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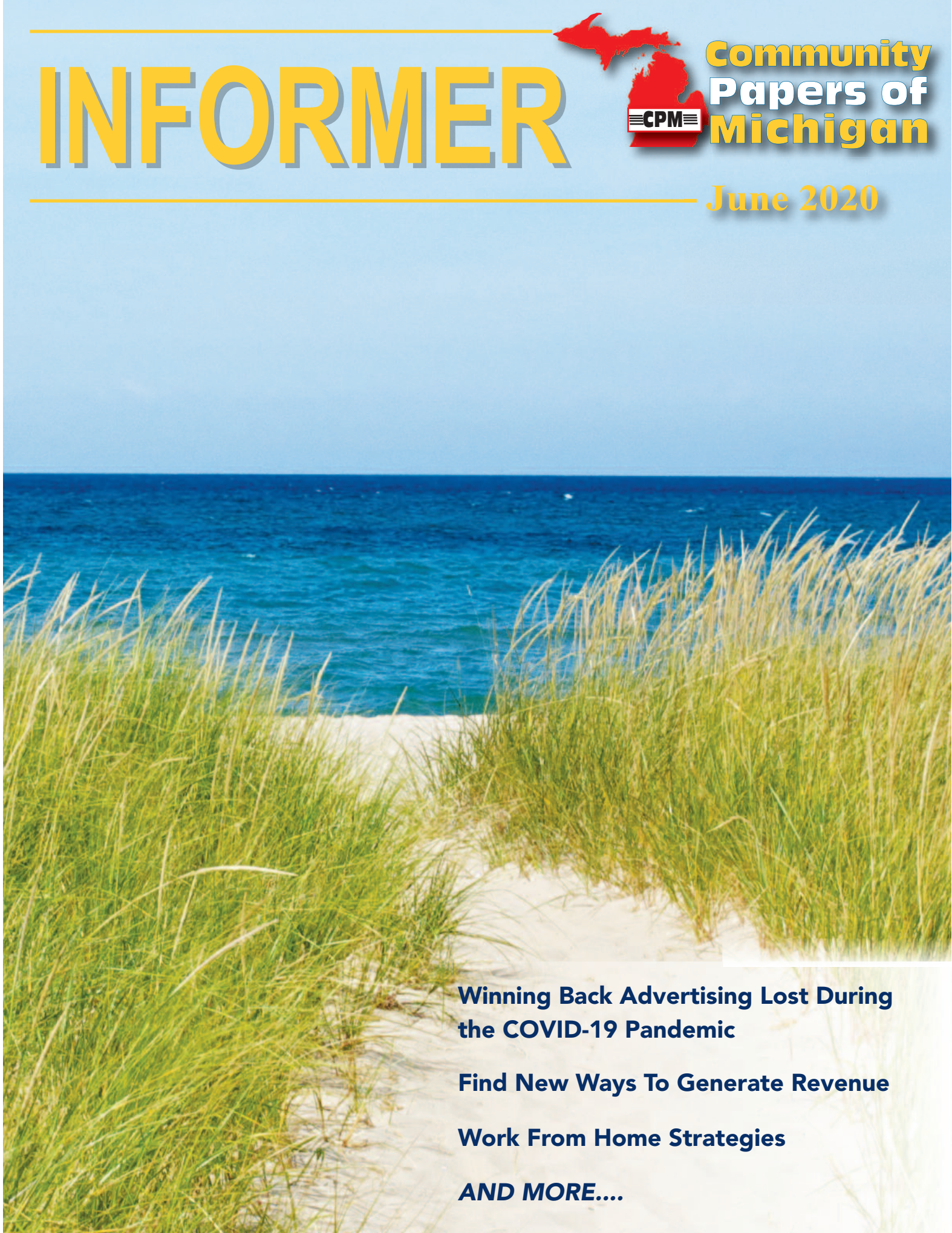
# INFORMER

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**Community  
Papers of  
Michigan**

**June 2020**



**Winning Back Advertising Lost During  
the COVID-19 Pandemic**

**Find New Ways To Generate Revenue**

**Work From Home Strategies**

**AND MORE....**



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

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

## Winning Back Advertising Lost During the COVID-19 Pandemic

Many publishers, and their staffs, are worried about jump-starting their local advertisers following the COVID-19 shutdown.

