

Category 1 - Single Ad Division 1 - BLACK INK
Category 1 - Single Ad Division 2 - COLOR

Category 2 - Small Ad Division 1 - BLACK INK
Category 2 - Small Ad Division 2 - COLOR

Category 3 - Grocery Division 1 - BLACK INK
Category 3 - Grocery Division 2 - COLOR

Category 4 - Automotive Division 1 - BLACK INK
Category 4 - Automotive Division 2 - COLOR

Category 5 - Sig Pages Division 1 - BLACK INK
Category 5 - Sig Pages Division 2 - COLOR

Category 6 - Restaurant Ads Division 1 - BLACK INK
Category 6 - Restaurant Ads Division 2 - COLOR

Category 7 - Real Estate Division 1 - BLACK INK
Category 7 - Real Estate Division 2 - COLOR

Category 8 - Furniture Division 1 - BLACK INK
Category 8 - Furniture Division 2 - COLOR

Category 9 - Inserts

Category 10 - Auction Ad Division 1 - BLACK INK
Category 10 - Auction Ad Division 2 - COLOR

Category 11- Theme Page Division 1 - BLACK INK
Category 11- Theme Page Division 2 - COLOR

Category 12 - Original Art

Category 13 - PSA-Non-Profit/Community Service

Category 14 - Self Promotion by Publication

Category 15 - Healthcare Division 1 BLACK INK
Category 15 - Healthcare Division 2 COLOR

Category 16 - Social Media Campaign

Category 17 - Digital ads on Publication's Website

Category 18 - Anniversary/Grand Opening Division 1 - BLACK INK
Category 18 - Anniversary/Grand Opening Division 2 - COLOR

Category 19 - Front Cover Division 1 NEWSPAPER
Category 19 - Front Cover Division 2 SHOPPER

Category 20 - Special Section

Category 21 - BEST PUBLICATION Division 1 NEWSPAPER
Category 21 - BEST PUBLICATION Division 2 SHOPPER

Categories 20 & 21 must be mailed to CPM's Office with Division noted for Best Publication.



Your “client” ... Lighten Up! Junk Removal Services

Design a 4 color Ad that is 5” wide and 10” High

Address: 1001 Rapid Action Road, Hartland, MI 48353
Contact Info: 810-643-0001 • Website: www.lightenup.com

Slogan: NOW YOU SEE IT, NOW YOU DON'T!

Are you overwhelmed by too much stuff? Moving? Downsizing? Cleaning out an estate? Would you like to park your car in the garage again? We will remove and dispose of anything you don't want.

Let us do the hard work for you. From 9 yard to 20 yard dumpsters available with 1 to 3 hardy roustabouts to move your stuff! (Or do it yourself and just rent the dumpster.) Asphalt friendly - no damage to your driveway. Inside and outside clean-up. Competitively priced. Additional charges may apply for hazardous disposal items.

CONTEST RULES

- 1) Entries must be submitted by 5:00 p.m., September 1, 2019
To: Community Papers of Michigan
5198 Windsor Hwy., Potterville, MI 48876
- 2) Entries must be submitted in (2) forms
 - Electronic File (email to: jackguza@cpapersmi.com)
 - Hard Copy mounted on white 8½ x 11” cardboard strong enough to stand up.
 - Remember to write artist's name and newspaper name on the back
DO NOT WRITE ON THE FRONT
- 3) \$5.00 Entry Fee per artist (one entry per artist).
- 4) All entries must follow and include the information/text provided.
- 5) Judging will be based on creativity, originality and adherence to the information provided.
Decision of judges is final.

Shoppers and Newspapers are always looking for creative Self-Promotions. We also encourage you to create and submit a publication promo ad. This is not mandatory, and we will not charge an entry fee for these. This will simply help CPM Members share some creative ideas to promote their publications.

1st Prize \$150.00!*
2nd Prize \$75.00!
3rd Prize \$50.00!

* 1st Prize Winner's
Name on CPM's Traveling Plaque!

Ask about our estate sale option - you take what you want, we'll sort through the rest, have a sale, then dispose of what is left. A percentage split of the proceeds can be applied to disposal/dumpster fees.

