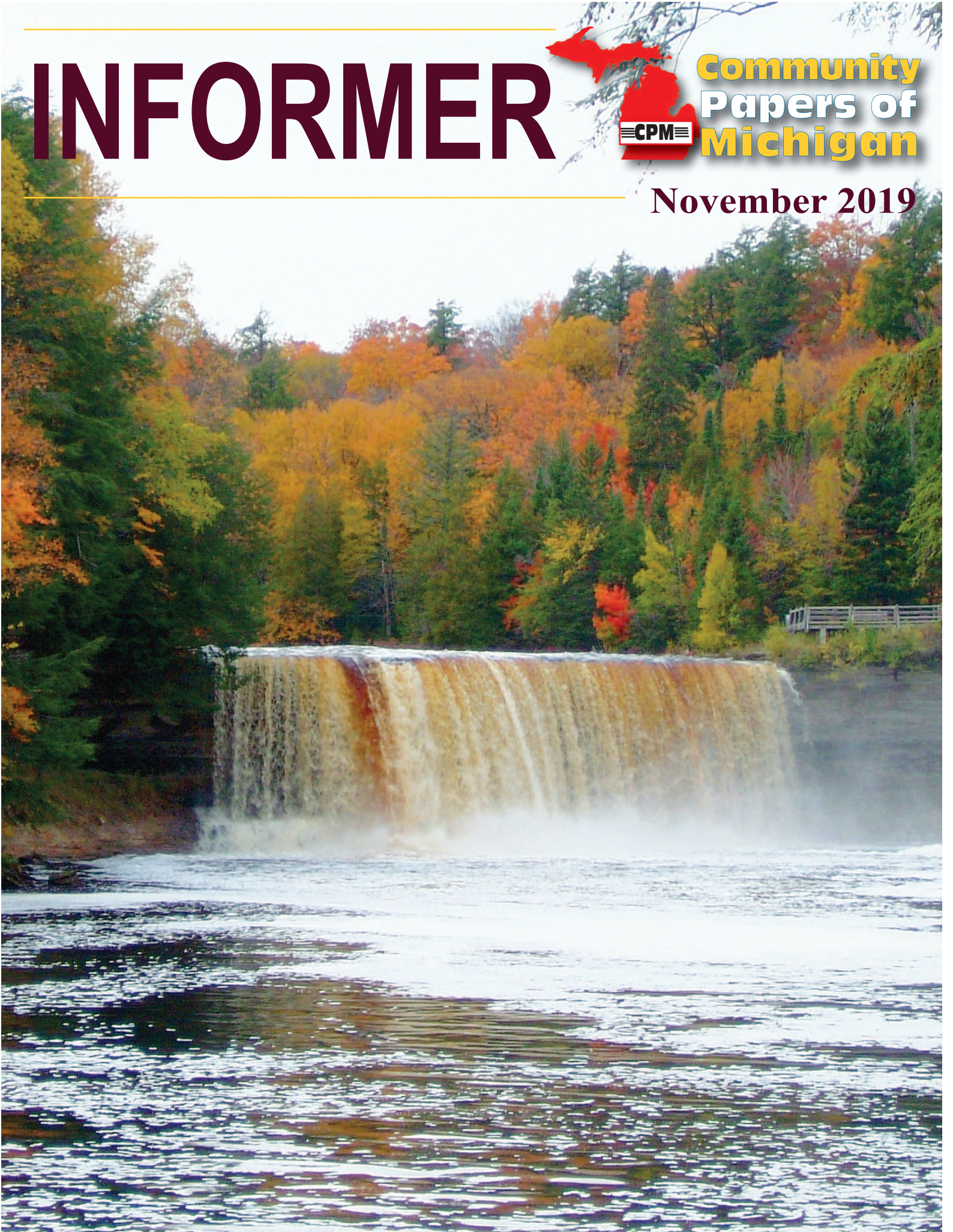

INFORMER



**Community
Papers of
Michigan**

November 2019





By Jack Guza

Is today the most challenging time for our industry?

For those of you who have been in the publishing business for most of your adult life, you have experienced the best of times and survived challenging times in our industry.

The best of times for you will depend on when you look back on the hay days at the publication you either worked for or owned, and the first thing you do is smile. Hopefully, you are smiling now! For me, the mid 90's was a period of sales frenzy when I was a sales rep. at The Thumb Blanket shopper based in Bad Axe, MI. If we created theme pages for a local festival; featured a town in any of our markets; spotlighted a local sports team who had advanced in the playoffs; offered one of several contests our shopper featured each year; pitched advertising and booth spaces for our annual bridal show and many other initiatives - we could sell it. I also remember a few that we pulled our hair out trying to sell, and some that did not meet our expectations. We viewed those as "nothing ventured, nothing gained."

These break pages and sections were in addition to a full list of regular clients who supported our shopper and paid sister publications virtually every week. I remember when we had to rotate the location of auto dealer ads each week, so different ones could be featured near the front of the paper.

While it was a significantly different retail environment, the owners and staff never stopped thinking of new ways to reach additional clients and keep existing clients and readers engaged in our publications.

