

MEDIA FOCUS

Magazine by Florida **MEDIA** Association.org
CENTRAL FLORIDA EDITION

Sales Corner

*by Elaine Buckley,
President of
My Living Magazines*

See Page 9

Our Data Speaks Volumes

**CIRCULATION
VERIFICATION
COUNCIL (CVC)**

See Page 11

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President

Justo Rey

Publisher

Glen Fetzner

Editor

Barbara Holmes

Director of Advertising

JW Owens

e-mail: JWOwens@mediaoms.com

Layout & Design

Anna M Pizzoferrato

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A monthly publication provided by the FLORIDA MEDIA Association. Our mission is to bring news and resources to the media industry.

Got a newsworthy event going on with your business or your staff? Send the details and any photos for consideration to JW Owens at: jwovens@mediaoms.com.

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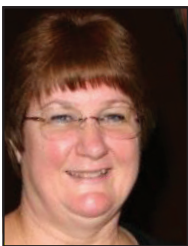
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The Florida Media Association (FMA) is a member-driven organization, led by elected and appointed board members who set the group's direction and oversee its administration.

Policies and ongoing activities are influenced by FMA's standing committees. Day-to-day operations are conducted by professional staff headquartered in Central Florida. Membership in FMA guarantees you the opportunity to network and learn from the best the industry has to offer.



Florida Media Association publications reach:

- All household incomes.
- All educational levels.
- All age groups.
- All ethnic and demographic groups.

The Florida Media Association has long been an association representing publishers of free-circulation community papers reaching approximately 1.56 million homes and 2.97 million readers weekly, but we're changing with the times!

We are transitioning from an association of all-print members to an association that embraces additional media members. Along with our longtime membership of owners, publishers and general managers of free-circulation community papers and shoppers – ranging from small, independently-owned publications to free paper / shopping guide divisions of major communications companies – we have opened the ranks of our membership to include digital media companies, paid publications and more, and we invite you to

Come Grow With Us!

Our Roots

Free papers were practically unheard of until the latter part of the 20th century. But as free papers began springing up in the Sunshine State, the idea of an association to represent them was born. The exact date is unknown, as records were either lost or simply not kept; so that part of the association's history is subject to change depending on who's telling it.

What we do know is that for roughly 35 years prior to its official organization date in 1990, Len and Arline Hawken of Flashes Shopping Guide in Stuart hosted informal biannual meetings for statewide free distribution publishers. Conferences were held twice a year and a statewide classified network was begun under the leadership of longtime Executive Director Dave Neuharth.

The Florida Media Association (FMA) was incorporated in 1990 as the Florida Advertising Publishers Association (FAPA), a not-for-profit corporation. A name change to Free Community Papers of Florida (FCPF) occurred in 1997, and the company's name changed again in 2002 to the Community Papers of Florida (CPF). Finally, in 2018 the association's name was changed to Florida Media Association (FMA) to better reflect the association's new core mission to include additional media types.

Spotlight FOCUS



From the President's Desk

by Justo Rey



Elaine's Sales Corner

by Elaine Buckley



Our Data Speaks Volumes

by Tim Bingaman



The Importance of Thinking Small

by John Foust



Kevin Answers Questions

by Kevin Slimp



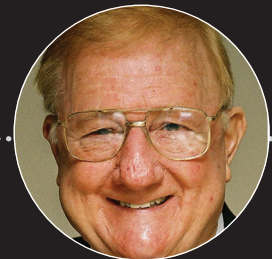
Postal Pieces

by Donna Hanbery



Winning Back Advertising

by Peter Wagner



Simple Ways to Promote Your Publication

by Bob Berting

Media Focus Magazine is dedicated to keeping the industry informed on key issues, topics and industry news. If you have any items of interest that should be shared with people throughout the media industry, simply email them to jwovens@mediaoms.com. We welcome your input, appreciate your readership and look forward to your contributions to our content.

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From The President's Desk

JUSTO REY - President
Islander News
Key Biscayne, FL



REINVENTING AN ASSOCIATION

WELCOME TO THE VERY FIRST ISSUE OF MEDIA FOCUS MAGAZINE!

The COVID pandemic has hit every aspect of every industry. Some good has come out of the rapid changes associated with the pandemic, and some challenges have surfaced.

At Florida Media Association (FMA), we were already having to make decisions regarding the future path of our organization and we've found that the pandemic has actually re-energized our efforts to pivot and reinvent FMA from head to toe, top to bottom.

This magazine is one example of the many new things we're doing as we attempt to create a stronger association. A true MEDIA association encompassing multiple media disciplines. We have launched an aggressive virtual campaign to engage media professionals across the state, including:

- weekly zoom educational calls;
- a major training call once a month; and
- regular calls covering topical matters and networking.