Coupon:
10% OFF your first removal service. One coupon per clean-up property. Coupon must be presented or mentioned when booking services. Expires 12-31-19.

**Winners Announced
at the
2019 General Membership
& Awards Meeting
Tuesday, October 1st, 2019
Hilton Garden Inn
633 N. Canal Rd.
Lansing, MI**

Nominate an Employer, Employee or Colleague for CPM's

~John R. Gaedert~

“Outstanding Community Paper Professional Award”

Nominations for this award is 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 to non-profit community or civic groups and projects.
- 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 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.



John R. Gaedert

To nominate someone for this prestigious award, please provide the following:

Your Name: _____

Publication you work for (or own:) _____

Title: _____

Ph. #: _____

Nominee's Name & Position: _____

Name of Publication they Work for (or own:) _____

Submit a brief essay (not to exceed one typed page) outlining why your nominee should be considered for this award using some or all of the above criteria.

DEADLINE to submit nominations is August 30, 2019

Send this entry form and info to: Community Papers of Michigan
5198 Windsor Hwy., Potterville, MI 48876
Or email to jackguza@cpapersmi.com or Fax to (800)783-0267



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

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

America Needs Locally Owned Papers

The once powerful Gannett media company — publishers of the Sioux Falls Argus-Leader, Des Moines Register, USA Today and 106 other mostly daily newspapers — has announced it will merge with GateHouse Media. GateHouse is reported to own 156 dailies across America.

Of course, it isn't really a merger, Gannett is being assumed by GateHouse. Both companies have seen steady growth through acquisitions during recent years, but neither is doing well financially. By combining into one company, the new organization should see huge savings in operational costs and possible increases in advertising revenue. GateHouse, traditionally, operates with less staff than Gannett and is known for cutting staff whenever it buys an additional publication.

Gannett moved mostly away from a focus on the printed newspaper a year and a half ago, putting emphasis on producing its digital products. Gannett and GateHouse, which is owned by New Media Investment Group, are believers in consolidated management and minimum local operating expenses.

With the new firm's emphasis on an information network dedicated to fewer locally printed pages and less

publication days, the plan is to expand the company's overall digital presence. The hope is to reduce costs through centralized accounting, production and editorial centers and increase national advertising revenue through expanded multicity readership. But the digital content will most likely be built around general interest national news, sports and features — think CNN and USA Today — and reduced coverage of hometown news important to local voters and taxpayers.

The rumor is the new firm probably will shed itself of many of their small, less-profitable, weekly publications. That might be good news for those interested in investing in and upholding the local hometown newspaper. There is a need for locally managed community newspapers. But operating a small, local weekly paper has become financially difficult. Many local communities no longer have a retail base large enough to support a local paper.

The national Democratic Party appears to be responding to this cultural change in a way that could be dangerous to the future of local and national media.

In a recent online article, David Uberti reported one of the Democratic Party's

largest Super PACs, Priorities USA, is reported to be underwriting a \$100 million effort to boot President Donald Trump from office. The PAC hopes to do it with a flood of one-sided digital information messages in key swing states that have lost numerous local newspapers.

Four "news" outlets staffed by Democratic operatives will publish state-specific information across social media in Michigan, Pennsylvania, Florida and Wisconsin. They also will boost content to independent sources. The message will be Trump's economy isn't working for them. (Continued on page 14.)



Right rain, the rain, brain fight... de color nd ne fcht first ricles I hnt, bck in March of 2012. Which got me thinking bout color n iuo, ublications and other printed materials...

Color^{MY}World



Color gets our attention, evokes a mood, sends a message and may influence behavior. We live in a world of color... and yet we rarely give it much thought. Color is everything we touch, see and experience—physically and emotionally!

I would like to demonstrate effective color use in advertising— even if they are not the usual go-to colors, but to do that I need to do a little review. It's been seven years after all!

Coming to (Color) Terms

We see lots of colors together and knowing the best way to use them can make a big difference in creating useful advertising. Advertisers like to see color—lots of color since they're paying for it! Yet proper use of color can create a huge visual impact! So let's get our terminology up to speed:

Hue: A color or shade.

