

# TIP

APRIL  
2020

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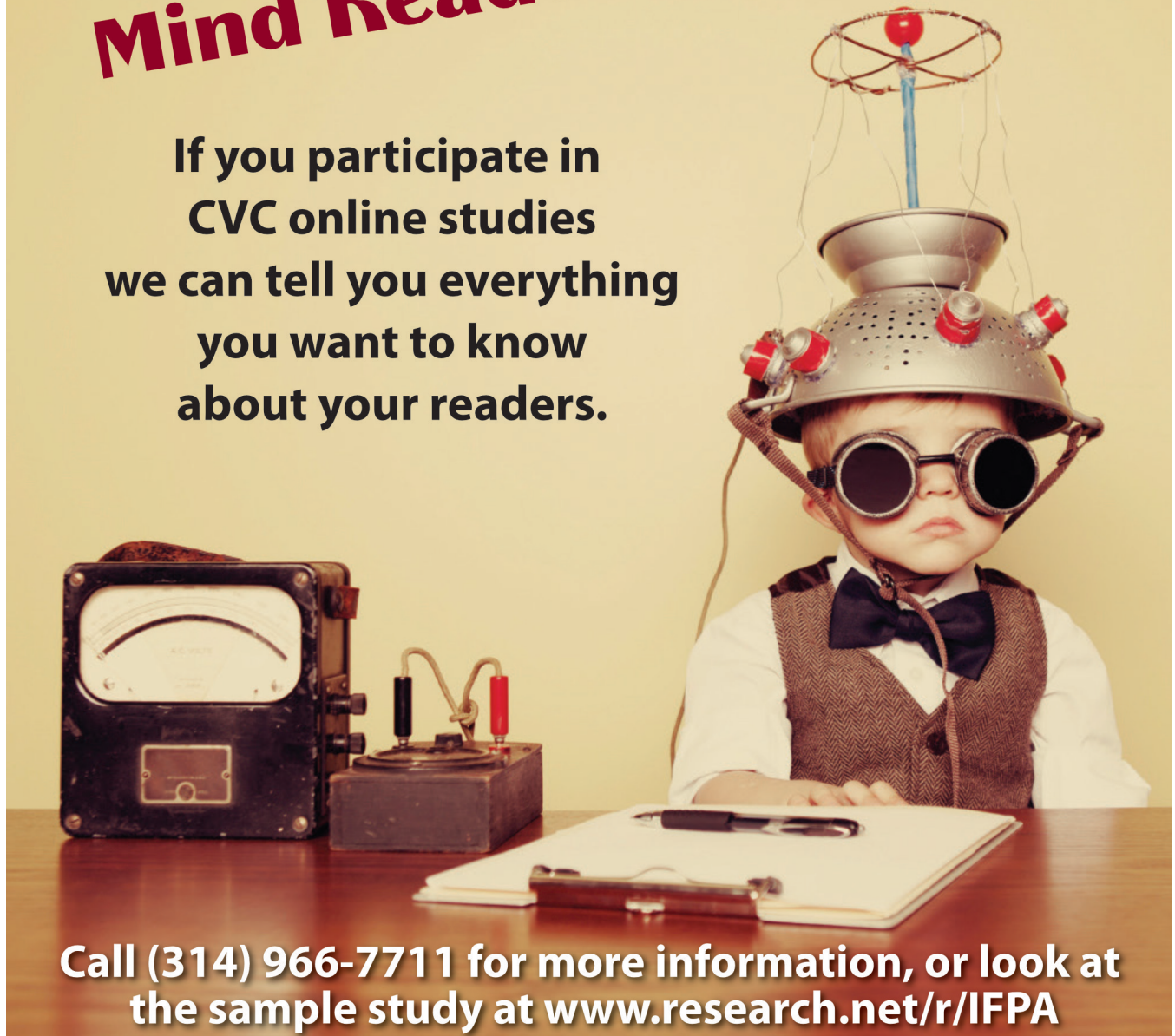
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-- Victor R. Jose IFPA Founding Conference  
September 20, 1980

## THE INDEPENDENT PUBLISHER

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### Publisher

Rick Wamre, President

Federal Collective Membership  
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## COMMUNITY PUBLICATIONS NETWORKING EVENT!

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**A joint conference of the Florida Media Association and the Association of Free Community Publications**

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# SBA Disaster Assistance in Response to the Coronavirus

- The U.S. Small Business Administration is offering designated states and territories low-interest federal disaster loans for working capital to small businesses suffering substantial economic injury as a result of the Coronavirus (COVID-19). Upon a request received from a state's or territory's Governor, SBA will issue under its own authority, as provided by the Coronavirus Preparedness and Response Supplemental Appropriations Act that was recently signed by the President, an Economic Injury Disaster Loan declaration.



- Any such Economic Injury Disaster Loan assistance declaration issued by the SBA makes loans available to small businesses and private, non-profit organizations in designated areas of a state or territory to help alleviate economic injury caused by the Coronavirus (COVID-19).

- SBA's Office of Disaster Assistance will coordinate with the state's or territory's Governor to submit the request for Economic Injury Disaster Loan assistance.

- Once a declaration is made for designated areas within a state, the information on the application process for Economic Injury Disaster Loan assistance will be made available to all affected communities as well as updated on our website: [SBA.gov/disaster](https://www.sba.gov/disaster).

- SBA's Economic Injury Disaster Loans offer up to \$2 million in assistance per small business and can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing.

- These loans may be used to pay fixed debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact. The interest rate is 3.75% for small businesses without credit available elsewhere; businesses with credit available elsewhere are not eligible. The interest rate for non-profits is 2.75%.

- SBA offers loans with long-term repayments in order to keep payments affordable, up to a maximum of 30 years. Terms are determined on a case-by-case basis, based upon each borrower's ability to repay.

- SBA's Economic Injury Disaster Loans are just one piece of the expanded focus of the federal government's coordinated response, and the SBA is strongly committed to providing the most effective and customer-focused response possible.