If you are a media professional, you share in the responsibility to have a strong media association in the state. There is strength in numbers, and by joining together all disciplines of media – print, digital, outdoor, radio, content development – we can become the strongest trade association in Florida. Simply stated, that is our objective.

Let me emphasize: If we do not have just one discipline, but are represented by ALL media, we will be much stronger than any other association in the state.

We know how the movie ends if we don't do anything. Either we sit, refill the popcorn and watch the end of the movie ... or we change our seats. To borrow a line from an FMA friend, trainer and published author Steve Nudelberg, "Things will not change. We have to change."

Come. Find a new seat with us.

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(<http://floridamediaassociation.org/>)

THE FLORIDA MEDIA ASSOCIATION'S OFFICIAL HOME

You've known us for many years as the Community Papers of Florida, but we're changing with the times – transitioning from an association of all-print members to an association that embraces additional media members. Sure, there are many folks who are comfortable with (and would never give up) their print media; but there are lots of other folks who prefer their news to be delivered digitally. So we've opened the ranks of our membership to include digital media companies and more, and we invite you to...

Come Grow With Us!



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Elaine's Sales Corner



– Elaine Buckley

Trouble Getting Past the “Gatekeeper” ?

Hello Seller/Sales Managers. This is the first of many “sales related articles” reviewing the sales process and some future emphasis on Sales Management.

We are starting with **Pre-Prospecting**, followed by **Prospecting Tips**, then **Opening the Sales Call**, **The Questioning Process**, **Handling Objections**, **Closing Techniques** and **Ads That Get Results!**

With that in mind this article is discussing getting past the “*Gatekeeper*”. So what is the definition of a “*Gatekeeper*”?

In technical terms: it is one in charge of passage through a gate or one who monitors or oversees the actions of others. In a selling scenario this is the person whose responsibilities include, but are not limited to, screening incoming calls, being the first to prevent the decision makers from loads of solicitors, and most importantly can help or hurt a seller in the sales process!

Now let's review what to do you “if” you run into a “*Gatekeeper*”.

ON A “TELE-SALES” CALL:

1. If you are asked “*who's calling*” by the “*Gatekeeper*” tell them who you are and why it's very important you speak to the decision maker, because we will make a difference in their business.
2. It is best to call first and ask for the name of the person who is responsible for the marketing and advertising. When you call back, ask for the decision maker by name, and the “*Gatekeeper*” may put the call straight through.
3. When asked what you are selling, reply, “*I just wanted to let them know about our publication and how (name a competitor) is doing so well with us!*” If nothing else the “*Gatekeeper*” may think the decision maker would want to hear more about their competitors.
4. Sometimes if you reply to the “*Gatekeeper*” “*I just wanted to speak with the decision maker in case they need us in the “future”*”. The word “future” makes them feel less pressured, and more agreeable to put the call through.
5. If you still are getting resistance, ask the “*Gatekeeper*” what is the best way to directly reach the decision maker. They may say, phone, email, make an appointment, and of those choices, which is the best avenue for you to follow-up directly with them.



ON AN IN-PERSON SALES CALL:

1. When you walk in without an appointment and you are told by the “*Gatekeeper*” the decision maker is not in, of course ask when a good time would be to come back or try to secure an appointment.
2. In the case of a “*Gatekeeper*” telling you the decision maker may not be interested, tell them, “If you allow me to speak to them, I promise I will only be a few minutes, or better yet, I think they are going to want to hear how their competitors are doing in our publication.”
3. When a “*Gatekeeper*” is in charge of getting you to the decision maker, ask them if they wouldn't mind answering some questions to allow you to do some research before you speak to them. Ask simple questions like: “*How long have you been in business? How many locations do they have? Who are their biggest competitors?*” It makes them feel helpful and they may give you some very important information.
4. There may be a time when a “*Gatekeeper*” asks, “*What is it that you are selling?*” Ask them if they have time to see a quick presentation. They will most likely say no, but will appreciate you respected them and considered them to be important enough to give them your time.

Now that we discovered how to get past the “*Gatekeeper*” watch for the next issue on **Prospecting Tips!** This will be followed by some great “**Opening Sales Conversation Techniques**” that will build a positive impression from the start and put the buyer at ease! ■

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Our Data Speaks Volumes



– Tim Bingaman
Story by Barbara Holmes

CIRCULATION **V**ERIFICATION **C**OUNCIL (CVC)

has long been an industry standard, but the road to success was not an easy one.

