
INFORMER



**Community
Papers of
Michigan**

January 2020





By Sara K. Baranowski

A Big Year for Little Newspapers

“We don’t have to rely on Facebook Groups or ticketed events to reach readers.”

The attention of the news industry, which has been focused in recent years on local journalism, will dial in even deeper in 2020, to small markets — newspapers with circulations of 50,000 or less that are often the only publications covering their communities. Challenges abound for organizations of all sizes, but small markets are uniquely positioned to combat them.

The temptation for journalists to work at national and regional news organizations is strong, but as the companies that own those organizations merge and identify efficiencies, the number of journalists in those newsrooms will continue to shrink. There were more than 3,000 media layoffs in 2019 and more will surely come in the new year. Smaller newspapers — especially those that are still independently owned — are becoming attractive places to work, and not just because of the job security many of them offer. They also boast unique opportunities for journalists looking to connect with their audience and serve a community.

Many small news organizations position journalists closer to their audience. We don’t have to rely on Facebook Groups or ticketed events to reach readers. Instead, we can find them in a local coffee shop, at

the library, or even in our offices, looking to connect with us.

And for the most part, those readers trust us. Small-market newspapers aren’t seen as “the media,” but as a reliable source—sometimes the only source—of local information. Community journalists are trusted to tell stories, explain local government decisions and share what’s happening in the community. In many towns, they’re the only reporter at public meetings, and the local newspaper is the only outlet printing information about property tax increases, school policy changes, and the road project that’s going to disrupt traffic next summer. And, as studies have shown, without a local news outlet, the community suffers.

As important as this work is, many small-market newspapers struggle to recruit journalists. But as layoffs persist, and journalists at larger publications grow frustrated with the expectations and restrictions placed on them, they’ll go looking for change and find small towns where jobs are waiting for them. Whereas small newspapers have struggled in the past to find the money to train journalists or undertake special projects, grant funding is making that easier. Small organizations that come up with new projects—or work collaboratively with other small organizations—can receive grants to learn new skills, test ideas, and find ways around the roadblocks to growth and advancement. In many ways, smaller organizations are more nimble. New ideas can be tested — often for little or no cost-

and tweaked as needed until the right formula clicks with the audience. No need to convince an entire organizational chart to get behind a new digital project. If you can find a way, you can try it.

The opportunities that exist at small newspapers don’t end with the newsroom. Many of these organizations are still independently owned, and as those owners reach retirement age, they’re looking for someone they can trust to take over the operation and keep it growing and serving the community. Why can’t it be the journalists in the newsroom? West Virginia University and the West Virginia Press Association have partnered to launch a new fellowship in 2020 that will train journalists to buy and run a successful small newspaper.

If you’re looking for jaw-droppingly beautiful animated interactives and far-reaching global investigations, stick with the big national organizations. But if you’re interested in high-impact local reporting that experiments with new formats and audience engagement, keep an eye on the small markets. 2020 will be the start of a new and exciting era for community news. It’s going to be a big year for the little guys.

Sara Konrad Baranowski is editor of the Iowa Falls Times Citizen.

This article is included in Nieman Journalism Lab’s Predictions for Journalism 2020



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

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

Will Press Associations Survive When Local Papers Need Them More Than Ever?

"By uniting we stand, by dividing we fall," wrote Pennsylvanian activist John Dickinson in 1768.

Those words held true for the American colonies then and hold true for our free and paid paper industry today.

The newspaper and shopper business is often difficult today. One out-of-state publisher friend sent me a discouraging Christmas message this year. He wrote "with the economy hovering near a depression, and our farmers saved only by a bumper crop two years in a row, business has been tough. We've downsized our operation again and again and both my wife and I have taken outside jobs part of the time."

But if times are tough with press associations, how would our business be without them?

Trade groups have always banded together to create a bigger voice in Washington and provide better opportunities at home. Our state and national press associations have lobbied for better postal rates, a greater understanding of the need for legal notices, more transparent open meetings, improved independent contractor laws and most importantly, among many other issues, "Freedom of the Press."