- For additional information, please contact the SBA disaster assistance customer service center. Call 1-800-659-2955 (TTY: 1-800-877-8339) or e-mail [disastercustomerservice@sba.gov](mailto:disastercustomerservice@sba.gov). Visit [SBA.gov/disaster](https://www.sba.gov/disaster) for more information. ■

**The Editor's Letter**  
By Douglas Fry

Newspapers • Magazines • Shoppers  
Book Publishing • Directories • Digital Media

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## 5 TIPS TO STAY POSITIVE IN NEGATIVE SITUATIONS

Negative situations happen all the time. We can't avoid them, so how can we counteract their negative effect on our lives and our attitudes?

Learning the power of positive thinking helps us stay positive even in the midst of tragedy. Learning how to stay positive in negative situations is invaluable in leading a healthy lifestyle. Here are 5 ways you can achieve this:

### 1. HAVE A POSITIVE SUPPORT GROUP

It's important to have a positive support group to help each other through difficult times. Note I said "Positive" stay away from the negative naysayers.

### 2. EXPRESS WHAT YOU ARE GRATEFUL FOR

Even in the worst of times, most of us realize that we still have things in our lives for which we are grateful. Voice those blessings!

### 3. RETRAIN YOUR MIND

Are you a person who continually beats yourself up mentally? Do you constantly question your actions? Believe me, I've been there. Nobody needs to call me stupid, because I can do that just fine myself!

### 4. EXERCISE YOUR BODY AND MIND

We know that exercise is good for our bodies, but what about our minds? Sure, it is! It releases those natural endorphins in our brains that make us feel better.

### 5. ACCEPT AND FIND SOLUTIONS

Many of us are resistant to changes in our lives. What we must do is learn to accept that change will happen. Haven't you heard that "the only constant in life is change"? There is a lot of truth to that, as we continually go through changes, whether good or bad.



The lifeblood of almost every non-daily newspaper and magazine is still print advertising sales. While some might believe that web advertising is a close second, in general, this is not the case. Granted, the trend is slowly moving in that direction, especially with daily papers, but most small and medium-sized non-daily publishers still haven't found the silver bullet — that thing that allows them to get comparable revenue from their web advertising. Yes, monetizing publication websites can help, and newspaper publishers should use their web presence to grow print and digital subscriptions, etc., but it's still more challenging than the print side.

Over the years, publishers have found some pretty cool ways to monetize their websites. Whether they're bundling web and print ads, selling website sponsorships (which I discussed in past articles), or focusing more on subscriptions, it's all been a learning experience. Publishers listen to their advertisers, look at how other publishers are using their websites, participate in social media and plod forward, often into uncharted territory. What I find fascinating is this — there's no one right way to do it! The one thing that stands out, though, is that one must always be looking for innovative ways to use their website to complement their print edition.

This article talks about one such idea I used many years ago when I ran my two newspapers. It's called the Bulk Online Subscription Plan — BOSP for short. Acting as circulation manager, I personally sold 43 BOSP subscriptions, which resulted in 6,000+ paid online subscribers, a steady flow of new print subscription leads and sales, and over the years, even new print advertisers. I think it's easier to apply the BOSP concept to industry newspapers such as mine, which covered oil, gas and mining, but it's still applicable to paid circulation community newspapers. When implemented correctly, it can more than double a publication's paid circulation and create a brand new revenue stream.

## THE CONCEPT

The concept is to sell a single BOSP subscription to a company or government agency (city or state government, usually) so that all of their employees have online access to the newspaper using a simple activation code. Individual users activate their online subscription with the activation code and then choose their own username/password when setting up their individual account, which is actually like a sub-account under the main company or agency.

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The lifeblood of almost every non-daily newspaper and magazine is still print

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For example, if we use the State of Texas for demonstration purposes, here's how a call might go when trying to sell the BOSP to the State.

To make the sale, I call one of our print subscribers employed by the State of Texas. We'll call him Bob. I say, "Bob, we've created a new program at the newspaper called the Bulk Online Subscription Plan. Basically, we'd like to give all State of Texas employees online access to our Weekly Tribune website. We give you an easy-to-remember code like 'SOT' that allows any State of Texas employee online access to our website with the activation code. What do you think about the idea?"

Bob might ask, "How much?" And our response could be, "Well, how many of your 176,000 employees do you think would use the subscription?" From experience, I practically guarantee Bob will say something like, "Maybe 35" because Bob is thinking in terms of his department only. (After all, it's coming out of his department's budget.) So we reply with, "Well, online subscriptions at the Tribune are normally \$40, so how about \$10 x 35, meaning \$350 for the year? And you're not limited to just 35 people.

# A unique concept: the bulk online subscription plan

by Dan Wilcox

If all 176,000 employees used the subscription, that's fine. We just ask that you please don't decrease your number of existing print subscriptions."

If Bob says yes, then you made the sale. But if Bob says no, remember that you only need one State of Texas employee to say yes. So, Bob says yes and we reply, "Great! I'll send you an email with the details that you can then forward to your employees. It will basically be an email written from you, which you can reword." The email we send Bob says something like this:

Dear State of Texas employees,

All State of Texas employees have online access to the Weekly Tribune website. You can activate your (free) subscription at <http://www.XYZWeeklyTribune.com/login> using 'SOT' as the activation code. Enjoy!

Thanks,

Bob

Then wait for Bob to send out the email. If he sends it to all State of Texas employees, that's it. Usually that's not what happens, so you call a few managers at the State and say, "Did you know that all State of Texas employees have online access at <http://www.XYZWeeklyTribune.com>? All they need to do is use 'SOT' to activate their subscription. The subscription is already paid for. Would you be able to notify them?"

You get the point. The hope is that things will snowball and far more than 35 state employees activate their online subscription.

## A FEW DETAILS

Let's say 20 companies or government agencies buy a BOSP subscription; as a result, 3,000 people activate their online access. That means:

- You have 3,000 sales leads you can attempt to upgrade to print subscriptions.
- These new leads could result in the

need to hire a circulation salesperson.