Although they've faithfully published their paper, often at a loss the last three months, some former client's media confidence and buying habits have changed. We've had three long-established weekly newspapers close or combine with neighboring papers here in Iowa. Elsewhere, two once highly acclaimed daily papers have cut their publishing schedules to once a week.

But a great truth remains! Locally printed newspapers, and in many cases also the local free circulation shopper, still provide the greatest buyer response for any and all local advertising dollars invested. The community newspaper continues to offer the greatest reach and most response for any media in the local market.

Local businesses want to advertise and need to advertise. But most don't know when, how or what. Now, more than ever, our printed paper industry needs to teach local retailers the information they need to know to effectively place their best image in front of the public.

Newspaper and shopper ads — to be most effective following the

government shutdown of retail stores, salons, bars, restaurants and entertainment centers — need to boldly advertise three key messages.

First, they need to focus on the message that their business is bringing back the availability of products and service the recently sheltered consumer desperately wants and needs.

Second, those same advertisers need to assure the paper's readers of the steps they are taking to make sure the buyer will always be appreciated, comfortable and safe when shopping that business.

And, third and most important, every ad has to feature a serious incentive to motivate the buyer to shop and buy now. The incentive could be anything from a "buy one and get one free" deal at a bar or restaurant to deep discounts on a variety of merchandise at a local retailer.

The local bowling alley can get in the game by offering every third line free and I've even seen some local theaters successfully discount the price of their movie tickets knowing they can more than make up the difference from the sale of their highly profitable popcorn and soda with more seats filled.

But if we, as publishers, expect our

advertisers to promote and discount, we must be willing to do so, too. Many of us have seen tough times before, but rebuilding our position during a slow economy will either make us stronger and better or push us out of existence.

To survive, community newspapers must create a solid plan and then faithfully work that plan. It is important to stay focused, prospect businesses that you know you can help or that you see are being aggressive in your market and provide new ideas and fantastic service.

The biggest roadblock for those of us who sell print advertising is that we fail to clearly tell our story. Our competition is consistently stomping on our image, but we are not responding with the facts and success stories we have to tell.

We need to share how our paper connects to the community. We need to report the solid demographics of our readers.

As customer service representatives we must start sharing the many research, unique advertising design and total marketing services we provide. And that includes any and all online, broadcast and digital services the paper has available. (Continued on page 3)



## Winning Back Advertising *by Peter Wagner Continued from page 2*

We also need to be ready to quote rates, share deadlines that give advertiser time to prepare copy and have solid knowledge of the specific distribution of our various publications.

And why? Because with businesses reopening and summer blossoming, our readers are going to be out and about, shopping and connecting.

Here is what you can count on in the next months:

1. Most women, and even some men, will rush out to shop whenever they can. You can depend on it. Your publication **NEEDS TO BE READY** to lead those eager buyers to the best opportunities. Your paper needs to be selling advertising **NOW** to run consistently with the local business district reopening to retrain area residents to shop your town first.

2. Shopping, eating and

entertainment habits will have been broken and “old favorites,” such as once-frequented bars and restaurants will have lost once-loyal patrons due to social distancing regulations. Both old and new advertisers will need to be educated in the basics of how to create and distribute powerful messages to their desired audience.

3. Advertising salespeople will have to be more patient and responsive to the whims of their customers. Advertising dollars will be tight and advertising buyers are going to be more selective and demanding. Your once easygoing advertisers will expect more hand holding, fresh data, unique copy and design ideas and the assurance that they are making the right decision. That concern will create a huge expectation that every campaign will produce noticeable results.

4. When regular shopping eventually returns, customers are going to be interested in what each business continues to do to make sure the facility and inventory are clean and safe. Sell your clients creative ads that tell exactly what steps the shop, bar, restaurant, event center or theater has taken to be truly “customer safe and friendly.”

5. Most importantly, never forget the advertiser’s mindset: They are absolutely overwhelmed by the pandemic and have fallen into a void of uncertainty.

It is a new world. But for those of us who still believe in the power of the hometown paper, it is an opportunity to become each local advertiser’ trusted adviser and promoter of local businesses. It can be a challenge or an exceptional opportunity depending on how you play it.

