
INFORMER



**Community
Papers of
Michigan**

April 2020



**Editorials from CPM President
Don Rush and CPM Board
Director Wes Smith**

**Newspapers are essential to
our American Dream**

**Zero incidents of COVID-19
transmission from print
surfaces**



Don Rush
Co-Publisher
Sherman Publications



Neighbors Helping Neighbors, Supporting Local Business

It may seem we have found ourselves — collectively as a community, state and as a nation — in a situation that we’ve never been before. But, individually, as families and yes even our community has faced hardships before. Community newspapers have reported on times of war, great depressions, mass suffering and local tragedies. And, each time we do, we note both the difficulties faced by individuals and the acts of kindness and support our communities provided.

Today is no different.

Monday morning, Michigan Governor Gretchin Whitmer issued an executive order which, broadly understood, remands people to stay home for three weeks. “Broadly to prohibit in-person work that is not necessary to sustain or protect life,” Executive Order 2020-21 states.

Residents will be able to go to the bank, grocery shop, fill up their vehicles as the gas station and support local drive-up or curbside pick up restaurant businesses still operating.

Today we ask residents to obey the orders as were given, more importantly we urge residents to support their local businesses still in

business. Day in and day out these businesses have supported this community, our local school district and our local kids with higher-than-residential property taxes, youth activity sponsorships and charitable donations.

They also have provided employment to locals, many times providing our youth their very first jobs — which helps those youth prepare for their lives as adults. It is now time, we hope, when you do head out to get groceries or fill up your vehicle, think about supporting these local businesses.

Many of our community’s small businesses may not survive, however they have a better shot to do so if local residents do their parts.

Also, this is also a good time to remind folks to not hoard goods. We talked to grocers, we heard the Governor on Monday — there is food. Hoarding only fills up individual shelves, while denying a neighbor of much needed grocery items. Think of your neighbors.

Think of neighbors who may be home-bound, hurting financially or senior citizens who really should not be out in public. If you’re going out to shop, give them a call, see if you can help by picking up groceries, prescriptions or paper products they

may need.

Do you have extra bottled water, canned goods or paper products in your pantry? Consider donating to our local food banks. Even in the best of times these organizations have a great need for donations.

Do you have a wood, work or paint shop in your garage? Look around you may have a box or two of face masks that our local safety personal can use. If you do, give the fire department or police department a call — chances are they need them!

As we stated, we have reported difficult times before, and we have reported when those times have turned sunnier. We will get through this as a community, as neighbors helping neighbors. Together we will see the other side. Stay calm. Get outside and breathe some fresh air.

As long as we can continue publishing your community newspaper, providing readers with factual local news, opportunities and local business marketing, we ask for your continued support. Today, tomorrow and in the future.

— Don Rush.

This editorial was featured in all Sherman Publications, based in Oxford, MI March 25, 2020



Wes Smith
*Group Publisher
View Newspaper Group*

We Are In This Together

Even though Governor Gretchen Whitmer's "Stay Home, Stay Safe" executive order issued on Monday directing the temporary closure of non-critical businesses in Michigan was anticipated by most business owners and managers, it still landed like a gut punch. Especially for those small and medium-sized businesses that had been holding on to employees, creatively marketing their businesses and assuring customers over the last few weeks, as the coronavirus pandemic ramped up, that they were still in business and ready to serve.

Those small and medium-sized businesses are the lifeblood of our communities' economies, employing hundreds in each of our small cities, towns and villages and thousands across our county. They pump nearly 70% of each dollar they take in right back into the local economy. Those businesses also provide the opportunity for financial independence, generate job opportunities and create innovation. They are essential to "place making" in our resurgent downtowns as younger generations discover the

pleasures of unique, walkable and friendly retail and entertainment spaces.

Those same business are also the lifeblood of community newspapers like ours. Our papers have a special, symbiotic relationship with our local businesses. We depend on each other – they need us to distribute their marketing messages and we need the revenue created by that advertising to fulfill our mission of delivering important news and essential information to our readers.

To say that particular economic exchange, along with commerce in general, has been disrupted is an understatement. In spite of that disruption, View Newspaper Group will carry on with our mission of informing our readers and delivering the marketing messages of our advertisers who are able to continue to serve their customers.

To what degree we are able to continue delivery of the print editions of our free newspapers, like the Lapeer Area View, depends on the duration and severity of our advertising revenue loss. Any interruption in the print editions of our free papers will be temporary. Like all businesses and like all of you, we are taking this crisis one day at a time.