Chroma: How pure a hue is in relation to gray.

Saturation: The degree of purity of a hue.

Intensity: The brightness or dullness of a hue. You can lower the intensity by adding white or black to the hue.

Luminance / Value: A measure of the amount of light reflected from a hue. A hue with a high content of white has a higher luminance or value.

SHADE AND TINT REFER TO A VARIATION OF A HUE:

Shade: A hue (color) produced by the addition of black. And a **Tint:** A hue (color) produced by the addition of white.

COLOR MODELS AND EFFECTS TO USE WHEN DESIGNING:

Primary Colors: Red, blue and yellow. Usually associated with fun or child-like emotions. These three colors will mix to form...

Secondary Colors: Orange, green and violet. Red and yellow mix, blue and yellow mix and red and blue mix. Mixing primary and secondary colors gets tertiary colors—but enough!

Warm Colors: Reds, oranges, yellows and any variation in between are warm colors.

Cool Colors: Look to the blues and green areas on the color wheel.

Monochromatic: These are colors that are variations of the base color—darks, mediums and lights of the same color hue. It can provide contrast, especially when only one color is used in your message.

Analogous: These colors are located on either side of the base color, so they share undertones of the base color and can create a low contrast harmony.

Complement: Colors located directly opposite each other on the color wheel. These colors offer your greatest range for contrast and offer more excitement or energy in an ad. The complement is usually used in a smaller

amount — the accent color that is so often described on home improvement design shows as the color that “pops.”

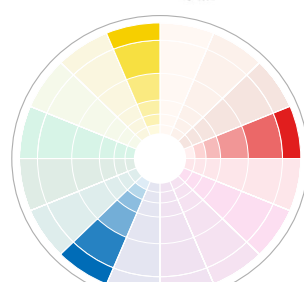
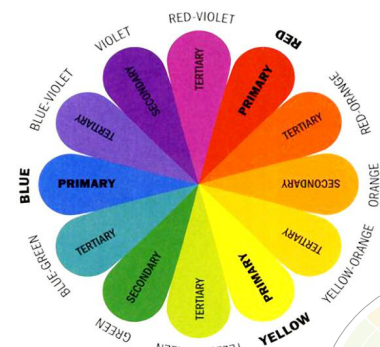
There are variations on these general color wheel placements, but we don't need to get into a lot more detail—we have enough if we just learn to use these color choices more effectively.

The Color Wheel

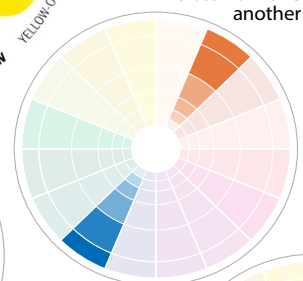
Colors on the color wheel come from mixing the primary colors: red, blue and yellow!

Primary colors are not a fundamental property of light (as is RGB) but are often related to the physiological response of the eye to light.

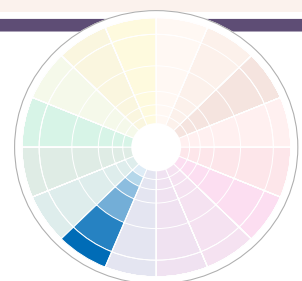
Fundamentally, light is a continuous spectrum of the wavelengths that can be detected by the human eye, an infinite-dimensional stimulus space. The human eye normally contains only three types of color receptors, called cone cells. Each color receptor responds to different ranges of the color spectrum.