Many state associations, and at least one national press association, have regularly made an expert available to offer specific advice on how to handle problems with local postal officials.

Others in that same national association have time and again traveled to Washington to testify before post office hearings in regard to mailing costs on-time delivery and difficult, sometime unnecessary, postal regulations.

Additionally, paid and free paper press associations have helped both young and experienced editors and publishers find needed staff members, connect with professors and administrators at nearby journalism schools and obtain unbiased information regarding new ideas in management and changes in publishing equipment.

Without press associations, many papers would find it difficult to purchase libel insurance, afford a reliable attorney who understands newspaper issues, embark on industry-organized international tours or benefit from organizational sales of regional, state or national advertising sales.

Most importantly, without press associations, many current and future independent publishers would find themselves without the value of

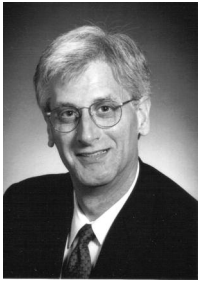
volunteer one-on-one peer mentoring, the sharing of much-needed new revenue ideas, the joy of receiving publishing profession awards and recognition and the enduring social and professional relationships so important to us all.

Unfortunately, press associations are an endangered species. The nation's large publishing chains are often no longer joining state and even national press associations. Others, when they do join, are requiring membership fees at greatly reduced per-publication rates.

"We have our own training, legal and lobbying departments," the large groups say. "We can't justify paying for the same services twice. Besides, we want our people at home, at work, and not off at some convention or conference."

Smaller papers, too, are also not renewing their membership in local associations. "We just can't afford it," they claim.

But the truth is, "You cannot save yourself into success." Publishers, like all businesses, need to invest in their knowledge and expand their connections to grow and profit. Press associations still provide solid roads to exceptional profit. *(Continued on page 9.)*



By John Foust
Raleigh, NC

Ad-Libs

Right and Left Brain Selling

Diane was telling me about her early days in selling. “One day stands out in my mind,” she said. “I had back-to-back appointments with two different prospects to talk about a special section. The first person was interested in what his ad would look like and the importance of selecting illustrations to project the right image. The second person jumped right into the numbers and wanted to know the details of rates and tracking systems.

“Both people bought ads, but it fascinated me that they arrived at their decisions in such different ways. Both cared about the appearance of their ads, but the first person cared more. Both people cared about numbers, but the second person cared more.

“That’s when I realized that there is a lot of truth in the right brain-left brain concept I had heard so much about. The left side is the logical, mathematical side and the right side is the emotional, creative side. Of course, no one is 100 percent on either side, but most people have a natural tendency toward one side. Tendencies usually show up in childhood. Left brain children are better at math and right brain children are better at creative writing.”

Diane explained that these traits are clearly evident in adults. “We’ve all been in conversations where the other person seems to be on a completely different wavelength. That could be due to different thinking styles. One of the key principles of selling is to ‘know your audience,’ which goes beyond knowing their company history and marketing motives. We have to get in step with the other person’s thinking style, too.



“During a sales presentation, I try to adapt to the other person’s style. When I’m talking to left brainers, I focus on facts and figures – and I use testimonial examples with lots of statistical evidence. When I talk to right brainers, I concentrate on creative strategy, with similar testimonials. When I meet with two or more people, I make sure to include information for both types.”

What about the ads themselves? “It’s interesting to study ads that deliberately take thinking styles into consideration,” Diane said. “Look through a technical publication and you’ll see ads that are filled with product specs and statistics. The same advertisers would have to take a different approach in a publication which appeals primarily to right brain readers. But in a general interest setting – like a newspaper – it’s smart to include ad elements that appeal to both types.

“All of this has convinced me that flexibility is one of the most important traits of an advertising professional,” she explained. “Too many people in this business think they can make the same presentation to everybody. That just doesn’t work. We have to make adjustments and do everything possible to connect. We shouldn’t expect them to adapt to us. We have to adapt to them.”