Some would argue that today is the most challenging time our industry has ever faced. That may be true; however, challenging times often brings about the most creative solutions. I choose to look at the present time for our industry as a time of opportunity.

I believe the freely distributed community publication business model can be just as successful today as it ever has, we just need to be creative and willing to try different things. This can be anything from dropping a theme page or section that is no longer supported as it once was and replacing it with new initiatives that you have never tried before. Redesign page 1 or your entire publication if you feel it needs a fresh look. Incorporate new digital offerings including videos, so your company can offer multi-media advertising solutions. Even subtle changes can have a positive effect. Try some different photo angles to accompany an editorial feature or advertisement. When was the last time you featured a large photo that was shot from ground level? These photos offer a unique perspective that command attention!

Have a catered party for your staff and encourage input from all for a new way to create excitement and added sales and readership to your publication. Keep a suggestion box that team members can drop their ideas in. Be sure to recognize

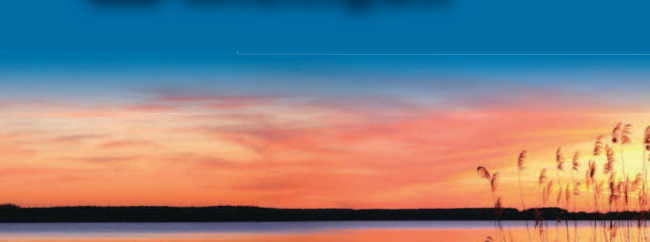
and reward them if their idea is implemented.

Team building is an essential part of creating pride in a job well done. When the entire staff takes pride in creating each edition that has a positive impact on their client's business, the community and their company, it's a very powerful thing!

Here's something new that you can add for FREE! Featured in this newsletter is an introduction of Stan Popovich, author of "A Layman's Guide to Managing Fear". Mr. Popovich has offered to provide his articles related to fear, anxiety and depression to our members free of charge. What's the catch? Just run his brief bio at the bottom of each column that features his book and his website.

Mental health issues are in the news today more than ever. By featuring this weekly column, you might reach someone who needs help and hopefully seeks it. You can also have some anchor ads near this column to create a revenue stream. Try to use non-traditional advertisers for this such as therapists, psychiatrists, county mental health agencies, health food/nutrition stores, exercise, dance or music classes, etc. Basically, any professional or business that deals with mental health or wellness. To facilitate this, Mr. Popovich is sending me his weekly articles and I will disseminate to any CPM member who would like to receive them. Feel free to format his columns as you like. Contact me if you would like to receive this weekly column.

Good Selling!
Jack



Introducing CPM's Newest Member... THE SUN TIMES NEWS Based In Chelsea!

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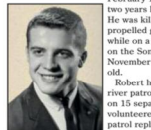
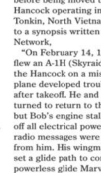
Sacrifice Not Forgotten

The following stories are of local young men lost in the Vietnam war. They are memorialized on the Washtenaw County Vietnam Veterans Memorial wall. These edited stories are presented with permission from John Kinzinger's book, *Sacrifices Not Forgotten*.

From Chelsea
 Private First Class Ronald Lee Koch was born on December 17, 1947. He was drafted into the Army in March 1967. After training, he began his tour of duty in July 1967 in South Vietnam. Ronald was killed from shrapnel wounds suffered in an explosion in February 1968. He was 20 years old.
 Ron's sister, Lynda Gladstone says in the book:
 "Life was not the same after Ronald's death. The grandkids filled some of the void and provided much love and laughter for Mom and dad. It took me a long time to 'get over it' and get on with life. It's not over really does. What a nice brother. Look forward to seeing him again when my time comes. I like to think that he and some of his buddies, and out once in a while riding their motorcycles and enjoying Mom's pretzels."
 Engineer Third Class Robert Edward Kushmaul, Jr. was born on August 9, 1948. He entered the Navy in February 1967. His tour began two years later in South Vietnam. He was killed instantly by a rocket-propelled grenade explosion while on a riverboat patrolling on the Song Huan Giang River in November 1969. He was 21 years old.
 Robert had been on 200 combat river patrols engaging the enemy on 15 separate occasions. Robert volunteered to go on that last patrol replacing someone who was ill. His sister later stated, "he was just that kind of person - generous." Robert was awarded the Purple Heart and the Bronze Star posthumously.
 Robert's mother shares a letter he wrote less than two months before his death. In it he says,
 "How's wheat planting this season going? Sure sounds like things are getting busy. Thank you for the shorts. They fit fine. Also, thanks for the hot chocolate and magazines. Everybody laughs when they see me reading farm magazines, but you'd be surprised at the number of guys who read them when I'm finished with them ... It won't be too much longer and I can turn this best over to someone else to worry about. It's getting dark now so I guess I must find a comfortable place to sleep ..."
 Hospital Corpsman Third Class Scott Philip Smith was born on May 30, 1947. He entered the Navy in March 1967 and began his tour of duty two years later in South Vietnam. He had been in Vietnam for about three months when he was killed on September 17, 1969, from an explosive device while attending a wounded comrade. He was 22 years old.
 The following was a note left at the Vietnam Veterans Memorial wall in Washington DC, written by Scott's father:

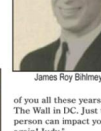


Loi Base Camp. He engaged the enemy with a heavy and accurate volume of automatic weapons fire ... stalling the enemy and giving his comrades time to reinforce the perimeter line ... despite his valiant efforts ... an enemy round detonated inside his position instantly killing him."
 Specialist 4 Harter was further awarded the Purple Heart, Good Conduct Medal, National Defense Medal, Vietnam Service Medal, and the Vietnam Campaign Ribbon.
 Lieutenant Robert Clarence Marvin was born on February 16, 1940. Lt. Marvin attended the University of Michigan where he was a member of the Naval ROTC program. He was commissioned upon graduating in 1962. Robert flew 11 missions from the USS Kitty Hawk before being moved to the USS Hancock operating in the Gulf of Tonkin, North Vietnam. According to a synopsis written on a POW Network,
 "On February 14, 1967, Marvin flew an A-1H (Skyraider) from the Hancock on a mission. His plane developed trouble shortly after takeoff. He and his wingman turned to return to the carrier, but Bob's engine stalled and cut off all electrical power, so no radio messages were received from him. His wingman tried to cut a glide path to conform to the powerless glide Marvin's plane would be in, but never caught sight of Marvin's plane. The day was overcast. The Navy searched the area for two days but did not find any debris or sign of Marvin or his plane."
 Robert Marvin was 27 and is listed as Missing In Action.

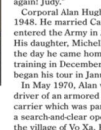


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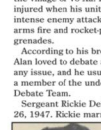
From Manchester
 Private First Class James Roy Bihlmeyer was born on November 12, 1946. James was inducted into the Army in May 1966. He began his tour of duty in the Long An Province of South Vietnam. During action in a wing of small arms fire during a firefight. He was 20 years old.
 The following message was written on the Wall-USA by Judy Braun-Prince:
 "Thanks! I have always wanted to say thank you for all the fun we had at the school dances. You looked great and I didn't want to dance. I took a lot of kidding from my peers to dance with an underclassman. But it was worth it. You were pretty good. I have thought of you all these years and even looked up your name on the Wall in DC. Just to be sure. You never know how a person can impact your life. I wish you had lived to dance again, Judy."
 Corporal Alan Hugh Parks was born on November 13, 1948. He married Carol Anderson of Portage, MI. Alan entered the Army in August 1969. His daughter, Michelle, was born in September 1965. He began his tour in January 1970. In June 1970, Alan was a driver of an armored personnel carrier which was participating in a search-and-clear operation near the village of Vo Xa. He was fatally injured when his unit came under intense enemy attack by small arms fire and rocket-propelled grenades.
 According to his brother Lloyd, Alan loved to debate anyone on any issue, and he usually won. In high school, Alan was a member of the undefeated 1965-66 State Champion Debate Team.
 Sergeant Rickie Delano Sparks was born on July 26, 1947. Rickie married his high school sweetheart before he left for Vietnam. He entered the Army in September 1965. He began his tour of duty in February 1967. Rickie was killed in November 1967 as a result of multiple fragmentation wounds. He was 20 years old.
 His good friend Gordon Moore remembers Rickie:
 "Rickie was full of life ... we would get together in the winter and sled on one shared pair of skis. One year we had a huge ice storm and school was canceled. We thought of a bright idea to hook a rope to the back bumper of a car to see how fast we could go down Sharon Hollow Road, which descends into the lake. Although the car stayed on the road, we flew onto the lake and halfway across it. Fortunately, the lake was still frozen, and if not for the ice, neither of us would have been around for graduation."
 First Lieutenant Dean Francis Spaulding, Jr. was born on December 19, 1946. Dean entered the army in January 1967. He began his tour of duty in the Hau Nghia Province of South Vietnam in October 1968. Dean was killed in December 1968 when he was helping a wounded comrade and stepped on a land mine. He was 21 years old.
 Continued on Page 2



Best friend there in Chelsea, with 37 India the same time there. In my infantry class, Scott was killed about a month after the States. He died saving Marines. He was the best. Hope to see you and Dennis."
 Roy Lee Branham, born on March 15, 1946, began his tour in the Army in 1966 and began his tour in April 1967 serving as a Wire Deter neighborhood friend Thurston "Tee" Raymond described him:
 "Roy even though four years older was a good friend and loyal to his neighbors. He did not pick on anyone but stuck up for smaller guys. He was liked by all and respected of everyone."
 "I was sitting in the Branham living room when two military officers pulled up, got out of the car putting their hats on as they go to inform the Branham family that Roy had been seriously injured but was still alive. The man shot in the head by a sniper was my wife and that he was still alive."
 Dean died on May 11, 1968, received in April. Roy was awarded the Bronze Star Medal recognizing his participating in combat



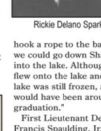
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Chelsea Approves Option To Purchase Land

By John Kinzinger, skinzinger@thesuntimesnews.com
 In 2015, the city of Chelsea's Parks and Recreation Plan specified the need for more land for parks. Since then, the city has discussed the possible purchase of property for additional parks, field space, and even housing.
 On Nov. 4, the city unanimously approved an option agreement for the purchase of 400 N. Freer Road for the price of \$450,000. Continued on Page 11.