- Bragging rights to the paper's advertisers regarding increased print and online circulation.

- The activation codes assigned (for example, 'SOT' for the State of Texas) should be super easy to remember so they spread verbally and virally. Don't worry that others outside the State of Texas will find out the code and use it because the code only allows users with an email address ending in @stateoftexas.gov or @state.texas.gov (etc.) to activate their subscription. They won't receive the email containing the final activation link unless they're actually an employee. This also means the State of Texas doesn't need to send their protected email lists to the paper.

- Occasionally, the paper will land a new advertiser because the expanded outreach reaches so many new readers. It's a natural cause and effect.

Finally, when it's time to renew the BOSP subscription for the State of Texas, give Bob a call and let him know the number of employees actually using the subscription. Let's say the number is something like 537 employees. While it's tempting to charge them \$5,370 for the next year (\$10 x 537), this could be a mistake. The previous year they only paid \$350, so in my experience, it's best to never charge the customer more than double the previous rate (and to cap the amount at about \$2,500). Using this logic, the State of Texas would be charged \$700 to renew. Ask Bob if he would like to renew, and if he says yes, great. If Bob says no, only one of these 537 individuals needs to say yes.

How do I add a BOSP feature to our website?

Our newspaper website solution, ROAR, is the only solution I'm aware of that offers a built-in BOSP feature. If I'm wrong, or if our higher priced competitors steal the idea, it's important that the paper's website subscriber database can also sync with the paper's in-office

subscription database; it's painful to manually keep those two databases in sync. Our system syncs with Interlink, with a free subscription database we offer our clients, and with just about any other subscription database out there.

Dan Wilcox is the Vice-President and partner at Lions Light Corporation. Lions Light provides website solutions and consulting to small and medium-sized newspapers across the United States. Dan has helped lead Lions Light since 2007 and has over 25 years of experience in the newspaper business. Previously the majority owner of two leading industry newspapers in Alaska, Dan thrives on helping newspaper owners and managers grow their print circulation and advertising using their website. Dan now resides in Peoria, AZ where he enjoys spending time with family and friends, dirtbiking, hiking, and playing pool.

Email: [dan@lionslight.com](mailto:dan@lionslight.com) Phone: (907) 223-7872 <https://www.facebook.com/LionsLightCorp/>

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In 2018, Lions Light Corporation released a free batch-editing tool for web publishing.

"We provide newspapers with websites, and over the years we saw the need for this, because we see newspapers consistently spending 20+ minutes preparing their photos for their websites (converting CMYK images to RGB and optimizing photos for size), and this tool shaves it down to about 1 minute total," said Dan Wilcox, co-owner of Lions Light Corporation.

Users can upload up to 100 MB of files at a time. The software will edit the photos to the specifications set by user. Users can then download one ZIP file containing all edited photos. A video tutorial is also available on the website.

The tool can be accessed at: <https://www.batchsave.com>

## **IFPA BOARD MEETING, THURSDAY MARCH 19, 2020**

President Rick Wamre called the meeting to order at 10:02am (EST)

Board members present: Deborah Phillips, Doug Fabian, Joe Nicastro, Joyce Frericks, Manuel Karam, Eric McRoy, Jane Quairoli, Jimbo Marston and Executive Director: Douglas Fry

### **MINUTES FROM FEBRUARY MEETING- CONNIE**

Joe made a motion to accept previous minutes. Doug seconded it. All in favor. Motion passed.

### **TREASURER'S REPORT- DEBORAH**

For February - Investments dropped about \$19K, income overall \$27K over budget. Total income \$57K, expenses \$11K. \$46K Net income. Money Market and checking well above last year. Savings is steady at \$159K. \$150K in cash better than last year.

Joyce made a motion to accept the treasurer's report. Rick seconded it. All in favor. Report accepted.

### **AFCP CONFERENCE CANCELLED**

Douglas recommended members call their airline and see if they will refund or credit for future use. Go online if you are able as the phone lines will be long. He will cancel the hotel reservations.

### **SEPTEMBER EVENT IN DENVER**

Doug recommended talking with the hotel regarding the options. Can we get out now? Can they hold the contract for 90 days? We can still plan the event while exploring options. Douglas has spoken with Kristina at Willie's, the hotel. Currently IFPA would be responsible for \$8K. She is speaking with her boss and they will keep working on it. Doug suggested staying on course for the event and continue to invite the AFCP board. Rick has not had any spe-

cific conversations with AFCP but suggested waiting a couple of weeks, month, but plan on inviting them.

### **COVID-19 HOW TO BEST HELP OUR MEMBERS? SUGGESTIONS?**

Joe: Ryan Dohrn is doing a COVID-19 workshop on how to overcome these tough times. Joe asked Ryan about creating a video for advertisers. A video seminar to send to advertisers to help with their marketing via third party. Ryan agreed to look into it and see what he can do. The board thought it was a great idea.

Rick: Suggested coordinating training tools between organizations (MACPA, AFCP and IFPA). Gather ideas and use Douglas as a clearinghouse to distribute ideas.

Other ideas? Doug asked if anyone had sent a letter or email to advertisers? Douglas said Will Thomas had done one and it was really good. He will forward it to everyone. Doug has also done one and will forward it.

Eric: Offered up their Groupon clone for local restaurants. Giving 90% revenue and keeping 10% but giving credit on future advertising. Hasn't been very popular as of yet. The information is on his FB page.

Doug: GreenShoot Media has sent an email and created a section that is absolutely free for any paper in the United States. Reps are excited about selling it.

Joe: Anyone receive assistance letters from SBA regarding loans? Interest 2.75%. Joe will send letter to Douglas.

Doug: Anyone have to do layoffs? Manuel, yes. Some. The information about unemployment is unclear right now.

Jimbo: Anyone considering printing less quantity with all the closures? Deborah and Doug, yes. Scale back on closed areas and increase grocery store drops.