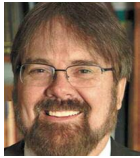
Diane makes a good point. It’s not always about right and wrong. Sometimes it’s a matter of right and left.

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

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. Email for information: john@johnfoust.com

SPEAKING OF DIGITAL

Trying to determine what's working at community papers



by Kevin Slimp
kevin@kevinslimp.com

I will remember fall '19 as a season of research. I was involved in two major newspaper studies: one related to Millennials for North Dakota Newspaper Foundation and one to determine how community newspapers benefit (or suffer) from their digital presence, as part of a project I led for the Texas Center for Community Journalism (TCCJ).

In my previous column, I shared some of the information we gathered about news consumption among Millennials. Now it's time to share a little of what I learned while engaged in the digital project with TCCJ.

The assignment was simple, or so it seemed. Tommy Thomason wanted to make his final session after 20 years as director of TCCJ his best. He invited Andrew Chavez, New York Times, to visit with the group on Thursday evening about technical and design issues related to newspaper websites. On Friday, I was to spend the day sharing what was working and what wasn't working in digital areas at community newspapers.

Tommy and I held several conversations in the months leading up to the event. Both of us had been to too many workshops promising newspapers unrealistic revenues using new digital bells and whistles. Our self-declared assignment was to give Texas publishers a realistic idea about what was working and what wasn't at community papers.

I was impressed by Andrew Chavez. He was very upfront that what works at New York Times might not work at community papers. He shared

ideas about how papers could track visits to their sites and critiqued websites of newspapers represented at the session, offering helpful tips and ideas to improve their sites. He was also clear that print drives revenue at community papers and digital might best be used to enhance the print product. Andrew and I held private conversations during breaks, and I was glad to know we shared many of the same views about community newspapers and how they might best utilize digital tools.

I began the research for my Friday presentation weeks in advance. In all, I spent more than 80 hours preparing information to share with the group. Naively, I polled newspaper digital folks online, thinking I'd get some great ideas that I could share with the group about growing revenue on newspaper websites. Most of the responses were something like, "Let me know when you figure it out."

When nothing else seems to work, I tend to turn to original research. I created a survey and asked press associations to share it with their members, hoping to get information that would help with my preparations. Within just a few days, almost 700 newspapers responded to the survey of 20 questions related to the digital side of their operations.

Many of the responses were what I expected. About half of newspapers felt their digital presence was beneficial, with 3 percent reporting digital provides significant revenue. Forty-one percent said their digital presence was worthwhile and brought in some revenue. Thirty-one percent of respondents wonder if it's worth the effort to have a digital presence, while another 13 percent seem to think they'd be better off without



an online presence. Another 8 percent report having no digital presence. Add them all together and the responses indicate about half of respondents feel like they benefit from their digital presence, and about half don't.

Most newspapers have a payroll on their websites, and the most common way of charging readers is by packaging a digital subscription with a print subscription. At 20 percent of papers, most of their digital readers subscribe to the newspaper website without a print edition. Seven percent of respondents reported readers pay an upcharge to get the digital subscription along with their print subscriptions.

In Texas, we discussed various ways newspapers are generating revenue online, the amount of staff time spent on digital efforts at community newspapers, ways newspaper websites are created, and dozens of other topics.

The most interesting part of the day, according to the attendees, was live interviews with newspaper publishers and digital gurus around the U.S. who had found unique ways to grow readership and revenue through their websites.

There was a publisher in Nebraska who came up with the idea to combine resources

of ten or so area newspapers into a single website, in addition to their individual sites, allowing each paper to benefit from shared revenue. We spoke with a programmer in New York who directed the redesign of a very successful daily newspaper website. We even spoke with a publisher in Kentucky who was driving significant revenue through live broadcasts of funerals. Yes, funerals.