Senior Center rental, Central St. Mill Creek Park Dexter City Updates

By Doug Marin, dmarrin@thesuntimesnews.com
 Senior Center rental agreement with Encore Music Theatre.
 With the purchase of Copeland School by Encore Music Theatre, there have been questions and concerns as to what will become of the Senior Center located in a wing of the school. Encore has maintained throughout the process that a deal will be worked out to keep the Senior Center in place. Continued on Page 11.

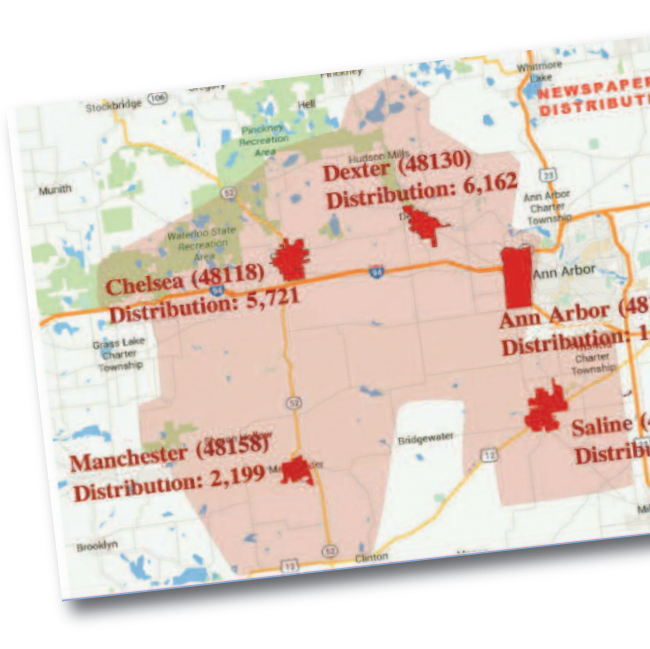
Webster Township Building Fire Station

By Louise Ruffalo, lruffalo@thesuntimesnews.com
 With a decision that is in the making, Webster Township has decided to move forward on a new fire station.
 By a unanimous decision at its Oct. 29 special meeting, the Webster Township Board approved up to \$2.8 million for the construction of a two-story double bay emergency services building with living quarters that meets all codes of the state of Michigan.
 The station will be located next to the township hall on Webster Church Road.
 Township supervisor John Kingsley said the township has been considering this decision for 20 or so years.
 Over the past year, the township board took the steps to finally make it happen while exploring the idea of building a new station that would be manned 24 hours a day, which it doesn't currently have and relies on the other stations in the Dexter Area Fire Department for 24-hour response. Continued on Page 11.

Saline Superintendent, Board of Education Talks Class Size

By Sean Dalton, sdalton@thesuntimesnews.com
 Those hoping that this month's Saline Area Schools Board of Education discussion on creeping class sizes would involve a full-throated call for hiring more teachers to thin out K-6 classrooms might have to wait a bit longer.
 Continued on Page 10

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The Sun Times News is a locally distributed newspaper covering Saline (48176), Dexter (48130), Chelsea (48118), Manchester (48158) and western Ann Arbor (48103). The Sun Times-News is located in Chelsea, MI.



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

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

Are Community Papers Akin to a Circus?

There's times when producing a community paper can seem like being in a circus. One moment you are the acrobat balancing your way across a high wire and the next you're the featured clown.

I learned, while attending seminars in Massachusetts recently that the small tent and arena circus and community papers have much in common.

The revelation hit me during a panel discussion featuring four of the nation's leading small show circus producers. You probably wouldn't recognize any of their names, but the panel included former Ringling stars Jeanette Williams and Bello Nock. Both can trace their roots back to family-owned European circuses.

What immediately drew me into the discussion were the opening words of the first speaker: "The circus is not dead," he shouted passionately to the crowd. He went on to say that public perception was there was little or no interest in the circus now that Ringling Bros. and Barnum & Bailey, often referred to as "the big one" had closed.

His statement echoed that of the similar uneducated "Newspapers are dead" cry



Peter Wagner stands with Bello Nock, former Ringling star

we often see hurled at our industry. A statement that is often followed with examples of huge metro papers closing or cutting back.

Outside pressures and single-minded organizations are making major changes to the circus, the producers agreed. Today's audience doesn't seem to want animals in the circus, for example. But Cirque Du Soleil's many productions with their central storyline and human performers are attracting huge crowds.

The performance program many have changed, the producer's agreed, but those who love the human desire for live

performances and work in the business "have an obligation to see that the circus survives."

And the same is true of the publishing business. Our audience may have changed, and a generation may even have seemingly turned in other directions for their limited news, but the majority of people living in most local communities still want and embrace their hometown paper. Like those individuals struggling to maintain the circus, we who love the printed paper have an obligation to keep it going.

Making it in the circus world, the producers said, is simply a question of supply and demand. The closing of RB&BB can be seen as an opportunity by some. That two-headed giant, the red and blue units, often exhausted a family's available entertainment budget for that kind of entertainment. The absence of Ringling in metro communities promises greater audiences for shows playing smaller towns and the rural areas.