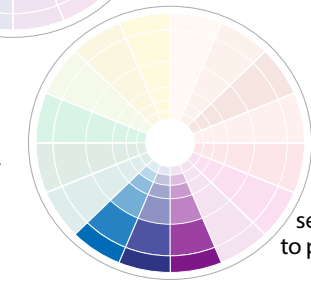
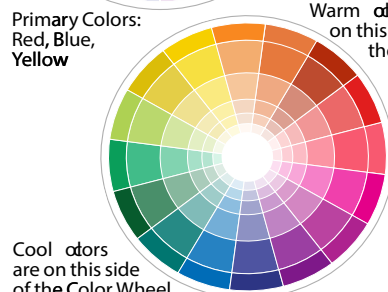
Primary Colors: Red, Blue, Yellow



Color Complement: Across from one another



Monochromatic Color



Analogous Color: Next to each other

Warm colors are on this side of the Color Wheel

Cool colors are on this side of the Color Wheel

Right Brain vs. Left Brain

Right versus **Left**... a gain, brain-wise! Remember last month when I presented my thoughts on dealing with different skill sets and both sides of the brain. Both sides or hemispheres of the brain are vital to our well-being—and to the well-being of our organization as well. These two components, both left (sales) and right (graphics) are most involved in the collaborative process to provide effective communication of the client's products or services. And we will see how to build bridges between the hemispheres.

Want to have a brain fight? Your right brain will recognize the color, but your left brain wants to read the word. It's not that easy to shift between the hemispheres. See if you can find the straightforward example. Look at the words below and say the **color** that is **represented**, not the word itself...

YELLOW GREEN RED
PURPLE ORANGE BLUE
BLACK GREEN RED
ORANGE BLUE PURPLE

Not so easy, is it!

Final Notes

Next month we can address differences between RGB and CMYK systems, as well as looking at various color combinations. Our final part in this series (of sorts) will be to produce advertising using different color combinations.

So until next time...

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.in@att.net Ellen Hanrahan ©2019



By Ryan Dohrn
President/Founder,
Brain Swell Media LLC

The Top 20 Power Words to Use in Ad Sales

People say there's power in the words that you use. I'd have to 1,000% agree with this. So I did a little research into the most potent power words to suggest in my media sales training.

I looked for words that evoke emotion—words that show proven power in the sales arena. What I found is the list that follows, words I believe classify as the Top 20 power words to use in the sales business.

Keep in mind that these are not necessarily in order of importance. They all are equally powerful in their own right.

1 - OPPORTUNITY

The first word that always pops up is “opportunity.”

“I've got an opportunity that you'll not want to miss out on.” Or, “I've got a great opportunity for you.”

It's a word I suggest in my ad sales training that you use often. It's that powerful.

2 - IMAGINE

I love this word. I don't use it enough.

You might use it something like, “Just imagine you'll see these results as a byproduct of your marketing campaign.”

So—imagine. Here's another example, “I can't promise you that you'll see these results in this particular business, but just imagine.”

3 - VALUE

This word is very important in the media sales business. Value.

Everyone is looking for an exceptional

value. So I talk a lot about value and value-based selling in my ad sales training.

4 - CONCERN

This one I do use often. Here are some approaches: “I have a concern, may I share with you why?”

Or, “I'm concerned about what you're saying, may I share with you why I'm concerned?”

So if my media clients and prospects say, “I'm only doing digital,” I might say, “May I share with you a concern?” And I've never had anyone say, “No, Ryan, don't give us your concerns.”

So, “concern”—it's one I emphasize in media sales training.

5 - A PERSON'S NAME

You may already know this, but there's nothing better than hearing your name.

Now, you don't want to overuse it, “Bob ... Bob ... Bob.” But I've noticed, in my ad sales training, that when I'm on-site if I remember people's names and I use them, they really appreciate it. A person's name is a very important power word.

But I emphasize again, we don't want to go over the top with it. We want it to keep its power.

6 - FEAR

In my ad sales training, “fear” is a word I stress that you use. “My fear is that your absence is your competitor's opportunity,” for instance.

More examples: “My fear is that you might be missing out on this.” “My fear is that your competitor may sneak right in here behind you and buy this out.”

I genuinely like this word—but remember that it's a negative word. So be careful and judicious about when you use it.

7 - MISSING OUT

It's kind of a phrase, actually, but the idea is

this: “I fear you may be missing out on an amazing opportunity to grow your business.”

And there's the word “fear” again. And there's the word “amazing,” as well—and that's another word further down on the list here that I emphasize in my media sales training.

As I look back on these first seven words and phrases, you could use them all together. “I fear that you might be missing out on an amazing opportunity.” Or, “You might miss out, Bob....”