I could go on, but I'm already over on my word-count. I'll be speaking about my research at several newspaper conventions this spring and summer. If you're in the area, be sure to attend and I'll share more.

Research didn't end in the fall. I'll be in New York next week, working with two community newspapers just north of the city, holding focus groups and meeting with the staff and other groups to find ways to grow their papers.

What's the bottom line of my fall research related to Millennial news consumption in the Midwest, and digital newspapers nationally? As one publisher, who responded that his paper was generating revenue from the digital side, wrote in the comment area of the survey, "Don't give up on print. It's still where the profits are."

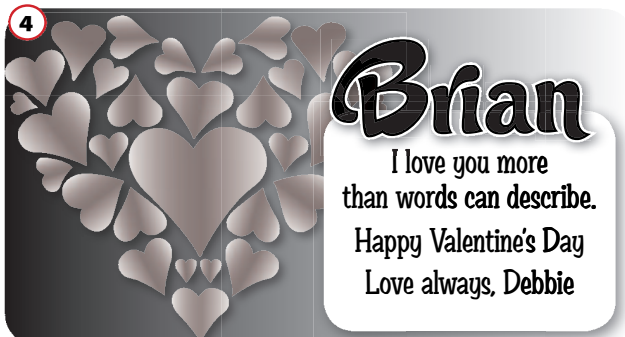
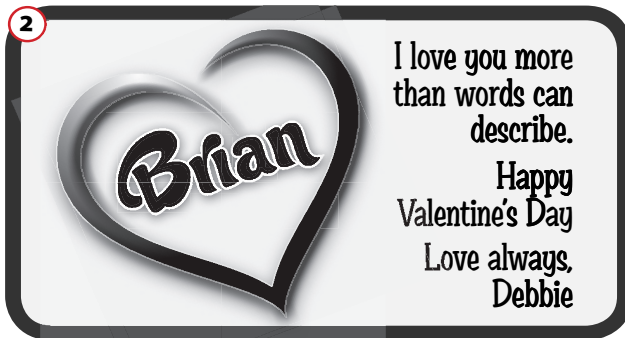
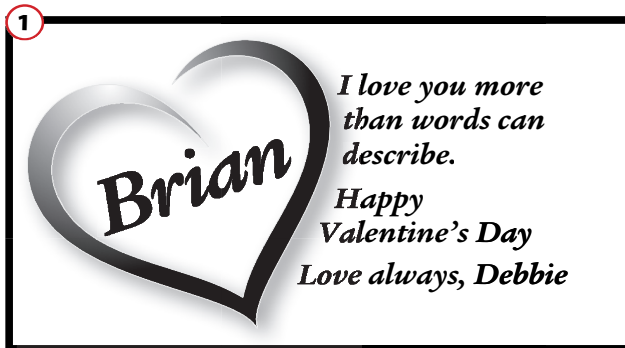
At times it's hard to find ideas for advertising... and other times it's easy — especially with a holiday! But too many ideas can also present a problem, so let's check out some simple ideas and...

Compare



Next month is all about hearts and valentines. I know, President's Day is also in this month, but I like working with hearts...lots of hearts.

Over the years, our publications ran a lot of personal ads for Valentine's Day... which we usually ran with our Crazy Cupid promotion.



These personal Valentine Ads were an opportunity for readers to publicly acknowledge that "special someone." Spouse, children, grandchildren, etc., and the graphic designers had more freedom and flexibility in creating the ads.

The top ad was from a long time ago, more than seventeen years... so long ago, that it was done in **QuarkXPress**, and drop shadows were separate **Photoshop** files! It took me almost forty-five minutes to recreate and update this ad! So where's that magic button when you need it! However, since this was the basis for the other ads, it had to be done!

One Ad-Many Looks

The 2x2 ad (or business card size) is a staple in our publications. The original ad had a simple heart graphic and the typeface for all was **ITC Legacy Serif Bold Italic**. Not too bad, but here are ways that we can create a little more impact.