In response to both the health threat of the coronavirus and the resulting economic realities, we have many of our team members working

from home, many on reduced hours and have regrettably had to issue some layoffs.

We do plan to continue print production and home delivery of The County Press and our other subscriber papers. If you are a regular reader but not a subscriber of one of those papers now would be a great time to sign up for home delivery. We're offering a special rate that will allow you to receive the paper in your mailbox or on your doorstep or online without having to leave your home.

Our hearts go out to everyone who is enduring any hardship, job loss and anxiety brought on by the COVID-19 crisis. We pray for any who may be infected and their family members. We support and thank our medical personnel and first responders. We salute those who continue to volunteer and serve their fellow humans through nonprofits, civic organizations and individual acts of kindness. We empathize with our friends and colleagues in business and continue to look for ways to support them.

To echo the encouraging words we've heard from many – We are in this together and we will get through this together.

Thank you for reading The County Press.

This article was featured in The County Press, Lapeer MI on March 25, 2020



By Bob Berting
Berting Communications

Thoughts About Advertising Sales and Customer Advertising in a Virus Crisis Time

With the mind-boggling discussions about the Coronavirus and the fears associated with it, customers of community papers are naturally very concerned about the situation which could affect their advertising in the publications. The approach needs to center on what actually can be done for the customer to feel that advertising will work for them.

Steps to take

The advertiser is worried about customers actually coming into their place of business but the following points can be proposed :

- They can inform the publication readers what they are doing to provide complete cleanliness of their place of business so shoppers feel they can visit and not worry so much about the conditions that have been described in all national media coverage.
- If the advertiser has a delivery service, there needs to be a solid campaign to promote this service including any online ordering.
- Restaurant advertisers can definitely advertise their carry out and home /business delivery service

The image of the advertiser

In the past, there has been many emergencies that have upset the public. The advertiser is very worried about these situations, so the advertising salesperson needs to be positive and remind the advertiser that the publication is reaching all of their market and still needs to remind people in their market what services they offer and what image they want to project. When an emergency period is over, the public remembers the advertisers who faithfully sent messages of a positive image during the crisis.

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.



What can you do to help your advertisers now and into the future?

I have been a publisher for over 33 years. Currently publish 17 monthly publications. It was in 1997 when I had a request from a very advanced advertiser who had a website and had requested if there was a way he can see all the ads he ran the past year online. That was the start of CoolerAds. Now many other companies offer to put your display ads online but with Coolerads we do much more for much less.

Since that day I personally depend on CoolerAds and have used it along with other publishers to help me sell advertising.

Why CoolerAds?

Now more than ever our platform will help local publishers give their advertisers an online presence without having to spend a lot of money.

- Have your advertisers print ads on your website each time they run in your publications through an automated process.
- Readers can search by Category to search what they need.
- You can sell online ads only and have them on your website.

- Readers can browse on their mobile devices as well.
- Free Business profile for your advertisers
- Help them get more exposure through Google and other search engines.
- Proven concept, for over 23 years we have been not only publishing newspapers but working online
- Enhances your print ads.
- Advertisers want some form of online exposure even though many of them don't have an idea of what that is.
- Inexpensive and allows you to have an online presence.
- Communication feature that allows you to send reminders out to your advertisers attaching their ads they ran in print.
- Online Classified system
- Print ads being automatically displayed on the advertisers social media pages
- A mobile app for your publications to showcase your publication and your advertisers, available for download on the App store and Google Play.

***Schedule your online demo to see how CoolerAds can help your business.
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By Peter Wagner
Founder and Publisher,
The N'West Iowa REVIEW



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

Newspapers Are Essential To Our American Dream

One of the reporters in our Sheldon office received an e-mail a week ago stating his child was no longer qualified to be taken care of by the local day-care facility. The e-mail came on Friday and the change went into effect on Monday. Never mind that the reporter's spouse works at the local hospital and 4-month-old has been in the care of the facility since January.

The care facility, the e-mail said, "will begin to restrict care only to those families that meet the state qualification of an essential function in the workforce."

The e-mail goes on to identify essential fields as "hospital staff, all health-care providers, those who provide critical government services, food service workers including grocery store and limited restaurant workers and others approved by the Director of Human Service."

I don't have a problem with the child-care service making such a decision. Maybe they were suddenly short-handed by the coronavirus pandemic or overcrowded by a sudden influx of additional charges. Perhaps they had become concerned that the number of children in their building created an opportunity for the COVID-19 sickness

to invade their space. Only they know why the sudden decision.