You can play a game with it, really.

8 - SIMPLE

“Simple” evokes exactly what it is for people—it's simple.

“Huh,” you say, “it's a power word?” Yes. Example: “I have a simple yet effective way to get that done for you.”

I think the reason “simple” pulls up on the list of power words is because it's so important and yet it's not used a great deal. And you need to keep things as simple as possible for the people you're talking to in your ad sales.

But do keep this in mind: Simple can sometimes mean “affordable” for people, so be careful with that. Be mindful.

9 - UNIQUE

Be careful not to overuse this one. But here's a good, effective way you can use it when it's appropriate—“I have a unique opportunity you will want to hear about.”

10 - ADVANTAGE

This one I really like. In my media sales training I give this example of a great way to use it. “I feel this marketing idea will give you an advantage over your competition.” “Are you looking for an advantage?” Or, “What type of advantage can I bring to this equation?” (Continued on page 11.)

The Top 20 Power Words to Use in Ad Sales (Continued from page 10)

11 - AMAZING

As with some of the earlier power words, this one I think you can overuse. Just as “unique” falls into the be-careful category, this word does, too. For example, everybody says, “This is amazing.”

So try something like this instead. “I think this will have an amazing impact on your business.” Or, “This is an amazing opportunity that you should be considering.”

12 - AVOID

This word popped up on every power word list I researched. That’s because “avoid” is a stopper. When someone says “avoid,” it makes you pay attention for a brief second.

So for example, you might say, “I hear what you’re saying, but I help my clients avoid situations like this.”

13 - FIRST

I like this word, although it’s not a word I use a good deal. But it’s still a winning word that I suggest in my media sales training.

For example: “You are the first people I called about this.” Or, “Do you want to be first on this?”

It’s definitely a power word.

14 - FIX

Try this approach, “Now that’s a problem facing your business that I can fix.” Or, “I believe I have a way to fix that.” “What problems can I help your business fix?”

It’s a simple word that means I can solve this for you. I don’t hear it very often, either. And by the way, “solve,” that’s a good word, too. So if you don’t use “fix,” you could use “solve.”

15 - FREE

This is a powerful word, however, you want to be careful about it—especially in

the media business, because we’re generally dealing with people who don’t want to spend money. And “free” evokes a lot of emotion.

Clients and prospects might ask, “What do you offer for free to your customers?” And they might say, “If you could just write an article about us or feature us on that TV show we could advertise.”

I suggest this approach in my media sales training: “We have a free way to get that done for you.” And one of the publishers I work with uses this approach, “We don’t charge you for the video we’re going to shoot at that tradeshow. What we charge you for is the promotion we’re going to do around that video.”

16 - SAVE

Now this is a strong word. “I have a way to save you money,” is one approach I suggest using in my ad sales training. Or, “I have a way to save you time.”

Because if you can save somebody money and you can save them time, you’re going to be their hero.

17 - PARTNERSHIP

“I want to create a long-term partnership with you,” is a great example of how to use this power word. Somebody recently said to me, though, that they think this word is overused. But they probably think so because we hear it in sales land all the time.

But I don’t think most people hear it all the time. So in media sales training I suggest saying, “I want to create a partnership with you to help you grow your business.”

Keep this in mind, though. Somebody recently made a valid point to me, saying, “Now, Ryan, ‘partnership’ implies I’m gonna give and you’re gonna give. And in the advertising business we’re going to be their partner because they pay us to be

their partner.”

I understand that point. Partnerships aren’t always free. There’s a lot of work on both sides. Their work is to pay the bill, and our work as media sales pros is to deliver the media product. And in this type of scenario, it can be a good partnership.

18 - TURNKEY

Turnkey is a concept that’s vividly important for people to understand in selling and buying programmatic. It’s confusing, though. We get it in ad sales land, but most advertisers don’t get it.

So you might have to be specific, like this: “What we’re offering to you is a 100% turnkey media solution. You don’t have to do anything. You pay the bill; you sign the check. And we’ll handle everything from ad design, creative, launching, the whole deal.”