## **IFPA Board Minutes**

Rick: Think it is worth having another weekly call with Publishers? Or join other organizations calls in the spirit of working together? Some members are already scheduled on other calls. Rick suggested members report back to Douglas any valuable information from those calls.

Douglas will act as a clearinghouse and send out a (possible) daily newsletter type email with ideas for members.

Old Business- None

New Business- None

Deborah made a motion to adjourn.

Jimbo seconded it. All in favor.

Meeting adjourned at 10:34am (EST)

# 5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business beyond print.



## SiteSwan Website Builder

### What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

### How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website... you can change that and make money all at the same time.

**How much does it cost:** Plans start at \$149/mo  
[www.siteswan.com](http://www.siteswan.com)

## Ideal Directories

### What is it?

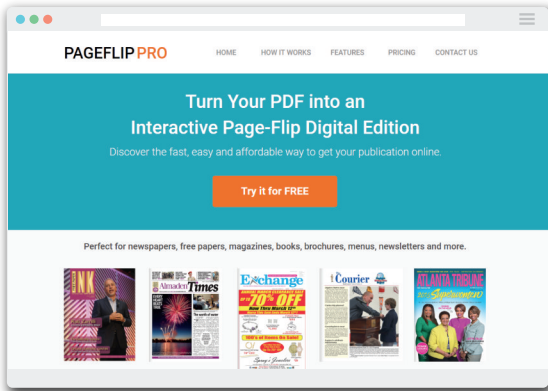
Turn-key business directory and coupon website that can be branded for your publication and market. Can easily be "bolted-on" to your existing website or run independently.

### How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

**How much does it cost:** Plans start at \$99/mo  
[www.idealdirectories.com](http://www.idealdirectories.com)





## PageFlip Pro

### What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully responsive interactive Page-Flip Digital Editions.

### How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers... plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

**How much does it cost:** Pricing starts at just \$1 per page (based on volume)

[www.pageflippro.com](http://www.pageflippro.com)

## Exchange Classified Ads Platform

### What is it?

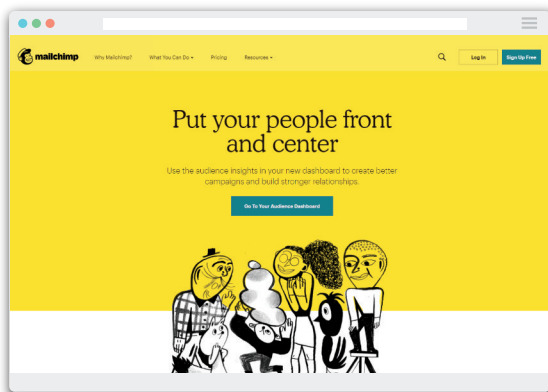
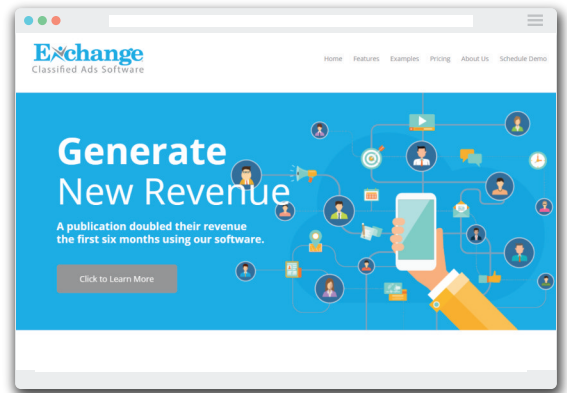
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

### How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated up-sell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

**How much does it cost:** Contact vendor to request pricing

[www.classifiedads.software](http://www.classifiedads.software)



## Mailchimp

### What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

### How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

**How much does it cost:** Paid Plans starting at \$10/mo (based on subscriber list size)

[www.mailchimp.com](http://www.mailchimp.com)

Long before the 2008 recession and subsequent hardships many of our businesses have experienced, the visionaries in the Free Paper Industry got together to see how our individual free publications would benefit if all associations joined together under one banner. The Industry Recognition Committee was formed, followed by the Delta Project, and finally PaperChain was born.

### THE MISSING PIECE OF THE PUZZLE WAS "GETTING NOTICED"

For daily newspapers across North America, the SRDS book had been a terrific asset, connecting advertisers with the various newspapers in individual markets. If KFC wanted to boost sales in its Muscatine, Iowa restaurant, they would instruct their advertising agency to make a buy. The agency would pull out their SRDS book and quickly know which newspapers had distribution in that specific market. In today's electronic world, where everything is digital, the agency logs in to the SRDS site and finds the same information. Sadly, until PaperChain, free papers were never represented as an industry and the result was that there were few, if any, ad buys made in our Free Paper industry.

The daily newspapers in America were always audited by ABC, giving them credibility with buyers. The ABC audits were expensive, to be sure, but worse was their total lack of interest in developing programs that could help free papers quantify their distribution and readership. Free papers were stepchildren in the print industry and because they weren't audited, they weren't included in the SRDS Database. It would take a lot of due diligence for a media buyer to discover the free paper in the desired market. But help was on the way.

Recognizing this lack of credibility among media buyers and the resulting absence of ad buys, visionaries like Tim Bingaman formed CVC (Circulation Verification Council) to remove this

absence of credibility. With audits in place to quantify not only distribution of our free papers but readership of those papers, our industry began to assert itself, winning an audience with budget minded media buyers.

Thankfully, the free paper industry has some of the best leaders in North America. They formed Paper Chain and as an industry began by joining our individual state, regional, and national associations together under one banner.

How did this help my publication? Not long after Barb Powers cornered us at the Doral conference encouraging us to join the Pacific Northwest Association of Want Ad Newspapers, (PNAWAN) we got our profile up to date, had our first audit, and as a result of our membership in PaperChain, we began to see ad buys we had never dreamed of getting.