*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](mailto:pww@iowainformation.com) or CELL 712-348-3550. Or contact Peter direct for proven sales training for your staff.*



Learn how to **PROFIT** from selling websites to your advertisers at:  
**SiteSwan.com**



Michael Angelo Caruso

# Better Days Ahead!

**Sporting** - Sports fans are getting their fixes however they can these days. I read Keith Gave's great book, [The Russian Five](#). Then I watched the [amazing movie](#) of the same name. Federov, Fetisov, Konstantinov, Koslov and Larionov changed the game of hockey and uplifted Detroit when we needed it the most. It's a terrific story of espionage, defection, bribery and courage. I'm stoked that the director of the movie, Joshua Riehl, has agreed to be a guest on my [Talk to Me](#) podcast.

**Coping** - We've all been through a lot lately; there's no denying it. Depending on your situation, you may be dealing with everything from debt to death. Coming back from a pandemic can stir a range of emotions including joy, loneliness, paranoia and of course, frustration as you wonder why things aren't being handled exactly how you'd like.

And a lot of people seem angry. Almost all anger is based in fear. That's why it's important to completely understand problems and solutions. Not being afraid is positively liberating! As Dale Carnegie said, "Fear doesn't exist

anywhere except in your mind."

Check out another way to handle fear in this [old video clip](#) of yours truly. It's a story about my rock climbing experience at Joshua Tree National Park in California.

**Wisecracking** - I love LinkedIn, but the platform is almost void of humor. It sometimes seems like a just bunch of business people taking themselves waaaay too seriously. I've been posting more humor to [my LinkedIn page](#). Does this make me a bad person?

**Celebrating** - If you've appreciated your screen time during The Slowdown, you may want to help sing Happy Birthday to LCD technology, which is now 50 years young. A long time back, a guy pitched LCD to his boss at RCA, but the company passed and the patent was eventually filed in Switzerland.

Meanwhile, RCA licensed its technology to Hayakawa Electric (now known as Sharp) -- and that's how the U.S. lost out on owning one of the most important consumer tech developments of our lifetime. The first LCD screen was on a calculator in 1973 and the technology has since been adapted for everything from laptops to smartphones.

Nobody knew how big video was going to be, but I've had a blast experimenting with the medium.

Here's [another early video](#) from my speaking career--perhaps the most unusual thing I've ever done on camera.

**ZoomBombing** - Speaking of video screens, for \$50, a North Carolina farm will log into your next dull Zoom meeting for a 10-minute appearance by a mini-donkey named Mambo or any of its other celebrity animals. You can even choose the creature's screen name. Just what you need--another jackass in your team meeting. Check out [Will Ferrell's surprise visit](#) to the Seattle Seahawk's virtual team huddle.

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Michael Angelo Caruso teaches leaders and salespeople how to be better presenters. He's a valued communication consultant to companies and organizations all over the world.

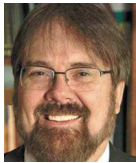
Michael has delivered over 2,000 presentations and [keynote speeches](#) on five continents and in 49 of the 50 states.

He's an internationally recognized expert on the subjects of leadership, selling and improved customer service.

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# GENERATING REVENUE

*Finding new ways to generate income during times of crisis*



by Kevin Slimp  
kevin@kevinslimp.com

Like many of you, I've been working out of my home office for six weeks. Not only am I a little stir crazy from being home all the time, I'm a little anxious about the reduction in income related to COVID-19. I'd like to share a few things I've done to increase revenue during this period while building new business for the post-COVID-19 world.

Until six weeks ago, I earned a living in two primary ways. I own a book publishing company which employs a few folks. We publish books by well-known authors. This includes everything from editing manuscripts and designing pages to marketing and promoting the books. Interestingly, most folks I speak with outside the book business think people are probably ordering a lot of books right now. You might be surprised to learn that, like most other expenses, people have – for the most part – quit buying books. Our sales have dropped more than 90 percent since early March.

My other primary method of making a living is through speaking at conferences and leading webinars. Like many of my speaking friends, our schedules went from quite full in the spring and summer of 2020 to nonexistent. Of a dozen or so speaking events I had scheduled, other than one, all have canceled or postponed.