In ad #2, the background was screened slightly, the border was thicker (12 points) with rounded corners to repeat the round shape of the heart. Various effects on the heart itself (smooth emboss along with the drop shadow and opacity change), **Candy Script** typeface for "Brian," along with an outline and drop shadow to give his name a little more emphasis. I also chose **House Industries Ed Brush** for the message and moved it away from the heart to let the artwork stand for itself.

In ad #3, I used the same typeface as Ad #2, but decided to really use contrast! I swapped out the heart outline for something that had more substance. Brian's name was straightened and the point size was enlarged, but other than that the text remains the same for the sentiment.

I created the ads in black and white because the personal ad price is based on our standard ad.

Color would be additional, and any of these ads would also work if they had color (I'm guessing red would be a good choice here). The people who placed the ads were not concerned about the color, so to be fair, I am presenting other ideas in black and white as well.

Our final ad, Ad #4, still uses the same typeface as the previous two. I did however, reduce the text from Debbie, by two points. My intention is to show similar samples, changing the look of an ad by changing artwork, text positioning and/or use of contrast changes.

It's very hard to compare an ad, or anything else for that matter, when there are major alterations or changes in the look of the advertising. By getting others to see that little changes can have a great impact on the ad helps them to understand a little bit better why these details become important.

Plan the Artwork

It's OK to leave breathing room, or white space, around the artwork to make it stand out even more. I chose the placement of the art that contains the name to the left side. If you place it on the right side, the artwork has to tilt in the opposite direction (along with the name).

Contrast can be a powerful element in an ad. Since newsprint is not a bright white, use the black/white contrast to your advantage. Ads look different in print than they do on your monitor. If the ad looks weak on the screen, it's not going to look better in print.

If your ad is striking in black and white, it will be effective in color. Use discretion, adding too much color can overwhelm the content.

Final Thoughts

These samples can also make it easier for a customer to get an idea for their "personal valentine." Most readers need a visual and over the years we built up a sort of "book" to help them out.

Swap out the artwork for a simple graphic to help with St. Patrick's Day, Easter, Mother's Day, Father's Day, Graduation, and many more and you will have some "Business Card" ads to help through many seasons... for personal, as well as businesses-type ads.

In the meantime...



I was an art teacher and changed to a graphic design career in the '80s. I write for IFPA TIP, and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2020



By Bob Berting
Berting Communications



Ten Advertising Sales Resolutions To Make For The New Year

These resolutions will make every salesperson and their publication even better. This is the goal. The bottom line is to push every publication in front of their media competition and give it a stronger presence in their marketplace. The key thought is always “what is our top of mind awareness strategy?”

- Organize and track your leads. Make certain all leads are in the computer, rated, actively cultivated, and followed up.
- Be more visible in your market. Don't assume everyone knows you. Work on ways to be seen in your marketplace.
- Make sure your customers see you as their first choice. Every customer media mix needs to have your publication as the major player.
- Don't assume your customers are satisfied just because they're doing business with you. Look for ways to build your relationship with them even further.
- Continue to develop a definite road map to your sales goals.



- Think longer term—who will be your customers two or three years from now. Begin communicating with these prospects.
- Improve customer relations. Create new ways to communicate using the word “you” more than “we”.
- Let your customers know you appreciate their business. Don't assume that your customers know that you care.
- View advertising sales as the way to create a constant flow of new business

that will help you and your publication have a more prosperous future.

- Create some excitement. What new big ideas do you have for your customers that will develop more effective advertising campaigns!

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.



By Ryan Dohrn

President/Founder,
Brain Swell Media LLC

How Instant Gratification Syndrome Has Ruined Advertising

5 Ways to Control the ROI Conversation with Advertisers

Instant Gratification Syndrome, or IGS, is a debilitating disease characterized by emotional servitude to the Now. In my ad sales training workshops, IGS and ROI seem to be universal terms for “results.” But, what does the term “results” really mean? That is a question, that when answered, could be worth a million dollars. If we are to be honest with ourselves, we have let the advertisers and misinformed marketers control the narrative on this conversation. We let this happen. Sorry. We did. Let’s fix this, friends, and reclaim the conversation!