In the years since our modest beginning as members of PNAWAN, AFCP and IFPA, we have received ad buys that could have only happened through our listing in the SRDS resource. KFC just so happens to be one of our early victories but there have been many more. Occasionally we get a random buy from an agency we have never heard of. This is how we found ourselves delivering circulars for McDonalds "Breakfast all Day" promotion. That buy earned us \$800 in revenue that never would have come our way were it not for the PaperChain agreement with SRDS.

The biggest challenge we have as a Paper Chain board is helping our member associations to continue to fund our listing with SRDS. The cost to have each member publication listed is nearly six figures per year. As an individual publication your only cost for the basic listing is the dues you pay to your state association.

For my Weekly Mailer publication this means running the PNAWAN line ads each week along with the occasional display ad. We do have a modest annual

# How Can You Monetize Your Membership in PaperChain?

by Jay Lenkersdorfer



membership of a few hundred dollars per year, but that pays for our audit. The amount of money I have made from my connection to PaperChain is significant, making me an ardent supporter of the program.

The worry we have as a PaperChain board is that many of our state and regional associations are finding it difficult to continue meeting their financial pledge to PaperChain. We were blessed this past year to have SRDS actually lower the cost of our publications being listed or we might not have met our obligation.

Could each individual free paper go it alone with SRDS? Sure, it could be done but it would be such a shame for our free paper industry to take a step back into the shadows. Our strength has come by our combined conviction to stay on par with the daily newspapers of the world. I encourage you to become active in your state association and encourage their continued involvement with their financial pledge that keeps PaperChain in the black and your publication's listing in the SRDS Media Buyers Guide.

PANORA, IOWA — Herald Publishing Company of Carroll, Iowa, announced the sale of the Lake Panorama Times and the lakepanoramatimes.com website to Big Green Umbrella Media of Johnston, Iowa, on March 2. Both companies are locally owned media companies.

Herald Publishing Company's co-owner Tom Burns stated that the transaction made operational sense for both companies.

"We had sold our newspapers in Guthrie County a few years ago, but we held on to the monthly Lake Panorama Times," said Burns. "As we focus more on our newspapers in Carroll and Greene counties, the timing of this made sense. And we didn't want to sell it to a large corporation. We have known Shane and Jolene Goodman and many of their staff for years, and we wanted to make sure the publication would be in good hands."

"We will be proud to publish the Lake

Panorama Times," said Shane Goodman. "It is a great fit for what we do with our group of monthlies in our company, and it will help us expand further west from the Des Moines metro area. The Burns family did a wonderful job with this publication, and we plan to continue with that tradition of excellence."

Goodman said the company plans to continue with the writing and photography services of Susan Thompson, and Stormy Baker will continue as the publication's advertising sales representative. Shane Goodman will serve as the editor and publisher. Jolene Goodman will manage the advertising processes.

The Goodmans have recently become property owners on the lake as well.

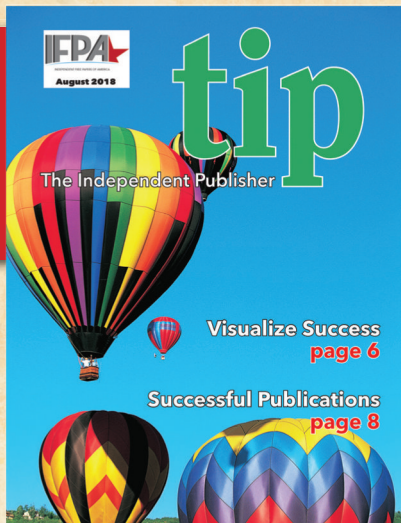
"We look forward to working — and playing — at Lake Panorama," said Jolene Goodman.

Herald Publishing Company will continue to publish the Carroll Times Herald and the Jefferson Herald.

# Lake Panorama Times sold to Big Green Umbrella Media

Big Green Umbrella Media publishes CITYVIEW news and entertainment magazine and 19 locally zoned Iowa Living magazines on a monthly basis, as well as five locally zoned Adviser publications on a weekly basis, and many annual and quarterly niche publications.

The Lake Panorama Times is mailed monthly to all homeowners of Lake Panorama.



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## AFFINITY SOFTWARE UPDATES

The latest 1.8 version of Affinity Publisher adds IDML Import, preflight checking, template support and document merge.

Serif continues to consolidate its position as a serious challenger in the global professional creative software sector with across-the-board updates to its Affinity apps.

Central to the announcement is layout app Affinity Publisher—already Apple’s reigning Mac App of the Year—which gets IDML compatibility for importing InDesign files, in its first big update since launching last summer.

It’s an update aimed squarely at businesses and other professional users who need to be able to access a stock of older documents and will now find it much simpler to make the move to the Affinity suite.

Ashley Hewson, Managing Director of Serif, says: “More and more companies and organizations are choosing to switch from Creative Cloud to the Affinity suite since we launched Affinity Publisher.

“The need for an easy way to import existing InDesign documents remained a sticking point, particularly for those who have a large existing catalogue of files, so we are thrilled to offer IDML import to make the transition easier than ever.”

Other new features in Affinity Publisher include:

- Full preflight checking will throw up live instances of possible errors in a document, such as poor image resolution, bleed hazards, overflowing text, spelling errors, missing images or font resources, and more.
- Ability to save documents as templates to re-use time and again on future projects.

- Combine multiple Affinity Publisher documents together into a single file, with smart merge of master pages, text styles, table of contents and indexes.

- Excel (xlsx) file import to instantly bring in tables of data from spreadsheets.

- Many other improvements and fixes, including PDF export being up to five times faster than before.

### PREFLIGHT CHECKING

Affinity Photo and Designer also get v1.8 updates today, maintaining the suite’s unique single file format between the apps, which also boast the revolutionary StudioLink technology allowing access to Designer and Photo tools directly in an Affinity Publisher layout.

Some of the other features added today include:

- PSD import now includes smart object support, maintaining the full resolution and editability of layers within any object.

- Affinity Designer adds a new stock panel to instantly search and drag and drop stock imagery into your work.

- Affinity Photo and Designer on iPad get the ability to customize keyboard shortcuts, in the same way as you can on Windows and Mac.