What does concern me, however, other than the short notice provided our writer, is the presumption that newspapers are not an essential business.

In those states that have already determined that residents must be a "safe in place" for an indefinite time, media companies and newspaper printing plants have been declared essential businesses. Their state governments expect them to stay open and keep the citizens informed.

Hometown newspapers such as The N'West Iowa REVIEW and our Sheldon Mail-Sun, Sioux Center News, Hawarden Independent/Ireton Examiner and South O'Brien Sun are depended upon by their readers for accurate reporting of all aspects of what is happening in their area.

Why? Because we all want to know what is changing and how others in the community are reacting to the information.

We can easily get the national updates moment by moment from cable's many

news channels but none of those report on what is happening right here where we live, have families, do our primary shopping, go to church, have children in school and are invested in agriculture and business ventures.

To say we don't need newspapers because we have the internet is like saying we don't need farmers because we have supermarkets.

Newspapers are the first recorders of our personal, professional and community history. From the time a person is born and listed in the birth report to when their obituary is published the hometown newspaper is the only media, local or national, to track and preserve the details of that person's life.

Newspapers are the glue that holds the community together. The printed paper is where the community looks for credible reporting on everything from city hall to the school system, hospital and retail community to the local baseball field.

Newspaper also continue to be the best source for those pictures mothers and grandmothers like to hang on the refrigerator. (Continued on page 7.)



Newspapers are Essential *by Peter Wagner Continued from page 6*

Newspapers are the first place a political candidate stops when visiting a community and it is where entertainment operations turn when they need to announce a postponement or cancellation of an earlier announced program.

Most importantly, the local paper is the local media turned to when there is a need to create consensus in a community. Through the sharing of facts, the reporting of ideas and sometimes a well-crafted editorial, the newspaper draws the residents into the need to make a unified decision regarding a tax issue, the repair of streets or other important question.

Newspapers are social. They keep the readers in contact with others all through the community. They are the platform for businesses wanting to let others know about a sale, new merchandise and

changes in their service or product lines.

Newspapers are where the community turns when they want to know about upcoming church suppers, birthday and wedding card showers, the amazing play by a local high school sports hero, and, when there is no virus, where to go and what's going on that weekend.

These are difficult times for all of us, but we have been through other times just as tough. The farm crisis during the early 1980s, for example. And 9/11.

Those of us that depend on advertising sales for our income — and that includes newspapers, shoppers, broadcasters and independent digital outlets — are going to be hard pressed to stay in business. But our American form of government requires that the public be informed and we consider doing so a privilege and duty.

An old friend reminded me of an often-quoted statement sometimes attributed to H.L. Mencken, an American journalist, essayist and satirist: "It is the duty of a newspaper to comfort the afflicted and afflict the comfortable."

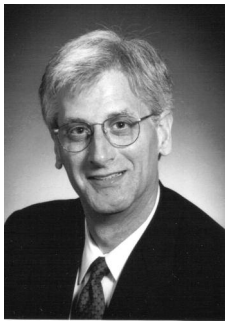
That statement has never been more true.

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.



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Ad-Libs

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 confident 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 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





By Earl J. Wilkinson
Executive Director and CEO
International News Media Association (INMA)
Dallas, Texas, United States

Zero Incidents of COVID-19 Transmission from Print Surfaces

There has never been a documented incident whereby the COVID-19 virus has been transmitted from a print newspaper, print magazine, print letter, or print package, according to the world's top doctors and scientists.

In recent days, the International News Media Association (INMA) has received a few inquiries about this scientific possibility — to which we cited World Health Organization (WHO) guidance on the matter. Yet the unprecedented global pandemic naturally breeds a paranoia about everything we touch, so let me present to you what INMA knows on this subject.

This article distills research and guidance from four sources that debunk concerns:

- World Health Organization (WHO).
- The Journal of Hospital Infection.
- National Institute of Allergy and Infection Diseases (NIH).
- John Innes Centre (MP3).

We will augment this research with secondary sources and our own member publisher feedback to conclude that newsprint is a safe surface in the current crisis.

What scientific research shows

Here is what the WHO says about whether it's safe to receive a package from

an area where COVID-19 has been reported: "The likelihood of an infected person contaminating commercial goods is low and the risk of catching the virus that causes COVID-19 from a package that has been moved, travelled, and exposed to different conditions and temperature is also low."