## I saw three choices:

1. We could count on COVID-19 to pass quickly and just keep doing things like we always have.
2. We could find new ways to bring in revenue to get us through the COVID-19 period.
3. We could throw in the towel.

I chose option 2.

We began looking for ways to bring in new revenue while our traditional methods of income are taking a hit. In a strange turn of events, we had to bring in more staff to deal with all the projects we've begun. It's very likely, when things get back to "normal," we will be a much stronger company because of the plans originally made to deal with the current crisis.

So how does this relate to newspapers? Many of you are in the same place. Hopefully, my friends at papers in the U.S. were fortunate enough to qualify for PPP loans from the Small Business Administration. Those help, but they are a band-aid, not a permanent solution.

## Let me suggest three ideas:


### 1. Find ways to bring in new revenue through your newspaper.


A publisher friend in Minnesota and I were talking in the wee hours of the morning a few days ago. She said, "Give me an idea to bring in revenue. I am all out of ideas." I suggested she contact local advertisers in her very small town and get them to go in together to sponsor two-page spreads each week to honor the high school graduates in the area. Combined with the feelings of regret a lot of folks are feeling for graduates missing their proms, graduations, etc., this would give area advertisers a way to honor their graduates all summer. And yes, it could bring in significant revenue for the newspaper. The conversation ended with "You may have just saved my newspaper."


### 2. Find ways to use the tools on hand to bring in new revenue.


I led two webinars in April related to publishing books for local authors. Afterwards, I heard from several of the attendees that they were going to begin the process of helping local authors


**Everything a local business needs to SUCCEED ONLINE**


  
E-COMMERCE WEBSITE


  
CUSTOMER COMMUNICATION


  
REPUTATION & REVIEWS

  
ONLINE PRESENCE & SEO

  
SOCIAL MEDIA MANAGEMENT

  
EMAIL MARKETING TOOLS

  
AUTOMATED ANALYTICS



**E-Commerce Website**

**Create an online store in a few simple clicks** – just add products and services to start selling!

These easy-to-design, no code websites give you the freedom to create, design, and manage your

ProtectLocalusa.com is one example of a revenue-generating product for newspapers with no expense involved.

self-publish books right away. Using staff, hardware and software they already have, a lot of newspapers can begin spreading the word and authors will show up with revenue-producing work. How could your newspaper think out of the box and offer new services that would benefit your community and bring in revenue at the same time? You're already doing lots of things: designing brochures and websites; marketing on your social media pages for local restaurants who are delivering and offering carry-out; and creating signs to congratulate the Class of 2020. What else could you be doing with the tools you already have to bring in additional revenue?

### 3. Look for tools available, many at no cost, to help your advertisers and bring in revenue so they can prosper.

A few nights ago, I spent an hour on a video conference with Katherine Haine of City Media. I've run into Katherine at several newspaper conventions and always liked the way she came up with products that benefited her customers, newspapers, as well as her own business. Frankly, I don't have time these days for an hour teleconference, but when Katherine told me what City Media was up to, I decided it might be something I'd want to share with newspapers. In a nutshell, City Media has created protectlocalusa.com and protectlocal.ca as ways for

community newspapers to offer online marketing - including online stores - for local businesses at, get this, no cost. No cost to the newspaper. No cost to the business. How do they make money? When a percentage of the businesses decide to upgrade to other services offered by City Media, they make money. I spent two hours with Katherine, making sure there wasn't a catch. I couldn't find one. And get this . . . newspapers get a percentage of the revenue – 20 percent – when businesses in your area upgrade to other services. As far as I can tell, and I'm pretty good at telling, it's a no-lose situation for the newspaper. You offer local businesses a free service that is beneficial to them, with no expenses on your part. Ever. And you get paid anytime City Media gets paid by one of the businesses in your area.

It is, indeed, a crazy time. Like many of you, I've never worked harder. And like many of you, I'm making less money. To me, however, it seems you have three choices. I've been working with community papers for more than half my life. I haven't run into many publishers who give up easily, so I would suggest you give serious consideration to option 2. If your business is anything like mine, it could begin to pay dividends in the short term, and in the long term that follows.