- Affinity Photo now has full compatibility with the latest Nik Collection plug-ins, following a collaboration between Affinity developers and Nik owner DxO.

### IDML IMPORT

Import InDesign IDML files, including all text styles, master pages, guides, pinned objects and more, directly into Affinity Publisher for an even more seamless experience.

### COLLECT RESOURCES

Organize all image resources into a single folder location and share with others in your network. Great for simply con-

# Serif Raises the Bar With Huge Update to Affinity Apps



solidating images linked from various locations.

### **SMART MASTER PAGES**

Swap master pages quickly and easily in Affinity Publisher. Migrate edited content from any page to a new master page layout in a single click without losing any of your work in the process.

### **IMPORT PSD SMART OBJECTS**

Any smart objects included in PSD files can now be imported as embedded documents, letting you easily edit layers within any smart object – even on iPad!

### **TEMPLATE SUPPORT**

You can now save documents as template files (.aftertemplate) to re-use time and time again. Templates can be shared across all apps, and if you use cloud storage (Dropbox, iCloud Drive, Box, etc.), you can easily access your templates on multiple devices too.

### **LIVE PREFLIGHT CHECKING**

Customize the all new Preflight panel to receive live warnings for possible errors in your document, including poor im-

age resolution, bleed hazards, overflowing text, spelling errors, missing images or font resources, and more.

### **BIG PLUGIN SUPPORT IMPROVEMENTS**

Experience the power of a range of plugins in Affinity Photo, including support for Nik Collection 2.5 by DxO.

### **DOCUMENT MERGE**

Merge multiple documents together into a single Affinity Publisher file. Whether you're combining whole documents or selecting page ranges to import, you can take advantage of text style mapping, index merging and master page control.

### **SMART MASTER PAGES**

Swap master pages quickly and easily in Affinity Publisher. Migrate edited content from any page to a new master page layout in a single click without losing any of your work in the process.

### **NEW STOCK PANEL**

Quickly access royalty free images in Affinity Designer through the brand-new Stock panel.

### **BETTER METADATA HANDLING**

New support in Affinity Photo for user-editable fields in image metadata, including the IPTC standard for copyright and other information. Plus, save and import metadata files (XMP), batch whole folders of images and tag with appropriate ownership info, and more.

### **XLSX IMPORT**

Import spreadsheet data into Affinity Publisher from Excel, Apple Numbers or LibreOffice in XLSX format as a standalone table or inline with your text frames.

### **UPDATED PANTONE® LIBRARY**

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Affinity v1.8 apps are available to buy now for a one-off payment with no subscription. Existing users can download the updates free.



# Graphic Hooks

By Ellen Hanrahan

**OK, not sure what to do ...** at the end of February I was dealing with acute bronchitis. Now I'm better, but we have COVID 19, and everything appears to be "shut down."

The Hartford and West Bend Booster have ceased publication until the end of April and I understand that a publication built to help promote other businesses is facing a real challenge.

This month I'd intended to discuss using other "effects" in the *InDesign* and other programs, but I am not sure where to go from here. So, I decided to repeat (and modify) the article on "*Design Thinking*," from September of 2018...

## DESIGN THINKING

Anyway, I don't often talk about creativity because it's hard to describe and cover on one page. Even its definition is vague: the use of the imagination or original ideas, especially in the production of an artistic work; or a person who is creative, typically in a professional context. What? How do you get creative?

Exploration of the Creative Process can get very, very complex. Every one has their own process... for me, I start with words and just free associate. It works for me, but may not be as effective for someone else. The good news is that there is no, one correct way to be creative. So I turned to **Google** to get some inspiration as well...

I focused on websites that discussed creativity along with ad design to narrow my choices and I still found so many! My first choice was **creativityatwork.com** which immediately caught my interest with "Design Thinking."

Design Thinking is a process used by designers "*to solve complex problems, and find desirable solutions for clients. A design mind-set is not problem-focused, it's solution focused*"... "*Design Thinking draws upon logic, imagination, intuition,*

*and systemic reasoning, to explore possibilities of what could be—and to create desired outcomes that benefit the end user (the customer)."*

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

## BUILD YOUR TOOLBOX

The easiest, most effective way for all of us to become more skilled is to go back and get to know the simple elements and principles of the design process. Here are the **elements:**

### Line

Any mark that connects two points is a line. Lines are everywhere, and range from the straight geometric lines found in the most solid of buildings to the soft, curving lines found in nature. Lines can be broken, thick or thin, define an edge or go round and round. Lines direct, separate, define, create rhythm and suggest movement.

### Shape

Anything that has height and width. From early on we learn to identify shapes. When we read, all we are doing is recognizing the shapes of the letters until they form a pattern...words, in our minds. Shapes define objects but can also communicate ideas, whether it be through the shapes of words or the shapes of symbols that we've learned to recognize.

Shapes fall into three categories. Geometric shapes: regular and structured—squares, rectangles, triangles and circles. Natural shapes: irregular and more fluid—plant, animal or human and Abstracted shapes: take on symbolic meanings, simplified versions of natural shapes—handicap access, mens' rooms, dining areas, etc.

## Space

The distance or area around objects or items. When you arrange items, careful consideration should be given to the placement of text, graphics and logos. Space helps to set off important items or create areas where the eye can rest. Space is necessary to separate lines of words for easier reading.

## Color

Helps to identify objects. Color can also relay messages, evoke emotional responses and also help create contrast, make elements appear to vibrate, tie a variety of items together and help organize the layout and the information. We have to know if we are using spot or process color.

## Texture

The look and feel of a surface. Rough, silky, smooth, hairy, sharp, etc. are terms used to describe surfaces that we can touch—tactile sensations. Visual patterns can create the illusion of texture. Blocks of type can even create a visual texture. The rhythm of a repeated item adds dimension or relates an image to its background. Screens in the background can soften the look—and also add more contrast.