Can I be brutally honest for a moment? The reason that many marketers and agencies do not like traditional media is because they don’t receive a report to show their boss they are doing their job. Yes, I said it! I work with many smart marketers that buy digital and traditional media. They understand that marketing is a strategic process and not just an IGS feel-good show. Consumers do not bend to the will of a marketer. Consumers buy when they are ready to buy, not when a company wants them to buy. Sure, if the advertiser’s offer is off-the-charts amazing, we can force buyers deep into the sales funnel, but how often does that really happen?

Wait. Ryan, do you hate digital marketing? NO! I love it. In all of my media sales training classes, I preach my love for all marketing options. I just know that serious marketers use multi-channel or omni-channel marketing because it works. The Association of Magazine Media tells us that as much as

a 14% lift in ad effectiveness comes with you combine media in marketing. All-digital is not the answer, and we as media salespeople better start controlling the narrative. Why? I predict that Generation Z, those born between 1996-2010, according to Forbes, will click less than our grandparents! Why? Because they know that a click starts the tracking of them and they hate being tracked! So, Mr. Marketer, if your plan is to get clicks, watch out.

So, how do we change the narrative? Here we go!

ACTION POINT #1: Marketing is a strategic process that truly cannot be managed like a day trader on the stock market looking for quick cash.

The simple fact we need to get across is that most of your advertisers’ potential customers are not ready to buy right now. Sad, but true. According to Steve Richard of sales consulting firm Vorsight, at any given time, only 3% of your market is actively buying, 56% are not ready to buy, 40% are poised to begin and 1% are indifferent. This means that 56% of your potential customer base is set to give you NO immediate ROI on your marketing efforts. Another 40% of your potential customer base is set to give you minimal ROI on your marketing efforts. Only 3% of your potential customer base is set to give you immediate ROI on your marketing efforts. But, wait, I need ROI right here and right now! I cannot buy media that does not give me ROI. The real question ad salespeople need to be asking is what does ROI actually mean to that particular advertiser? The definitions are varied and often hidden from us unless we dig. It is our duty and obligation to dig deep and ask for

specifics. Managing advertiser expectations is critical in today’s media environment. Talk to advertisers about this and control the narrative.

ACTION POINT #2: Consumers love content.

New findings from B2B research, ratings and review company Clutch reveal that 82% of people admit to having purchased a product or service from a company as a result of consuming content. They like content that is relevant and important to them. TV shows. Blogs. Magazines. Videos. The 56% of buyers that are NOT set to give you any immediate ROI are very critical to an advertiser’s revenue success. That 56% will move to buyers at some point. The other 40% are pretty darn close to being a buyer too. Yet, neither group is going to immediately engage with your advertiser, and so they will not see ROI on that marketing effort. It’s not that the marketing is not working. The marketing just has not worked yet. When you marry your marketing message to quality content, you are engraining your brand into the potential buyer’s mind using frequency in a format that is not intrusive and does not require a click or ROI type of action. When a potential buyer moves from that 56% group to the 40% group will they choose your advertiser or another company? Marketing is a strategic process that truly cannot be managed like a day trader on the stock market looking for quick cash. In my ad sales training webinars, I consistently say ... consumers buy when they are ready to buy, not when you are ready to sell. Period! Talk to advertisers about this and control the narrative (*Continued on page 9.*)

Ryan Dohrn - Continued from page 8

ACTION POINT #3: Google gets credit for everything.