**Kevin Slimp is publisher at Market Square Books and CEO of newspaperacademy.com.**



By Bob Berting  
*Berting Communications*

# “The Importance Of Spaced Repetition In A Learning Process”

Almost every day you run into a person who is in management or sales and is a buyer of audio or video tapes to help his or her career. Once these people are consistent buyers, the distributors bombard them with more offers. Consequently, tapes are accumulated and the information is not absorbed properly. Sometimes an album of tapes is played and the whirlwind of information swirls around in the mind. Maybe one idea is remembered and hopefully put into action. Over the years various learning institutions have made statements about the importance of practice, plus repetition upon repetition. As a matter of fact, the retention of new information many times is described as spaced repetition.

## A good example of this thinking

Even in such activities as dance instruction, a student may have to practice a new step or sequence of steps up to 17

times before it becomes a solid movement executed properly. Athletes understand this thinking and may work on a particular movement dozens of times to achieve a flawless performance.

## A suggested procedure

The premise is to focus on one tape program at a time and play each individual tape in the program up to 4 times on a consecutive spaced repetition basis. It may well be a week before this tape is played 4 times. Usually within a month the entire program could be played at least 4 times. Many times, the listener or viewer hears or sees information that was missed or even not heard in earlier sessions. In other words, overlooked thoughts are now back into focus and the full meaning of the audio or video tape program is achieved. A great lesson is learned by listening to anything over and over again, we learn it whether we want to or not. It is how we

learn everything. It just happens. Like magic.

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*Bob's newest e-book is "Smart Customer Connections For Advertising Salespeople". You can order all 4 of Bob's books on his website: [www.bobberting.com](http://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](mailto:bob@bobberting.com) or 317-849-5408.*

## Bob Berting's New e-book for print media advertising salespeople

Bob Berting, print media marketing consultant, is offering his 4th e-book "Smart Customer Connections For Advertising Salespeople" to the print media industry. This new e-book is designed for the advertising salespeople who want to build better connections with their customers,

especially in these stressful times of lost advertising revenue.

Bob's expertise in advertising sales can be the guide for advertising salespeople to be a trusted advisor who can work with their customers in very creative and innovative ways.

This 12 chapter e-book will help increase sales and build the image of publications in the print media industry. Bob's new e-book

and other 3 e-books can be ordered by going to his website: [www.bobberting.com](http://www.bobberting.com).

Bob Berting is a professional speaker, advertising sales trainer, publisher marketing consultant and featured columnist in several national and regional newspaper trade association publications. He is President of Berting Communications, 6330 Woburn Drive, Indianapolis In 46250 and can be reached at [bob@bobberting.com](mailto:bob@bobberting.com) or 317-849-5408



## By Ryan Dohrn

President/Founder,  
Brain Swell Media LLC

### Let your calendar, not your inbox, drive your day.

Don't fall victim to the idea of answering an email real quick. A 30-second interruption can take you 2-minutes to reengage. Most people thrive when a structure is in place. Randomly working on random projects at random times is not a recipe for success. Block out time on your calendar for tasks and be dedicated when the time block pops up. Set the task to repeat daily if needed.

### Create mini-goals.

When working remotely, it is smart to set small goals that are very short term. For example, setting a goal to finish a proposal before you take a coffee break. It's important to set little goals all throughout your day. A big win at the end of the day is normally comprised of small wins throughout the day.

### Switch it up.

When things aren't rolling forward to your satisfaction, you might just need to change the routine. If you used to have great success prospecting for new business at 4 PM and it's not yielding the result for you that you desire, move the time block to 3 PM. Sometimes switching it up can mean rearranging your office. All too often people stay the course when things are not working. There can be some great

# 7 Work From Home Strategies for Success



benefits from changing the direction if you're not getting the results you desire.

### Don't be a web camera zombie.

Creating human interaction by sharing your webcam can be extremely beneficial in team environments. All too often, a poor set up in your home office or remote location can make you look like a webcam zombie or a person in witness protection. This is sort of a joke but, it is a reality for a lot of people that work remotely. Many people say to me, "does sharing your webcam really matter?" Yes! Experts tell us that 65% of important cues in conversations are visual.

### Set time limits.

Here have you ever looked down at your clock and realized that 90 minutes had gone by and you hadn't even come up for air? It happens to us all. Setting time limits for everything that you do is critical to your success. Experts from various fields have reported increases in productivity from 75% to 150% by simply setting up a timer next to your desk and using it to keep you on task.