19 - QUALITY

This is a very, very strong word. Use it carefully because not everything brings quality to the occasion. “We have a high-end solution that is more about ‘quality’ than it is ‘quantity,’” you might say.

In the media business, small is the new big. The smaller the list, the better the list and the higher quality the list. I stress in my ad sales training that today it’s more of a quality game than a quantity game.

In case you don’t follow me on this, I’d rather have 500 perfect emails to market to than 5,000 okay emails that I can spray and pray.

Let’s say one of your clients is in the newspaper business and they’ve gone from 10,000 to 5,000 readers. You can make the point that if these 5,000 have stuck around, they’re quality people. They’ve stuck around for a reason, and it’s important to point that out and to highlight the value that is there. (Continued on page 15.)



By **Bob Berting**
Berting Communications

A Hazard of Publishing... Losing Salespeople



Many publishers who have large chains, massive coverage, or are the only dominant force in their market, sometimes have a false sense of security. Attending trade conventions, where a high profile image is projected, doesn't change what's going on back home. Down deep, there is still the knowledge that no significant progress is being made to get the big increases needed to fulfill goal-setting projections made, and to make matters worse, some of their salespeople are unhappy and are in a comfortable day-to-day rut with an order taker image.

What can be done to develop the sales team and avoid losing sale team members? Let's look at some guidelines that will give us a plan:

Free the sales manager to focus on the salespeople to give them training in all areas of the selling process. Most sales managers I have observed are so busy with their own account list and administrative detail that they find out about customer / salespeople problems too late. In a recent advertising salesperson survey, lack of communication between the sales manager and the salespeople turned out to be the greatest source of dissatisfaction. For example, it is absolutely critical that a weekly sales meeting be held, and in my opinion, it should be Friday afternoon, where the following benefits can be achieved:

You can review the immediate past week

while it is fresh in everyone's mind. This is the time to have salespeople discuss problems they are having with hard to please customers. Many salespeople leave because the problems they are having with customers are never resolved.

You can plan the next week and let everyone think about it over the week end and start their own creative planning process.

Intra-Department Harmony. Company friction can be a problem .When making sales calls with salespeople, I am surprised at their lack of communication with other departments at the publication. To help correct this situation, invite other departments to sales meetings from time to time and discuss communication problems openly.

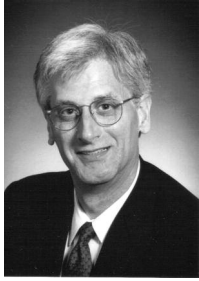
Competition with other competitive media salespeople. It's one thing to lose an account to a competitor when your salespeople see themselves as professionals—but down deep they know they lack training to compete and eventually lose interest and enthusiasm for their job. Every publication salesperson should know the detailed advantages and disadvantages of all competitive media and be able to tactfully discuss these points with their customers in the context of a media mix analysis.

Salespeople have to be good managers of time. Many salespeople are frustrated by the lack of time to accomplish their

sales goals. They often spend too much time exchanging social pleasantries with their customers and talking excessively about non-business matters. It's good to build rapport and establish common ground, but it can be overdone and consequently customers may lose respect and confidence in their overly talkative salespeople.

Finally, are the salespeople really enjoying their workplace? An NBA coach once said "if you can't have fun and really enjoy your work, then it's time to sit down with the coach and find out why." The coach is the publisher or the sales manager, and many times having a sense of humor can help the training process. Leadership can also be defined in the following phrase, "You can't push a string, you have to pull it."

"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."



By John Foust
Raleigh, NC

Ad-Libs

Be a Better Listener and Get Better Reception

When I was growing up, my father had an old shortwave radio. Although he didn't use it often, I enjoyed playing around with it. There were buttons to listen to different frequencies to find radio stations in North America and overseas.

It was a magical machine. I could hear people speaking in foreign languages. And when conditions were right, I could listen to the New York Yankees, my favorite baseball team. The strongest signal was usually WOWO – “1190 on your dial” – in Fort Wayne, Indiana, which broadcast a hockey team called the Fort Wayne Komets. Imagine the excitement of an eleven-year-old kid sitting in North Carolina, listening to a hockey game being played in a faraway place like Indiana.