John Wanamaker, the founder of what would become Macy's, is famous for his marketing quote, "Half the money I spend on advertising is wasted; the trouble is I don't know which half." Fast-forward 100 years and, in my opinion, we are still facing nearly the same dilemma because Google gets credit for almost all the marketing that occurs. We run a quality ad campaign with print ads, newsletter marketing, retargeting and social. Then we start looking at reports. Wait, there is not a report from the magazine or newspaper. OMG! So, the print advertising must not be working. Not true! But wait ... advertisers say that everyone they "ask" says they found me on Google. Well, duh. That is because when customers see a print ad or hear a radio ad they immediately search on their phone for more information. Talk to advertisers about this and control the narrative.

ACTION POINT #4: Be wary of non-direct response companies expecting immediate ROI.

Many advertisers are expecting immediate ROI on products that are not priced at \$19.99. But wait, there's more. Direct response marketing is all about

making things happen now. It packages the value proposition and call to action all-in-one to take a prospect from consideration to decision faster. If your advertiser is not selling a product or service that can be sold fast and by showcasing massive perceived value, they should not be expecting immediate ROI like running a late night TV ad for a set of Ginsu knives. Talk to advertisers about this and control the narrative.

ACTION POINT #5: Traditional media is not dead. Stop allowing the lie to spread.

BIA Advisory Services reports that traditional media had 60% share of the overall local media spend in 2019—\$89.2 billion—with digital ad revenue at a 40% share, with \$59.5 billion. The numbers are nearly the same for national ads, with traditional still at 51% of the media buys, according to eMarketer.com. Traditional media is not dead. The marketing mix has evolved and that is good for us all. Most often when an advertiser says that no one reads the paper or watches local TV, they themselves do not engage with that exact media. Thus, they feel that no one else does either. This survey of one is deadly and, if left unchecked, spreads like wildfire. I teach all my ad sales training clients to STOP the

survey of one with this polite retort, "May I ask you a question? Whatever you answer will not offend me in any way. Do you read magazines?" He replies "no." You reply, "It is not surprising to me that you would say no one reads the magazine when you do not read it yourself. It's ok. My job as an advertising salesperson is to show you that even though you do not read the magazine, I have 22,500 readers who are a perfect customer for your company. This conversation should not be about what you or I like or dislike. It should be about engaging with your customers in whatever media they consume and enjoy." Talk to advertisers about this and control the narrative.

I hope you love media as much as I love media. I absolutely love it. But, controlling the narrative means we need to be well trained and rehearsed on this issue. Write down the three or four most common ROI objections you hear weekly. Make some flash cards. Rehearse your answers with different people. Get good at the debate, but always be respectful in your conversations. Remember, if ad sales was an easy job, everyone would be doing it. And they are not. So, own it and love it.

Your ad sales coach, Ryan Dohrn

GET REAL: Will press associations survive (Continued from page 3)

Having worked with almost all the press associations in America and Canada over the last two decades, I am worried about the future of press associations. I often tell participants at my seminars "when I make any paper better, I increase the value and longevity of my publications."

In a time when so many metro papers are declining and even disappearing, I see a good future for smaller, home-owned papers. Those publications, with a continued investment in providing local, credible information not available anywhere else, will still be desired and

needed for a long time.

And with the growth of local digital publishing, combined with traditional printed papers, that positive future can extend far beyond anyone's speculation or expectation.

Even the strongest independent publisher cannot stand alone. We need, and will continue to need, our press associations to be the united "grassroots" voice in our communities, state legislatures and in Washington, DC.

Encourage your friends and neighboring publishers currently wavering on the sidelines to join in and

support the future of the "free press." Let's keep our press associations healthy and effective.

Want more information and motivation to help you tell your publication's story? Experience more GET REAL straight talk from one of America's leading newspaper and shopper publishers and sales trainers. Ask your group or Press Association to schedule one or more of Peter W Wagner's seminars on selling, producing and growing your community paper. Contact him at pww@iowainformation.com or CELL 712-348-3550. Or contact Peter direct for proven sales training for your staff.



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.
Potterville, MI 48876
Phone/Fax: (800)783-0267
mifreeads.com



Dana Risner, Business Manager
EMAIL danarisner@cpapersmi.com