### Fight the urge to multi-task.

According to Neuroscientists at the Mayo Clinic, our brains aren't built to do more than one thing at a time. And when we try to multitask, we damage our brains in ways that negatively affect our well-being, mental performance, and productivity. Reduce stress and get more done. Stop trying to multi-task.

### Celebrate wins.

No matter the size or scope of the victory, always celebrate wins, especially if your team is working remotely. Working

remotely can be an out of sight out of mind type of scenario. Create encouraging interactions by celebrating wins and uniting your team around common victories.

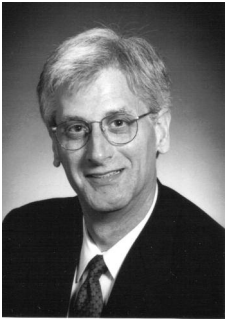
If there's one thing that this health crisis has helped us understand is that we truly can survive without being in an office every single day. I truly believe that another thing has been defined, without live social interaction we are just not as happy as a team or as people. So, will we figure out how to work remotely forever? I hope not.

### Ryan

*Listen to Ryan's ad sales podcast, Ad Sales Nation, on iTunes or on Soundcloud. Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/brainswell/>*

*Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, Selling Backwards. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of Sales Training World.*

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# Ad-Libs

## Get Prospects Involved in Your Presentations

By **John Foust**

*Raleigh, NC*

Back in my ad agency days, I remember hearing and reading about the importance of getting prospects involved in sales presentations. At that point in my young career, I had experienced the difficulty of getting – and holding – the other person’s attention in a sales conversation. So I decided to try that strategy in an upcoming sales meeting.

The prospective client was a residential real estate development company which was considering a new logo and print brand identity. They were testing the waters to see if there were any logo ideas that were better than the design they had been using for years. I had worked with them on a few other projects, so they agreed for me to develop something.

My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter tailored to look like the outline of a house. Sure, it seems trite and unmemorable now, but at the time I thought it was a unique concept.

On the day of the presentation, I arrived with the finished logo, a drawing pad, and black and red markers. The finished version stayed in my briefcase, while I handed the pad and the red marker to the prospect. I provided detailed instructions on how to draw the simple letter and roof

outline. Then I gave him the black marker and asked him to fill in the other letters of the company’s name. We talked for a minute or two about the simplicity of the design and how it would communicate the nature of their business at a glance.

That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process. I could tell that he had never before seen a presentation like that. By the time I pulled the completed version of the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.

I wish I could report that my presentation convinced them to buy that new logo. But as it turned out, they kept using their old brand identity and later changed it to something which was designed by a family member. Those things happen.

Even though I lost the sale, I’ve never forgotten that day’s lesson. Those things I had heard about getting prospects involved in presentations were right. The key is to get the other person involved physically and mentally. There are a lot of possibilities. You can ask him to find his spec ad on a mocked-up newspaper page. You can ask her to look up something on her computer. Or you can ask

the group at the conference table to vote on which testimonial quote to feature first.

Selling and teaching have a lot in common. It’s the old Chinese proverb in action: “I hear and I forget. I see and I remember. I do and I understand.”

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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](mailto:john@johnfoust.com)





It appears that a number of states are beginning to "open up," but please stay safe. This month—with time on my hands, again—I have discovered the amazing number of Photoshop...

# File Formats

Ad Talk  
with Ellen Hanrahan

As I was "learning new things" about Photoshop during my stay-at-home period, I was flabbergasted by the amount of file formats in which to save a Photoshop file—22 different formats (I am using *Adobe Photoshop CC 2020*)! I use two of them, but have often wondered what the others are good for. Fortunately, I will set the record straight, so you can file this article under reference—or until some other file formats emerge.

## Photoshop File Formats

The order of file formats is based on where they fall in the hierarchy of choices under my "Save as..." menu. I have placed an asterisk by some of the most commonly used formats...

\* **Photoshop (.psd)** "*Photoshop Document*" (and default file format) and the only format (besides Large Document Format, see below) that supports all Photoshop native features—like layers, layer masks, adjustment layers, channels, paths, and so on, as well as your working file.