In the same way, metro papers reducing their number of publication days or area of distribution opens new opportunities for hometown publishers. (Continued on page 5.)

Are Community Papers Akin to a Circus (Continued)



But here are the four key points of the circus producer's message. It could be a survival treatise for all of us in the publishing business.

1. "We need to find new options for the circus," one stated. "If we can't attract a following with elephants and tigers what should we feature?"
2. "We have to give consideration to packaging," said another. "The theme, costuming, lighting, music and spectacle is as important as the content."
3. "We must return to what the circus once was," was a third comment.
4. "Attending a circus is still about adding quality to life," shared another.

I sat there with my heart warming as I heard suggestions for the revival of the circus that also apply to our publishing industry.

Like the circus, we need to find new editorial and revenue options. Many local publishers are growing their online and social platforms, but those are not creating the financial return possible from a well-supported newspaper.

To that end, we must revise our content and coverage to provide the information most important and interesting to our subscribers. That means less canned news releases and more original hard news coverage of the local government agencies, sports coverage, school news, business news and well-written pieces on local people and places.

Packaging, too, is a must if local newspapers are going to survive and

grow. The number one reason readers give for preferring a printed paper over the internet is the convenient gathering together of material. Subscribers can find the information they want — sports, social news and council news — nicely edited and interestingly presented in the printed paper. More importantly, the pages are designed in a way that draws the reader into the material with many re-entry points that keeps the reader interested. With the internet, it is sometimes necessary to search for the information desired and there is often a question of credibility.

Plus, like the circus, we must find ways to return to what the local paper once was. The community paper was the first social media with tidbits of who had Sunday dinner with friends or relatives and who was visiting in town. The hometown paper has always been the only source of detailed information regarding the local school, sports team, church activities and local government issues. Community papers have to truly dig into all that is "local" if the publishers expect to hold on to their readership.

The same is true about advertising. We, as an industry, have sometimes out priced our value and expected more of our advertisers than we should. In the current multimedia mix and growth of small ad agencies, we must present our story clearly and boldly, offering easy to understand and use promotions at prices smaller advertisers can afford.

But the best statement I heard at the circus seminar was the one about maintaining the "quality of life."

The local newspaper is the sounding

board of the community sharing balanced ideas from all sides. It is the community cheerleader promoting growth, wise decisions and family values. It is the watchdog, making sure those in authority live up to the standards expected of elected officials. It should have a passion for assuring a "quality of life" for all the people it serves.

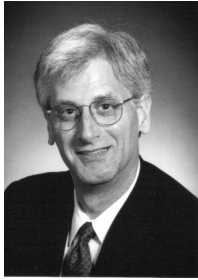
What is true about the status of the circus and the community paper is equally true about many small, meaningful enterprises in our city. Many are facing the same threats from the big investors working the internet.

Perhaps some future loss from not being able to obtain goods and services locally will be reversed in the days to come. If so, it will probably be through the new local partnerships and local community marketing ideas.

But, to me, there will always be a need for the community paper. Too often I have seen when a community loses its newspaper everything else eventually seems to disappear.

We, who care about our industry, need to reinvent how the world sees and uses the newspaper.

Peter W. Wagner is publisher of the award winning N'West Iowa REVIEW and 12 additional publications. He is often called "The Idea Man" and is a regular presenter at State Press Association and Publishing Group conventions and seminars. You can contact him regarding his programs "100 Ideas for Fun and Profit" or "Selling Print Advertising the Wagner Way" by emailing pww@iowainformation.com or calling his cell 712-348-3550 anytime.



Ad-Libs

Creating Believable Advertising

By John Foust
Raleigh, NC

“Willing suspension of disbelief” is a cornerstone of entertainment. The term was coined in 1817 by poet Samuel Taylor Coleridge, author of “The Rime of the Ancient Mariner.” It refers to the fact that an audience must temporarily suspend rational judgment in order to enjoy a story or presentation.

The person on the screen is an actor, not the actual person he or she is portraying. People who wear capes can't really fly. The woman in a magic act isn't really cut in half.

Suspension of disbelief is a good thing. We do it with ease. It makes mystery novels interesting. It makes ghost stories around the campfire more fun. And it keeps us on the edge of our seats when we go to action movies.

All of this is fine in the entertainment business, but things are different in the real world. Consider this profession of advertising. Suspension of disbelief is not necessary. It's an ad creator's job to encourage willing belief. Here are three points to keep in mind:

1. Tell the truth. It all starts here. Once

someone catches a person in a lie, it's hard to believe anything else that person says. The same goes for advertising. Stretch the truth and pay the price in the marketplace.

Of course, there are laws protecting consumers from bait-and-switch promotions and other deceptive schemes. But what about exaggerations and unsubstantiated claims? Although most of them are not technically illegal, these seemingly innocent copy techniques can be just as misleading.

Consumers are confused when competing advertisers each claim to be the “best.” And they are suspicious when every sale is promoted as “the biggest sale in our history.”