Hartford Healthcare put it more bluntly: "Don't worry about deliveries to your house. Coronaviruses don't last long on objects."

The U.S. Centers for Disease Control (CDC) says "it may be possible" for a person to get COVID-19 by touching a surface that has the virus on it, "but this is not thought to be the main way the virus spreads."

The WHO and CDC statements sound like a hedging of the unknown — fair enough in these times. Yet the fact remains there have been no incidents of transmission on print materials.

A study from the National Institutes of Health (NIH), Centers for Disease Control (CDC), UCLA, and Princeton University scientists published last week in the *New England Journal of Medicine* showed the varying stability of the coronavirus on different surfaces. Across aerosols, plastic, stainless steel, copper, and cardboard, the lowest levels of coronavirus transmission possibilities were via copper because of its atomic makeup and cardboard — presumably because of its porous nature. (The *Economist* has a fantastic graphic illustrating this study.)

Emphasising that the virus spreads when transmitted by aerosols, researchers duplicated these droplets and measured

how long they stayed infectious on surfaces.

The coronavirus lasts longest on smooth, non-porous surfaces. Researchers found the virus was still viable after three days on plastic and stainless steel.

Researchers say that is not as ominous as it sounds since the virus' strength declines rapidly when exposed to air. Because the virus loses half its potency every 66 minutes, it is only one-eighth as infectious after three hours when it first landed on a surface. Six hours later, viability is only 2% of the original, researchers found.

The virus was not viable after 24 hours on cardboard — and the good news here, like plastic and stainless steel, is lower and lower potency when exposed to air.

For newsprint, which is much more porous than cardboard, virus viability is presumably even shorter.

(Continued on page 10.)



Zero Incidents of COVID-19 *by Earl J. Wilkinson Continued from page 9*

In a March 13 Washington Post article, author Joel Achenbach put last week's study in human terms:

"Outside, on an inanimate surface, the virus will gradually lose the ability to be an infectious agent. It may dry out, for example. It can degrade when exposed to ultraviolet radiation from the sun. A person sneezing on a surface may deposit many thousands of virus particles, and some may remain viable for days. Still, the likelihood of a person who comes into contact with the remnants of that sneeze goes down over time, because most infections are the result of a large viral load."

Cornell University infectious disease expert Gary Whittaker told The Post it typically takes "an army of viruses going in" to break through the natural defenses of a human being — meaning surface transmission is a low likelihood of transmission. Experts worldwide feel certain surface transmission of the coronavirus through newsprint is highly unlikely. News media companies should be intentional with their response to ease the concerns of readers.

In a March 10 interview on BBC Radio Scotland, John Innes Centre virologist George Lomonosoff, who uses molecular biology to understand the assembly and properties of viruses in the United Kingdom, debunked the idea of transmission through newsprint: "Newspapers are pretty sterile because of the way they are printed and the process they've been through. Traditionally, people have eaten fish and chips out of them for that very reason. So all of the ink and the print makes them actually quite sterile. The chances of that are infinitesimal."

How publishers are reacting and communicating

News publishers are reacting in different ways to concerns — expressed or

unexpressed — about newsprint:

Home delivery: On a basic level, they are providing hand sanitizer and wipes to home delivery staff and leaving newspapers outside of buildings.

Single-copy distributors: I'm hearing stories of publishers providing gloves, masks, and sanitizers to newsstands, distributors, and street sellers ostensibly for the protection of its workers — yet I suspect equally to reassure the public when buying print newspapers and magazines.

Notices about print processes: The Wall Street Journal put a fixture in its print edition starting this week referencing its paper production process is mostly automated and the risk is low.

Don't forget our replica: Out of an abundance of caution, publishers are emphasizing their digital replica services for those still worried about newsprint — something already being promoted to hotels.

Plastic polybagging: One interesting tidbit emanating from this topic is plastic polybagging. While many publishers have been reducing plastic in recent years, plastic may be necessary for good quality home delivery in some markets. Again, there are no examples of plastic carrying the virus.

In other words, in addition to the scientific research about porous surfaces and the particular sterility of newsprint, publishers are taking extra steps to ensure print newspapers are touched by no unprotected hands by the time the product reaches the customer.

What's not clear to me is whether it's best to proactively communicate to customers this "non-transmission via print" news. There are a few incidents of publishers sending reassuring communications to readers — only to see cancelled print subscriptions as a result. I can only assume that readers had never thought about transmission until the publisher brought it up. Instead, I'm hearing publishers developing talking points for when readers ask about print transmission.