When a Photoshop image is opened, no matter which file type the image was originally using, Photoshop temporarily converts it to a PSD file so you can work with all of Photoshop's tools, commands and features. File sizes can get very large! Save the original in native Photoshop format.

**Large Document Format (.psb)** "*Large Document Format*" that supports all Photoshop native features—like layers, layer masks, adjustment layers, channels, paths, and so on and supports documents up to 300,000 pixels in any dimension. Save HDR, 32 bits-per-channel images as PSB files.

**BMP (.bmp)** This is a standard Windows image format and was one of the earliest file formats I encountered in the 1990s.

**Dicom (.dcm)** DICOM "*Digital Imaging and Communications in Medicine*" format is commonly used for transfer and storage of medical images like ultra sounds and scans. A very specific file format.

\* **Photoshop EPS (.eps)** "*Encapsulated PostScript*" (EPS) language can contain both vector and bitmapped graphics and supported by all graphics, illustrations and page-layout programs. The EPS format supports Lab, CMYK, RGB, Duotones, etc. Output is to a PostScript printer.

\* **GIF (.gif)** "*Graphics Interchange Format*," is the format of choice for web graphics. GIF also allows web designers to create simple animations. One major advantage GIF has over the JPEG format is that it supports transparency, although it supports only one level of transparency. For higher quality transparency effects, a better choice is the PNG format.

**IFF Format (.iff)** "*InterchangeFile Format*," is a general purpose data storage format that can associate and store multiple types of data.

\* **JPEG (.jpg)** "*Joint Photographic Expert Group*" format has become the most popular and widely used file format for viewing and sharing digital photos. Because a JPEG is lossy, there is reduced quality caused by image compression because it compresses the images... it takes some of your image information and tosses it out; it helps reduce file size, but the more compression, the worse your images look. Avoid saving JPEG files repeatedly. Each time you open and re-save it, you'll add even more compression to the image, that's why it pays to save the original as a Photoshop PSD file!

**JPEG 2000 (.jpf)** JPEG 2000 was a revised upgraded compression file format that is considered better than JPEG, but never caught on. It is a discrete wavelet transform (DWT) based compression standard that could be adapted for motion imaging video compression with the Motion JPEG 2000 extension. It was selected as the video coding standard for digital cinema in 2004.

**JPEG Stereo (.jps)** JPEG Stereo is two images side by side, shot from slightly different angles, to provide a depth feeling when viewing through a device like a Viewmaster (remember them?).

**Multi Picture Format (.mpo)** "*Multi-Picture Format*" (also known as MP, MPO, or Multi-Picture Object) is a multi-image extension of the JPEG image format and often used for stereoscopic images, or as a way to include an unusually large thumbnail image. (Most JPEG thumbnail formats are limited to 64KB, but MP supports far larger thumbnails.)

## A little Info about Compression

File formats use compression to help reduce file size." **Lossless** compresses the file without removing the image detail or color information while **Lossy** removes the detail. The following compression techniques are most often used.

**RLE** (Run Length Encoding): **Lossless** compression; supported by common Windows file formats.

**LZW** (Lemple-Zif-Welch): **Lossless** compression, supported by TIFF, PDF, GIF and PostScript. Useful in images with large areas of a single color.

**JPEG** (Joint Photographic Experts Group): **Lossy** compression, supported by JPEG, TIFF, PDF and PostScript. Useful for most continuous tone images (photographs). This is the one I use and is also widely used, but because it is lossy, every image change results in more detail lost.

**CCITT** (abbreviation for French spelling of International Telegraph and Telekeyed Consultive Committee): **Lossless** compression for black and white images, supported by PDF and PostScript language.

**ZIP:** **Lossless** compression, supported by PDF and TIFF formats. Useful in images that contain large areas of a single color.

**PCX (.pcx)** "*PiCture eXchange*," is an image file format developed by the now-defunct ZSoft Corporation of Marietta, Georgia, United States.

\* **Photoshop PDF (.pdf)** "*Portable Document Format*" supports and preserves all of Photoshop's features, including the ability to use spot colors, something the EPS format does not support. PDF gives you the choice of either JPEG compression, complete with a Quality setting to balance image quality with file size, or lossless ZIP compression.

**Photoshop RAW (.raw)** A flexible file format for transmitting images between applications and computer platforms. Documents can be of any pixel size, but cannot contain layers.