2. Use evidence. Just like attorneys are well armed with facts to back up their positions in the courtroom, advertisers should support their claims with evidence. Saying, “This new widget will save money” is not nearly as effective as saying, “The XYZ Board's tests show this new widget can save up to 10 percent on your energy costs.”

A testimonial is another form of evidence. To be believable, testimonials should feature real customers, not professional actors. Real customers add authenticity to marketing campaigns, because they have actually used the advertised product.

3. Focus on benefits. Every advertiser wants people to believe their products and services are the right choices. The fastest way to do that is to talk in terms of benefits.

Benefits generate belief. Think of the things you have bought for yourself. Every purchase was based on the benefits those things would provide. You chose Residence A over Residence B, because it offered better features, location and price. Car A was a better fit for you than Car B, so you chose Car A.

Willing suspension of disbelief and willing belief are both based on trust. When we go to a movie, we say, “I trust you to entertain me.” And when we encounter the right kind of advertising, we say, “I trust the information in this ad to be reliable.”

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

Articles related to fear, anxiety and depression, free to our members for publishing

Email received from Mr. Popovich

Hello, My name is Stan and I had a question regarding your newspaper network.

To begin.....I am a mental health published author and I recently contacted several local newspapers about writing 1 or 2 articles for their newspaper for free.

A few of them said no because they only use local writers and/or they do not have enough space for their newspaper. However, several editors told me that they could test run my articles to see what kind of response they would get from their readers.

After the newspapers ran my 1-2 articles, the editors told me that they got a great response from their readers. They said, "Many of our readers have a great liking to your articles, Stan. Can you send some more of your articles? We are really glad you contacted us!"

As a result, I sent them some more articles and the editors currently run the articles based on their spacing and scheduling needs.

So... I was wondering would you be interested in doing a trial run where I could send you 1 or 2 of my mental health articles to see what kind of response I get from your readers?

Chances are that your readers will email you saying that they appreciate the advice I provide because that is what happened when the other newspapers ran my articles. (I am a layman and I dealt with fear and anxiety for over 20 years of my life which helps me relate to your readers).

Could I email you some sample article topics and maybe write 1 or 2 articles to see what kind of response you would get from your readers?

Mental Health is a very hot topic nowadays and my ability to relate to your readers is probably why my articles are so popular. I can also provide references and more info about my background.

I look forward to hearing from you to see if we can work something out.

Thank you for your time!!

Sincerely,

Stan Popovich

Sample articles:

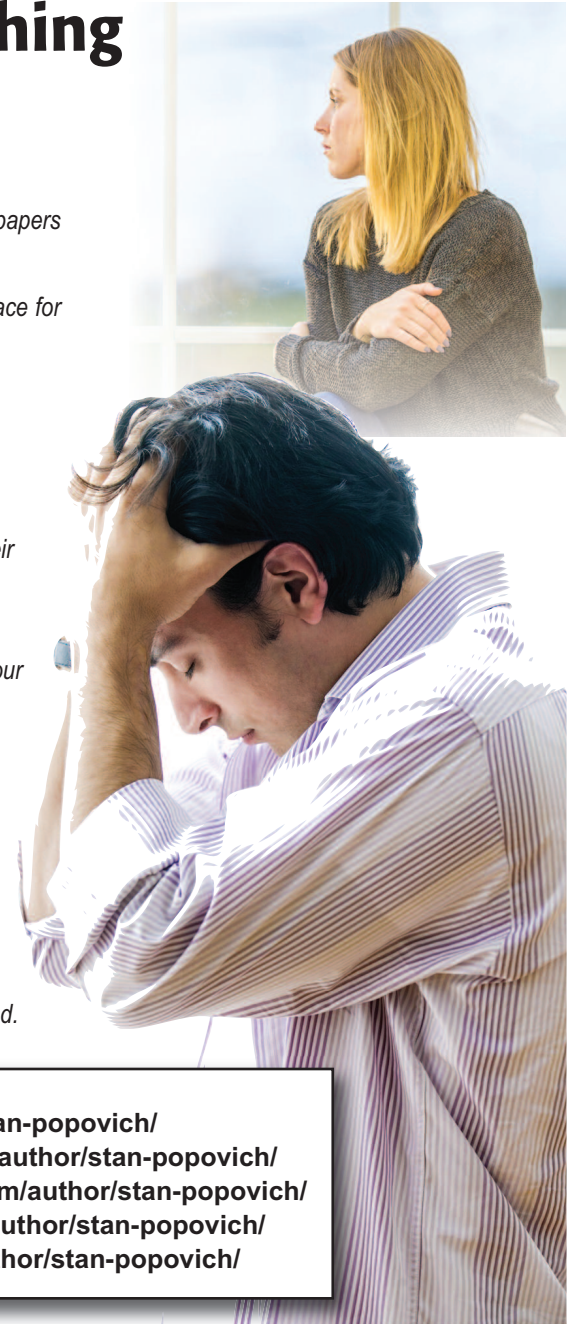
<http://www.huffingtonpost.com/stan-popovich/>

<http://www.elmonteexaminer.com/author/stan-popovich/>

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<http://www.rosemeadreader.com/author/stan-popovich/>