## Size

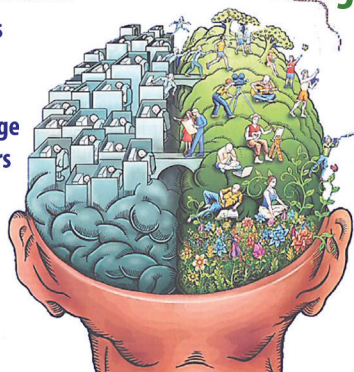
How large or small an item is. Size helps organize, small to large. A layout uses a variety of sizes, from the size of the artwork to the size of the type. All these size relationships must work together in the communication. Size can add depth, give a sense of scale, add contrast, break up space, make all the elements work together and establish a consistent look throughout.

## Value

The lightness or darkness of an area. Value helps define shape and creates texture. Value can visually separate information. High contrast—black vs. white—is still one of the best ways to add impact or highlight an item or idea. Contrast can control the focus in our ads and the value changes from light to dark can help direct attention or emphasize an element.

## Left Brain

- Analysis
- Reason
- Logic
- Language
- Numbers



## Right Brain

- Visualize
- Imagine
- Spatial
- Image
- Symbol

*The right side of the brain has been shown to contain "creative" aspects while the left side of the brain is more "scientific." I, myself, use both sides—especially language and analysis when I go into "creative" mode.*

**"If you have ideas but don't act on them, you are imaginative but not creative."**

**So next month we continue with the principles of design OR we will go back to the "effects" in our layout programs!**

**STAY HEALTHY ONE AND ALL!**



**Until next time...**

Ellen Hanrahan [hanrahan.in@att.net](mailto:hanrahan.in@att.net) ©2020

# Meet Them Where They Are

by John Foust  
Raleigh, NC

Tim manages an ad sales team. “When I started my career in the newspaper business, I quickly learned that advertisers can be worlds apart in their knowledge of marketing,” he said. “That’s why one of my favorite sales principles is the old slogan, ‘Meet them where they are.’

“This means we have to recognize that our prospects have different levels of experience. Most of them don’t have our knowledge of the intricacies of newspapers. If we don’t talk to them on their level, they will tune us out. And most of them are too polite to tell us we’re doing a poor job of explaining things.”

Tim’s comments remind me of the time my wife and I helped her father select a car. He loved his 14-year-old car, but it was time for a replacement, because expensive things were beginning to go wrong with it. At the dealership, we found a nice used car with only 12 thousand miles – a much newer version of his old model. Our salesperson was sincere and down-to-earth, but unfortunately, he was hung up on technology. He spent most of the test drive talking about the screen in the middle of the dashboard. He was a walking encyclopedia of Bluetooth and wi-fi and digital programming, but my father-in-law had no interest in those things. He just wanted to see how the car drove and learn the relevant differences between his old car and the new one. His patience with the barrage of comments like “look at this other cool feature” was a clear sign that he liked the car.

In spite of the salesperson’s single-minded focus, my wife’s dad decided it was the right car for him. When the transaction was over, he mentioned that the salesperson was nice, but extremely confusing. The next day, he accepted my offer of a simple tutorial. I sat in the car with him, placed my hand over the dashboard display and said, “The first thing we’re going to do is forget about all of this.” He said, “That’s a good start.” Then we reviewed and practiced some basics until he was comfortable. When we finished, he said he was more confi-

dent and even more excited about the car.

Age and experience make a big difference. That car salesperson should have known that a person of my father-in-law’s age wouldn’t care about fancy technology. But he was so blinded by his own interest that he couldn’t see things from another person’s perspective.

“It’s all a matter of common sense,” Tim said. “If a prospect is a numbers person, we should talk in terms of numbers – even if we’re not numbers people ourselves. If someone is an idea person, we should focus on ad concepts. Of course, this means we have to be prepared to

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If we don’t talk to  
them on their level,  
they will tune us out.  
And most of them are  
too polite to tell us  
we’re doing a poor job  
of explaining things.

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talk to about advertising from all angles.”

Meet your prospects where they are. Let that be your guideline and you’ll be on the right road.

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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

# The Problem Didn't Start When Your Customer Told You About It

by Shep Hyken

The phone rings. A customer service representative answers the phone and hears about a problem a customer is having.

It may be the first time the company hears about this particular problem, but it isn't when the problem occurred. It occurred before the customer called. The big question is... how long before the customer called did the problem occur? Maybe it happened two minutes ago—or maybe it was two days ago. Regardless, the customer called at that moment and the customer service rep has no idea, unless they ask, when the problem occurred. This gap in time is out of the company's control—it is the customer's decision when to reach out.

If a customer is upset about the problem, regardless of how recent it is, you must immediately eliminate the customer's pain from the moment they attempt to make contact with you. That was a big point my friend, Ralph Dandrea of ITX, asked me to address in my recent speech at his companywide meeting. It's not that he has a problem with customer service. On the contrary, ITX prides itself on its excellent service. He wanted to remind his team how important it is to recognize this customer pain point. By the way, that's what great companies do. The reason they are great is because they work hard to stay great. It's not a destination, it's a journey. But I digress.

So, what can cause additional friction and pain to the customer? Here are some examples:

- Difficult-to-find customer support contact info. Some customer support numbers appear buried to the point that customers wonder if the company really wants them to reach out.
- A laborious Interactive Voice Response system (IVR). Push one of these five options... then push one of these three... then push one of these six.... You get the idea.

- Long hold times. How long is too long? Even if you tell the customer how long the wait will be or offer to call the customer back (which does reduce friction—something customers appreciate), that's still more time the customer has to deal with the problem.

- The transfer. How many people does the customer have to repeat their story to before they get the resolution they need? The idea of "first call resolution" with "one transfer" at most is not the norm.

Not one customer that I've ever interviewed has said they like waiting on hold, getting transferred numerous times and repeating their story. There's

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**Not one customer that I've ever interviewed has said they like waiting on hold**

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no reason to cause any more pain. On the contrary, the support call should go so well that you train your customers to want to call you when they have a problem—because they know they can count on you.

