

SEPTEMBER MESSENGER VOLUME 11 - ISSUE 5



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Ryan Dohrn with 360 Ad Sales

Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries. Ryan's 26 year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV, Sinclair Broadcasting and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com. Ryan currently works monthly with over 75 media companies and their related sales and management teams.



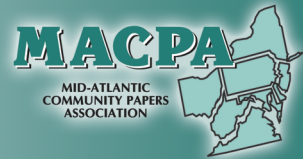
The Leadership Institute

Lighting the Way

We will be continuing the education of TLI courses for our attendees by providing several classes at our upcoming conference!

Register today at MACPA.net!

PRESIDENT MESSAGE



MACPA Messenger



Dear Fellow Members:

This is a short note for September...It is Audit time!

CVC has not received all the audit information back from a number of publishers. If you need help gathering the material and entering your data, please let the MACPA office know. Help doing this job will be on its way to you!

It is important for us all to complete the audit because ad agencies do use this information when they are looking at our market area. It also provides information for each of us about our readership giving us the tools to determine what we need to do for our company's growth. This is an important member benefit paid by our membership dues and the sale of ads.

In our recent board meeting, Alyse had invited two guest speakers to discuss their products with us. We are interested in expanding our associate members.

The first speaker was John Heaston with The Reader (thereader.com). Ron Burke met John at the AAN Conference and enjoyed learning how he had developed a portion of his business into a digital agency that has helped him provide another stream of revenue in addition to his print publications.

The second speaker was Benjamin Beaver from Second Street (secondstreet.com). Second Street is an audience engagement software platform that is used by over 3,000 media companies and marketers. Second Street promotions and interactive website content – such as personality quizzes, sweepstakes, photo contests, and more – to generate digital revenue, grow email databases, and engage the audiences.

We are looking into more information about the new publishers' page layout and photo editing applications developed by Affinity (affinity.serif.com) that is reasonably priced. In fact, Kevin Slimp, is looking at this program and we should hear more about it by next month.

Finally, in conclusion, I wanted to remind everyone that as Gordon Borrell (Borrell Associates, Inc.) discussed last month in a regional meeting, we are in a volatile and changing marketplace in the world of advertising. The research seems to indicate, that the majority of ad spending will include both print and digital packages and with fairly equal expenditures. Our sales reps must work on providing knowledgeable and helpful service in order to retain customers, and they need to develop clear strategies for their customers as well.

Remember, MACPA is a big resource for all of our publications. Alyse and Kasey continue to look for new products to explore for our members. We are asking you, also, to suggest any services to them that you come across for your own publications that have improved your bottom line so that other publishers may explore these new revenue channels.

Best to everyone,
Claudia Christian
MACPA President

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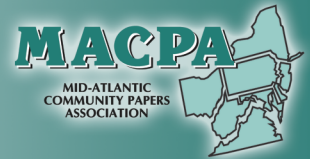
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IN THIS MESSENGER

- Conference Registration Now Open
- Announcement of 2019 Ad, Editorial & Website Awards
- Be A Better Listener

SPECIAL REPORT: Ad, Editorial & Website Awards



MACPA Messenger

Hard to believe it, but it's time to announce the start of the 2019 Ad, Editorial and Website Entries! 2019 has certainly flown by, but I hope that through it all, you have been marking which Ad and Editorial Entries you intend to enter.

The Ad, Editorial and Website Awards are a great way to have your team members be recognized for the hard work they do for your publication!

This year we will be heading again to the Washington, D.C. area for judging. Last year, our judges enjoyed learning about our Association, the publications in our Association, seeing all of the different ads that were entered, and reading all of the editorial entries. We are hoping to be able to have them judge again this year.

All of the rules and categories are staying the same this year as last year. Just a reminder, for those who submit editorial entries, you must also send an electronic version to Kasey at the MACPA office. You can email your entries to Kasey@gomaava.com. If you have ever wondered why we ask for these electronic versions, there are two reasons. One, our editorial entries are generally emailed to our judges ahead of time. This allows the time our judges need to read them so they are ready to discuss their results and comments on the day of judging. The second reason is because once the winners have been announced, the editorial entries are posted on the MACPA website for anyone to read! If you're curious what entries have won in the past, head over to the website and enjoy a few good articles!

Any entry you choose to submit must be published between January 1, 2019 and December 31, 2019. Entries must be postmarked January 31, 2020. All entries received after that date will be disqualified.

For complete rules and labels, head to www.macpa.net or check out the information in this Messenger.

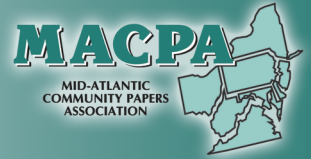
As always, our Ad, Editorial and Website Award winners will be announced at the 2020 Annual Conference. The conference this year will be held at the Embassy Suites by Hilton Philadelphia Airport. The conference committee is excited to announce that we are bringing Ryan Dohrn back again this year, as well as The Leadership Institute. With the conference being in Philadelphia this year, the conference committee is working on some fun ideas, as well as a post-conference sight-seeing tour. We hope you will consider joining us for a great conference!

Can't wait to see all of the Ad, Editorial & Website entries this year!

Ron Burke, Ad Awards Chair



SALES CORNER: BE A BETTER LISTENER AND GET BETTER RECEPTION



MACPA Messenger



By John Foust

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 pointer 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 to think 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

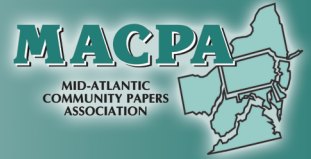
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SPECIAL REPORT: WHAT'S THE BIG DEAL?

You predict a few things and the whole world takes notice



MACPA Messenger

By Kevin Slimp

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.

Anyone 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.

"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

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.

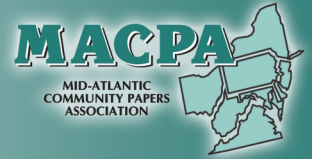
So, what did I tell Jonathan that earned three paragraphs in The Post? I simply told him that most, not all, but most papers are doing fine financially. Most aren't going out of business or planning to sell to a large national group.

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

Kevin Slimp continued on next page

SPECIAL REPORT: WHAT'S THE BIG DEAL? CONTINUED



MACPA Messenger

Kevin Slimp continued

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

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

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.

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,



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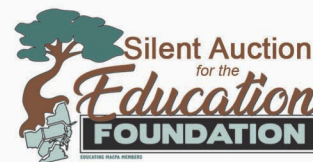


Silent Auction items wanted!

This year we made over \$600! With some of that money, we covered the cost for eight members to attend a Kevin Slimp Webinar!

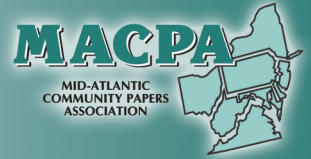
We want to raise more in 2020!

Donate a silent auction item and help us continue to provide more training opportunities to you, our members!



Questions? Contact the office 800-450-6631.

ASSOCIATE MEMBER SPOTLIGHT: EVVNT & METRO PARTNER TO OFFER AUTOMATED PRINT & ONLINE EVENT CALENDARS



MACPA Messenger

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While events will automatically appear for free in your digital calendar, you can offer marketers upsell opportunities for advertising in the print calendar, status upgrades like "editor's pick" or "featured" events, voice marketing and more valuable add-ons. This gives you the ability to create incremental revenue from an avenue that previously brought in little to no profit.

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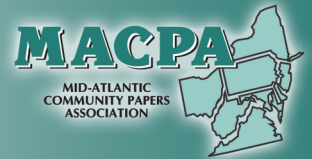
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