Conclusion

All scientific evidence suggests porous paper surfaces, to which we include newsprint, are safe from the coronavirus:

There has never been a reported incident of COVID-19 being transmitted via newsprint.

The early scientific research on virus transmission to inanimate surfaces suggests porous surfaces carry the lowest potency for the shortest period of time.

Newspapers are even more sterile because of the ink and the printing process they go through.

Publishers are protecting customers through health and safety precautions at printing plants, distribution centers, newsstands, and home delivery.

We suggest these be talking points distributed to media company staffs as customers inquire. Be careful of elevating these points that might inadvertently create fears where none are warranted by the scientific evidence.

Wow... it's hard for me to come up with ideas for this article, but during "social distancing"... it's unbelievably difficult! It's no wonder then, for the past month, I have been feeling a little...

Restless



Yes, restless... and that's not always a good thing... at least for me! My birthday was at the beginning of the month, and since I had nowhere to go I decided to "gift" myself with a present or two (actually it was some typefaces, but more on that later).

Something else I do is go through all my "collections" (articles, tips, hints, etc.) and in most cases throw them out. One article from the early 90's was on the "Future of Desktop Publishing"... what a hoot! But then again, there were a few bits of advice that are very worthwhile, like this...

"I need to simulate gold ink...", and not only was there a CMYK combo to make gold, but bronze and silver as well. These CMYK combos may not work as well on newsprint, but other "whiter," less porous substrates may offer a better rendition of the colors:



Talking to "Friends"

I have been "retired" for a number of years now, but that doesn't mean that I have stayed at home for the past six weeks... and I do phone a friend, text, taken part in ZOOM gatherings (mostly to get the family together for Birthday congratulations) (ZOOM is used for meetings, however, there are breaches and security issues to consider as well). So, I gathered together some two-dimensional "typographic friends" (October 2013) and in that process I rediscovered some other characters from March, 2016 (Mighty Deals) that I had totally forgotten about! It seemed the perfect combo of type and art to create my new circle of "friends"... for now!

... and Speaking of Type

You all know I'm a big fan of mightydeals.com because they offer, not only type but software and vector art as well... at really affordable prices. But I admire the typefaces from sudtipos.com. It is a studio from Argentina, founded by Alejandro Paul, Diego Giaccone, Claudio Pousada, and Ariel Garofalo in 2002. I have the font *Candy Script* from them and use it quite a bit, but each face can go for \$79-\$99+ per face—a little too much for my budget!

Their typefaces can be seen on a variety of products and *Hallmark*® Cards had special Valentine cards with a typographic message a few years ago.

But then there was this email (right around my birthday) offering a discount, which was pretty good. Not all of them were just a single typeface, some came as a set (it was a limited time and I purchased over the course of a week and a half (I'm still thrifty!) I received a few offers (foreign transaction fee!).

Here are the individual fonts and the sets: *Feel Script* (Black, Bold, Regular); *Quotes* (Caps & Script); *Hot Salsa* (Regular); *Scrapbooker* (Tuscan, Script, Sans, Little & Icons); *Speakeasy* (Flare, Gothic, Modern, Sans & Script); and *Menina Ponderosa Ornaments* (shown below with *Scrapbooker Icons*).



Here is a sampling of the typefaces in the script typeface.

Unfortunately I do not have room to show you all the glyphs and special characters this month. Perhaps when I am restless, I will create samples because some of these would be so suitable for weddings, anniversaries, etc. The top three typefaces are 26 point; *Scrapbooker* is 24 point and *Speakeasy* is 20 point for a size comparison

A new Typeface—Feel Script
A new Typeface—Quotes
A new Typeface—Hot Salsa
A new Typeface—Scrapbooker
A new Typeface—Speakeasy

Final Thoughts

I am finished buying fonts, and as I have also discovered I have purchased items that I had forgotten about. The illustrator characters have a lot of possibilities and actually come with accessories to use. Not only that, but there are still things I can learn in the *InDesign*, *Illustrator* and *Photoshop* programs... not to mention all the articles, tips and whatnots I have from the 1990s—time to purge!

Stay Safe until next time...

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



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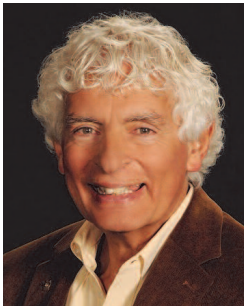
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