It doesn't matter whether your customer reaches out to a traditional contact center or to anyone else in the company. The customer's pain from a problem started before they reached out to you! It is in your best interest to ease their pain as quickly and efficiently as you possibly can. Then your customers will have no doubts about whether or not they can count on you in a crisis. That is how you create customer amazement!

Shep Hyken is a customer service expert, keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or [www.hyken.com](http://www.hyken.com). For information on The Customer Focus™ customer service training programs, go to [www.thecustomerfocus.com](http://www.thecustomerfocus.com). (Copyright © 2020)



Sometimes a problem happens long before the customer ever tells you.

YOU MAY HAVE recently learned—from a newspaper, perhaps—that McClatchy, one of the largest newspaper publishers in the country, filed for bankruptcy protection. For the sky-is-falling industry observers, it's the latest sign that newspapers are joining the horse and buggy in the broom closet of nostalgia and obscurity. There is no room for the printed news, they would tell you. Not in a world where splitting a grubhub is a hot date.

To be fair, the naysayers have real evidence they can point to. It's true that there are fewer newspapers around the country; it's also true that there are fewer full-time reporter positions. Circulation is declining nationwide, and the double-punch of evaporating pre-print revenue (the money newspapers make when your local supermarket puts their specials in the paper) and falling classified revenue has made the economics of the business tougher.

"Death of the newspaper" narratives focus mainly on two tiers in the business: the mega-chains, which are increasingly owned by investment funds or are publicly traded, and the tiny mom-and-pop outlets, based in small towns, that are slowly disappearing. But such narratives ignore an entire segment of the industry that isn't just surviving, but persisting: medium-sized, independent and family-owned newspaper chains that remain fully committed to producing newspapers in the communities they serve. We are not going away, we are not selling out, and we believe that journalism's best days are ahead of us.

There is a morbid joke in this business: Every time we print an obituary, we lose another subscriber. As an entire generation of newspaper readers slowly leave us, they aren't being replaced. The industry spent the better part of a decade trying to fight that trend, and lost. New read-

ers will consume the news in a different format, on different platforms than their parents or grandparents. But Netflix wasn't in the business of sending around red envelopes; they were in the entertainment business. Likewise, we are not in the business of making newspapers. We are in the business of making the news.

The basic value proposition still holds: people need to know what's going on in their communities. They require credible, accurate and objective information that can inform their daily lives, and they're willing to pay for it.

Two years ago, we pulled the Anchorage Daily News out of bankruptcy. We managed the operation to profitability within 11 months. Today, about one-third of our paid readership is online, and that number is growing faster than our print circulation is declining. For the first time in decades, our paid audience is growing; so is our top-line revenue. We're adding new lines of business to diversify our revenue, and we're interacting with and listening to our audience more than ever.

Wick Communications partnered with the Daily News to provide more efficient printing at our Wasilla facility, helping the bottom line for both companies. Wick has a generational commitment to newspapers going back nearly a hundred years. Francis Wick, the company's CEO, collaborates with and promotes with other likeminded, privately held organizations. Wick has invested heavily in smaller communities around the country that are working toward a multichannel reader-engagement experience. These investments are focused on long-term sustainability; they require time and commitment for change.

We're not alone. In Arkansas, Walter

## What 'Death of the Newspaper' Stories Leave Out

*By Ryan Binkley and Francis Wick of Columbia Journalism Review*

Hussman, the 73-year-old founder of WEHCO Media, is asking readers to trade in their printed newspaper for an iPad; Hussman will then come to your house to show you how to use it. He's converted a shocking number of readers—about three quarters—and provided the rest of us with an ambitious example of what's possible.

Our industry is communicating and working together like never before. Nationwide efforts by the American Press Institute, the Knight Foundation, and the Lenfest Institute have helped newsrooms share best practices and promoted experimentation. Though each community and newsroom is different, we often ask ourselves the same questions. Together, we've been able to plow new ground by sharing what we're learning.

Honesty requires us to acknowledge that, in the long term, newspapers will exist online. Along the way, we will slowly ramp down production of the physical paper; with it, we'll

strip out the costs of production and delivery. But that will be a slow and incremental process. In the meantime, we are proving that we can also deliver and monetize the news online. Our newsrooms today might not look like you'd expect: Our contributors include millennial developers as well as seasoned editors, UX specialists and social-media ninjas working alongside reporters with deep roots in their beats. We are building distributed and agile organizations that can rapidly test novel ideas for engagement that are filtered through a century of journalistic traditions and values. And, as the online landscape changes and fractures, we will continue to meet our readers on the platform-du-jour and continue to lean on that basic value proposition. Newspapers once functioned as spotlights in a world of darkness. As we transition to the digital landscape and its overabundance of information, newspapers will remain the bearers of truth—even without the paper itself.


If you hear that hedge funds are strangling the news business and papers are dying every day, remember that there is a third group of us who clearly see a bright future for newspapers. We are investing in that future, learning and growing, and we continue to produce news for people who depend on it. We are moving forward unconstrained by legacy debt or legacy thinking. So when you hear from people that the newspaper business is dead, ask them where they got their information. The answer might be online, or on Facebook, or on their phone—but, chances are, that news was likely still produced by a newspaper.

*Ryan Binkley and Francis Wick are the authors. Binkley is the CEO of Anchorage Daily News. He and his siblings brought the paper out of bankruptcy in 2017 and today publish one daily and four weekly papers around Alaska. Wick is the third generation CEO of Wick Communications, a 95-year-old family business based in Sierra Vista Arizona, which publishes 10 daily and 14 weekly papers across 11 states.*

***Your free press strengthens our community. Not by being separate from it, but by being part of it.***

This free community paper is a vital force in our community. We live here, we work here, our kids attend school here, we shop here, and we love it here. Because we feel so connected, we want everyone to feel the same way. That's why we offer the best our community has to offer each issue. We invite you to strengthen our community by shopping locally, being involved, and supporting each other. We do.





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