The radio had two round knobs, one for volume and one for tuning. The tuning knob moved a red needle back and forth across the dial. As the needle approached a station, there was a lot of static and buzzing, but I learned how to hit the sweet spot by turning the knob ever so slightly.

I thought about that old radio recently – and the challenges of tuning in to a station – when I had a conversation with Karl, who manages an ad sales team. “A lot has been written and said about listening as a

sales skill,” he said, “so we should all know the basic rules: listen actively, eliminate distractions, make eye contact, and so on. That’s why we go beyond those general rules in staff meetings and talk about the little things we can do to tune in to other people.



Karl said they’ve been focusing on three small adjustments that can improve in-the-moment listening: ask one question at a time, don’t interrupt and rephrase what the other person says. Let’s take a closer look:

1. Ask one question at a time. “Because sales people get revved up for appointments – and because they are conditioned to ask questions – there is a tendency to ask a string of questions without giving the other person enough time to answer thoroughly,” Karl said. “It’s important to ask a question, listen carefully, then move on to the next question.”

2. Don’t interrupt. “This one is a matter of manners. It’s a lot like asking too many questions at once. Not everyone formulates their thoughts at the same speed. While it doesn’t make sense to let the other person drone on and on, at least look for a stopping point before jumping in.”

Or move on to Karl’s next point and rephrase what they’re saying.

3. Rephrase. “This is a good way to stay focused. By restating what the other person says, you show respect and force yourself to pay attention and stay in step. Plus, when they hear their own ideas stated by another person, they’re likely thinking of something else that is important. That’s a big help.”

Yes, sales conversations have a lot in common with that old radio. Improve your listening skills, and your ideas will get better reception.

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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

TV TYPOS

Typos happen to everyone. Here are a few from a television station in Lansing.



GET REAL

THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

America Needs Locally Owned Papers

(Continued from page 8.)

Between 2004 and 2018, an average of 130 newspapers closed each year across the country, according to Penelope Muse Abernathy, a University of North Carolina professor who studies "news deserts."

That number increased to about 200 last year, with affected areas tending to be "much poorer than average, less educated and much older," she said.

But news generated and reported by any source with an agenda is not a good thing for our nation or our individual rights and freedom. It is important that local community papers survive if we are going to keep balance and consensus in our communities and across our nation.

Let us hope those who still believe in the printed word, easy to post on the refrigerator and paste in a scrapbook, and capable of challenging wrong and encouraging right, will live long past the death rattle suggested by our competitors.

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.

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The Top 20 Power Words to Use in Ad Sales (Continued from page 11.)

20 - WISE

Here we are at power word No. 20. There's almost no word, in my opinion, that I get a better reaction from. "I don't hear people that make that 'wise' of an observation," I might say.

Now, obviously, you can overuse this word, too. But it is a strong emotional word that lets people know you really think something about what they're saying. In my media sales training I remind people, you're reaffirming that your client has made a wise decision—and that's powerful.

To close, as you look across these power words, you'll realize that there are thousands out there. There are literally throngs of fabulous words, but these are the ones I see most often on power word lists.

Think about it and see which ones you like. Then put them into action today.

Remember, people can tell the intelligence of the people they're talking to by the words they use. Expand your vocabulary—extend it. Find a word that you don't use often in your conversation and weave it in—these are power words you can use in your ad sales business that can add up to powerful results.

If ad sales was easy, everyone would be doing it!

Your ad sales training coach, Ryan.

Contact information:

Ryan R. Dohrn
President/Founder
360 Ad Sales Training and Strategy
Brain Swell Media LLC
Ryan@BrainSwellMedia.com

<http://www.BrainSwellMedia.com>
<http://RyanDohrn.com>
<http://360adsales.com>
<http://sellingbackwards.com>
<http://SalesTrainingWorld.com>
<http://AdSalesNation.com>

Follow him on Twitter.com/ryandohrn for daily tips and advice.

<http://www.linkedin.com/in/ryandohrn>



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@candgnews.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



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



Dana Risner, Business Manager
EMAIL danarisner@cpapersmi.com