From its inception in 1992 - when Tim Bingaman formed it - CVC showed success but it wasn't enough to pay the bills for a growing family. So the Bingamans did what they had to do: They each worked two jobs in addition to running CVC during the day.

After six long years, their hard work finally paid off when Bingaman was approached by Midwest Free Community Papers (MFCP) Executive Director Brian Gay and asked to provide audits for MFCP members, with MFCP footing the bill.

Soon other free paper associations joined the trend and CVC rapidly grew into the industry standard we know today.

From its humble beginnings auditing 13 publications in 1992, CVC has expanded to include audits of 3,278 titles with a total circulation of over 65.5 million. "The largest categories are newspapers, shoppers, city and regional magazines, business publications, parenting publications, and ethnic publications," said Bingaman.

Over the years since CVC's inception, media has changed and grown to include Facebook, Twitter, QR Codes and more, and CVC has quickly adapted to be able to audit those new formats. When asked how CVC keeps ahead of the curve, Bingaman said, "We are still in the 'wild, wild west' time of digital reporting. Our goal is always to level the playing field and report consistent data across print and digital channels. Currently, CVC reports on print, websites, digital editions, social media, email, newsletters and blasts, video, podcasts, and blogs. We are constantly looking for new metrics and meaningful standard data reporting to let publishers and media buyers know how digital media is performing."

Not only does CVC look for new data to report, it also makes it a top priority to help publishers and ad sales representatives learn how to use that data to increase revenue.

"The most exciting developments over the last few years have come through our audit and readership study training programs," said Bingaman. "Enhanced webinars, sales spreadsheets, and promotion samples from our FTP site allow both new sales reps and existing staff to understand their numbers, their competitors, and the industry. Training takes less than 45 minutes, and we ask that publishers schedule training after each audit report is issued, and make it a part of every new-hire training program."

CVC's step-by-step handbook, "How To Use Your CVC Audit To Increase Revenue" is available for download from its website. Topics include marketing your audit, putting together a sales kit, calculating purchase intention numbers and then using those numbers to sell ads, and how to sell to big chain retailers and corporate media buyers.

Bingaman continues to see a bright future for the free paper industry. "In most markets free papers that are mailed or home delivered continue to deliver a much larger audience than other media - including social media," he said. "Controlled bulk / demand distribution publications are delivering very targeted and loyal readership week after week. Revenue growth will continue in most digital areas, but publishers need to make sure they embrace all forms of digital media to make sure they are positioned to grow that new incremental revenue."

"The continued print struggles of a lot of daily newspapers have really expanded the national revenue of free papers in the last decade. Publishers need to continue to be diligent in circulation reporting, updating databases like SRDS, and contacting national advertisers, just like they do local advertisers, to that increase in revenue," said Bingaman.

"We are still in the 'wild, wild west' time of digital reporting. Our goal is always to level the playing field."

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The Importance of THINKING

small



John Foust
Raleigh, NC

you may have heard about Volkswagen’s initial ad campaign. At a time when big gas guzzlers were the norm on the roads, a European carmaker had the seemingly impossible job of convincing North American consumers to buy smaller cars. With direction from the Doyle Dane Bernbach ad agency, one of their first print ads featured a small photo of the VW Beetle, surrounded by a sea of blank space. The headline read, “Think small,” and the text explained the benefits of a car with easy maintenance and good gas mileage. Sales sky-rocketed and VW became a marketing sensation. Years later, Advertising Age magazine named it the best ad of all time.

Little things make a big difference. We all know what a typographical error can do to a message. A misplaced comma can throw an advertised product’s price off track by thousands of dollars. A misspelled name in an obituary can cause heartache and bitterness for a grieving family. And rushed – or neglected – proofreading can result in mistakes that are ridiculed for years.

I remember seeing a full-page ad for a local furniture store. Art and copy were provided by a national manufacturer, with room for each store that used the ad to insert its own logo and address. But in this instance, the bottom of the ad read, “Name of Store, Address, City.” The ad had made it all the way through the placement process, without anyone catching the error. A make-good wouldn’t have captured the same audience, because the ad appeared in a special section.

Details matter. A sales person sits across from three people at a conference table. Introductions are quickly made, but the sales person doesn’t write down the names. Or the sales person receives a business card from each person, but doesn’t place the cards in left-to-right order on the table. Then in the middle of the presentation, he or she calls someone by the wrong name. That kind of mistake can doom a sale.


Have you ever wondered why airlines send luggage to the wrong airports? Maybe the problem starts at check-in. Each airport has a three-letter code. Get one letter wrong, and a suitcase ends up in Orlando (MCO) instead of Kansas City (MCI). Or it goes to Boston (BOS) instead of Boise (BOI). Or it lands in Mendoza, Argentina (MDZ) instead of Harrisburg, Pennsylvania (MDT).