**Not to be confused with Camera Raw!**

**Pixar (.pxr)** Designed specifically for high-end graphics applications—it's kinda in the name...

\* **PNG (.png)** "*Portable Network Graphics*" was meant to replace the GIF format, which never happened, but the biggest advantage is that PNG is a lossless file format, meaning that even though it still compresses images to reduce file size, the compression method it uses does not result in a loss of image quality. PNG files are most often used in multimedia programs like Flash as well as Keynote and PowerPoint presentations.

## Opps, Final Thoughts

Again, I ran out of room, but the good news is that there are only a few more file formats to finish... **Portable Bit Map (.pbm)**

**Scitex CT (.sct)** • **Targa (.tga)** • **\*TIFF (.tif)**

**Photoshop DCS 1.0 (.eps)** • **Photoshop DCS 2.0 (.eps)**

Actually, the last two fall under the category of EPS, so pretty explanatory, but I do want to address the TIFF file format.

While the subject matter of this article may cause drowsiness, it never hurts to know if you are saving your Photoshop files in the right format, especially since Adobe has come out with Photoshop for the iPad and there are a lot of web and phone based graphics being created.

I am also still using **Feel Script** for my title...

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

# Why Print is Essential for the Future of Education

- *The Two Sides Team 2019*



A four-year project examining the results of 54 research studies with 170,000 people has concluded that print is vital for effective education.

The argument that reading on paper results in deeper comprehension and retention, concentration, vocabulary building and memory has been given immense weight by a groundbreaking study by Intergraf, the European federation for print and digital communication.

The research examined the results of 54 studies with a total of over 170,000 participants from 19 countries, and found overwhelming evidence that comprehension of text is much stronger when reading from paper as opposed to a screen, particularly when the reader is under time pressure.

Concerned by the effect of increased time spent reading from screens in schools, the international trade body has called upon

policymakers and educational organizations at both national and European levels to ensure that print retains a significant role within education.

Better progress with print

Titled E-READ (Evolution of Reading in the Age of Digitisation), the Intergraf study is a thorough project. Taking place over four years, it involved a network of almost 200 academics from all over Europe carrying out empirical research and debates about the effects of digitization on reading, especially for students and young people.

“Students learning from digital devices only progressed one third as much as they would have done had they been reading on paper”

E-READ found that print readers have a better recall of the relationship between events and are able to reconstruct the plot of a text better than screen readers. It was

also found that the advantage for print was greater under time constraints and that scrolling resulted in a significant disadvantage for digital reading.

With regard to education, the digital disadvantage during elementary school was found to be two-thirds of the yearly increase in reading comprehension, meaning that students potentially only progressed one-third as much as they would have done had they been reading on paper instead of on a screen.

Paper a technology of proven strengths

The fact that young people only learn one-third as well when reading from a digital device is clearly alarming, and so Intergraf have called for urgent action to be taken at all levels to “ensure that education in Europe is not degraded by the rapid and unsubstantiated introduction of screen reading in schools”.

The statement continues: “The development of students’ reading comprehension and critical thinking skills must be immediately safeguarded. A failure to act on the advice given in such studies creates an immediate risk that students’ learning outcomes will be negatively affected by the increasing tendency of schools in Europe to promote reading on digital devices without the necessary tools and strategies to ensure this does not cause a setback in reading comprehension and critical thinking skills. Products that are proven to facilitate comprehension and critical thinking, such as paper books and other printed informational texts, already exist and should not be overlooked. Paper is a technology of proven strengths.” (Continued on page 11.)

## Why Print is Essential for Education *Continued from page 10*

### Urgent action required

The results of the Intergraf study and their recommendations entirely chimes with the work of Two Sides and the results of our recent study into people's preference for print. The study, titled Busting The Myths, found that 68% of US consumers preferred to read books in print, with 65% preferring print for magazines and 53% for print newspapers.

There are many studies that show that

reading in print improves the understanding of information, as well as memory and recall, which is essential for the education of people of all ages, but especially for young people. This Intergraf study is a vital piece of work that proves that print has great advantages over digital for learning. Let's hope the governments and institutions are listening.

For more information about the Intergraf E-READ study, [click here](#)

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