<http://www.sangabrielsun.com/author/stan-popovich/>



Stan Popovich is the author of the popular managing fear book, A Layman's Guide to Managing Fear. For more information about Stan and to get some free mental health advice, please visit Stan's website at www.managingfear.com. Here is some information about Stan Popovich and why the news media likes Stan's mental health advice. Stan is very knowledgeable of today's mental health issues. Stanley has over twenty years of personal experience in dealing with fear and anxiety. Mr. Popovich can personally relate to others who struggle with fear and anxiety. Stan has been featured on TV, Radio, and many national publications. Mr. Popovich has a large fan base on the internet and social media. Stanley's advice has help 1000's of people manage their fear and anxiety. Stan has over 400 book reviews on Amazon. Many counselors use Stan's book to help their clients. Stanley is very approachable, easy to work with, and meets all deadlines when working with the media.

For more information please go to www.managingfear.com

Running High Hurdles to Visualized Success



By **Bob Berting**
Berting Communications

Several years ago, at the World Track and Field Championships in Stockholm, Sweden, the high hurdles champion was clocked at 12.6 seconds, which is a great achievement, and of such magnitude, it could be compared favorably to the time when the 4-minute mile was broken.

This announcement prompted the author to recall a time when a young man lived in an area called "Hell's Kitchen" . . . a poor, tough, raucous environment where the sun was obscured by the smoke from nearby factories. This was a skinny kid with low self-esteem, who had to fight many bullies and gang types on a daily basis.

When it was time for high school, he chose a very large, nearby school with an enrollment of 5,000 students. He had always enjoyed running, so he went out for the high hurdles. The track coach was a nationally known coach who had developed many college and Olympic track and field champions. At the end of the year, the boy's performance was mediocre and the coach said, "Quit – you have no leg strength, no stamina."

The Boy Was Crushed - But Didn't Give Up

As soon as the season ended, the boy built 10 wooden high hurdles in a vacant lot next to his home. It was a long narrow lot that was close to the distance of a high hurdle race. After practicing all summer,

fall and the winter months, he again went out for the high hurdles. The coach, sensing his desire, gave some advice: "Your problem is that you're not in the flow of what it takes to win. You need to work with the energy around you (other hurdlers) and build your focus, concentrating on the flow of the race to win." The boy improved dramatically in his second year.

Now It's Time For His Junior Year

The coach talked to the boy at the beginning of the season and recognized his efforts to improve and said, "You have tremendous desire, but I want you to concentrate on a clear, mental picture of maximum performance. I want you to visualize past the finish line and not one hurdle at a time." (Kid wins Sectional, loses Regional.)

Finally His Senior Year

Again, at the outset of the season, the coach talked to him about the winning edge and how great athletes win with a final burst of energy to win a race and sometimes this winning edge can be very slight. The boy now wins the Sectionals and Regionals and is in the State Finals with a best time of 15.0 seconds.

However, in the State Finals is a hurdler from Gary, Indiana who holds the national high hurdle mark of 14.4 seconds. Many members of the press are three because the Gary hurdler had proclaimed that he would run a 14.0 second race and set a new national record. (Continued on page 9.)



Running High Hurdles (Continued)

The High Hurdles Final

As the boy settled back into the starting block, he remembered all the things the coach had told him: be in the flow . . . work with the energy around you . . . to visualize past the finish line . . . keep an intense focus . . . and understand that a winning edge can come from a final burst of energy. The gun sounds and the boy drives over the 10 high hurdles and after clearing the final hurdle, lunges at the tape with every ounce of fiber and strength in his body. He feels the tape hit his chest, but doesn't realize that the Gary hurdler hit the tape 0.3 of a second ahead of him.

The Lesson Of The Race

The Gary hurdler had won the race in 14.0 seconds, setting a new national high

hurdle record and the boy came in second at 14.3 (clocked by his coach), still good enough to break the old record. Even though he lost the race and came in second, the boy learned many valuable lessons in life: If you're in the flow, you're a team player. If you have a clear mental picture of maximum performance, you have great visualization powers. If you understand the winning edge, you can win by giving extra effort when it counts. Another point is that if you're standing second in line, in enough lines, and you're working harder than number one, soon enough you'll move up to number one.

These points are appropriate for advertising salespeople who strive every day to improve their selling ability and to be a trusted advisor and consultant to their customers.

The questions to be asked are:

- Do you work with the energy around you? Are you in the flow with your team? Are you truly focused every day to be the best you can be?
- Can you visualize yourself having a clear mental picture of maximum performance?
- Do you feel the winning edge every day? Do you have the stamina to do as well at the end of the day, as you did in the beginning of the day?


The story described here is a story about a high hurdler who is a real person, who today, would have a tough time climbing over a high hurdle . . . and also writes stories such as this.

3 best-selling e-books for the newspaper industry

Bob is the author of 3 best-selling e-books for the newspaper industry "Dynamic Sales and Image Power"—"Advanced Selling Skills For The Advertising Sales Pro"—and his latest e-book "Power Selling Tools For The Advertising Sales Consultant". Any one book is 19.95...any two books is 35.00...all three books are bundled at 49.95. You can order Bob's books on his website: www.bobberting.com.


Read Bob's books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts.

Bob is a professional speaker, advertising sales trainer, publisher marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the President of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.




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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.



I use Adobe's InDesign CC, and have... for a few years now. I started using this program when QuarkXpress made me switch! That's another story, now I would like to have a little fun with...

Polygons

I use Adobe InDesign CC for my page layout program... and among other things, that means that I can access updates much quicker! Yea! On the other hand, the developers pack so much new "stuff" into the updates, it seems as if I may never catch up! I'm already behind, but fortunately, when the latest version of **InDesign (CC 2019)** was released, I got used to the new placement of old tabs and features, I was able to carry on — for now (yes, I know, it's almost the end of 2019!).

I can keep up with new features because I subscribe to *InDesign Magazine* to find out about a new Properties Panel, new Layout Features, Content Aware graphic fitting, new Font Features, PDF Enhancements, etc.—it's always something new!

This month I want to show some older features in a new light. Some functions that many of us don't take advantage of, yet can be time-saving, flexible and add a more distinct look to your arsenal of tools—and also something that I am a little more familiar with...

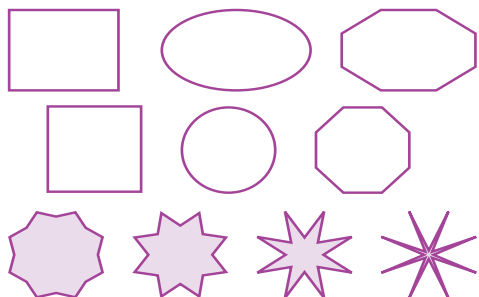
I'VE BEEN "FRAMED"

We know about the "Frame Tools" in the Tool Panel —**Rectangular, Ellipse and Polygon**— and used them countless times. Well, maybe not the Polygon so much, but the other two? Every time I wanted to add a photo or other artwork, I grab the Rectangular Frame. For bursts, I rely on the Ellipse Frame, but the Polygon Frame is not a frequent tool choice.

I've shown the Frame Tools below... and by holding the Shift Key while I draw, I get a Square Frame and a Circle Frame.

The Polygon Tool is a little different. When I double-click on the Polygon Tool, it brings up a **Polygon Settings Panel** that allows me to designate the number of sides and the Star Inset (as I will demonstrate). For the sample below I chose 8 sides and no star inset.

OK, no surprise here, we will be looking at uses for the Polygon Tool. This lets me create my own bursts which makes it easier for me to control the sizing and look within my ad space.



The above Polygons still have 8 sides, but 10%, 30%, 60% and 90% star inset.

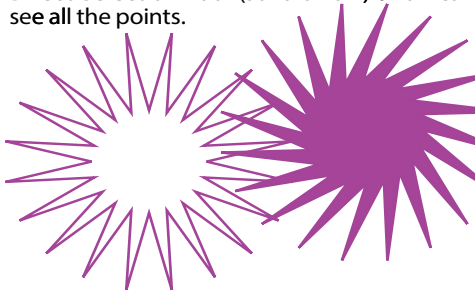
Ad Talk

with Ellen Hanrahan

FUN WITH POLYGONS

If you use the Shift key to drag out the Polygon frame, you will maintain height and width proportionately.

For the next Polygon, I am going to add 20 sides and a star inset of 60. I will select the Direct Selection Tool (solid arrow) and I can see all the points.



Make sure the Reference Point is centered and with the Direct Selection Tool drag a marquee over the inside points. Go to **Object... Transform... Rotate** (I did a 20% rotation to get a jagged edge look).

This burst is the same as the jagged one only I did **Object... Convert Point... Smooth** (found near the bottom of the panel).

In the upper right corner, I have done more experimenting with Corner Options as well as Convert Point.

Now most of these examples will not work in an ad, but modifying the sides, star insets and points will give a number of options that you can use—see below.

Also, putting another shape on top of the Polygon will provide room for text.

The samples below have a low star inset which provides enough room for text—grouping helps as well.



SAVE TO LIBRARY

Once you have some usable, distinctive bursts, create a Library. Because you can change the color, size and even create a new look, you have bursts that will fit the size of your ad space and you can change color (or use black and white) very simply.

MORE OPTIONS

Keep in mind that you do not have to use the entire polygon. Crop it, cut it in half, or position it in a corner depending on your space—as I've demonstrated below. Other ideas could be to make the polygon very transparent and use it as a background.

I have a typeface called *Ultraburst 1*, but I found that I could create most of the bursts that I used from that font with the Polygon Tool, especially since it gave me more flexibility.

FINAL THOUGHTS

Next month I'll try to demonstrate how to use some of these polygon shapes in ads—probably C Christmas ads, so you can see how to use them in a more space effective manner.

The shapes that are to the left will always work well (the low star inset number gives more space to add text), but what can be done with the more jagged or spiky Polygons I created—and how would you use that one near the "More Options" heading certainly depends on ad size and content. Most may be unusable in an ad, but if done with very little color, or if done very small and repeated as a pattern, there may be a place for all sorts of polygons.

Now to prepare myself for what's new in **InDesign (CC 2020)**!

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



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