We hear a lot of talk these days about “thinking big” and “shooting for the stars.” Those are good things. But along the way, I encourage us – all of us – to tighten our focus. Let’s remember the importance of the day-to-day details of our work and our relationships with others. Let’s make sure every ad – and every ad schedule – is checked for errors. Let’s make sure to arrive on time for appointments. Let’s leave the best parking spaces for customers, when we visit an advertiser’s place of business. Let’s take time to say, “Thank you.”

Let’s think small.

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 ■

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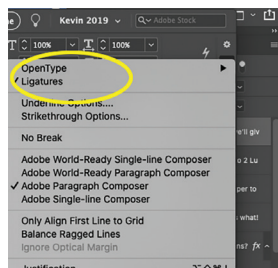


— Kevin Slimp

Kevin Answers Questions About... Colors, Photo Settings, Paragraph Styles and Ligatures

So, what do professional speakers do during a pandemic? I can't speak for all the speakers in the world, but among other things, I've been leading a lot of webinars.

I guess it shouldn't surprise anyone that attendance at online classes has been high over the past couple of months, which means I hear from a lot of folks at newspapers and answer a lot of questions. In this column, I thought I'd answer some of the questions I've received from newspaper folks.



Getting rid of ligatures should be near the top of everyone's InDesign to-do list.

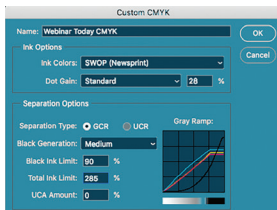
From Renee in Alabama: It was really interesting to learn about the most popular colors for ad design this year. Where can I find this information in future years?

Kevin: The popularity of colors always fascinates me, as popular colors change from year to year. If you're still using reflex blue and green, it might surprise you to know you're probably not getting as much response from your ads as you might. Pantone releases a list of most popular colors each year. In 2020, the most

popular colors on Pantone's list is "Classic Blue" and "Coral." If you don't believe it, just walk into any clothing store.

From Steve in Indiana: When it comes to the size of a PDF file, is there a mathematical progression based on what the size of the printed PDF would be? Or is it dependent upon the content of the PDF? For example, would a PDF with mostly text be a different size file than a photo, or one with simple pie charts?

Kevin: I used to get this question a lot back in the early days of PDFs, Steve. Primarily, the size of a PDF is determined by graphics on the pages. Large graphics with high resolutions created much larger PDF files. Users sometimes believe when a file is downsampled during the PDF creation, it lowers the resolution of all the images to the setting of the downsample. It's actually more of an average (not an exact average) between the original size of an image and a downsampled size. For example, if you place a 10-inch photo with a resolution of 300 on a page and reduce the size to 5 inches with a downsampling of 220, the image in the PDF will still be well over ten times as large as it would have been if the size and resolution of the image was correct before it was placed on the page.



Color settings in Photoshop should be optimized for newsprint for printed photos.



Wonder what colors are most popular in advertising this year? Classic Blue and Living Coral top the list.

From Deb in Ohio: Is there a way to save InDesign paragraph styles so they can be used on another computer?

Kevin: Interestingly, as much as most of us use InDesign, this is a question I get asked a lot. Yes, it's like a lot of functions in InDesign that can be ported from one computer to another. First, save the InDesign document that contains the style on a server, so other users have access to it. Go to the new computer and be sure InDesign is open, but no documents are open. Finally, with no documents open, go to the menu in the Paragraph Styles Panel and select "Load Paragraph Styles." Select the InDesign file you placed on the server and the styles will be immediately loaded in InDesign and available whenever you create a document.

From Blake in Texas: Do you have any general instructions on best settings in Photoshop for photos printed on newsprint?

Kevin: There's no "once size fits all" setting for newspapers, but I can suggest settings that work well on most web (newsprint) presses. In Photoshop Color Settings (Edit>Color Settings), set your CMYK settings to Black

Ink Limit: 90 percent, Total Ink Limit to 285 percent, and dot gain to 20 percent. Set your RGB setting to "Adobe RGB" and your grayscale setting to "Dot Gain 30%"

From Kelly in North Dakota: I moved all my fonts over to my new computer, but particular fonts are now turning on ligatures automatically. This is causing issues since ligatures show up as CID fonts when converted to PDF and cause all kinds of problems. Is there a way to make this not happen?

Kevin: Yes, Kelly, there is. Open InDesign, and be sure no documents are open. Select your type tool and click on the tiny menu in the upper-right corner of your InDesign desktop. Uncheck "Ligatures" and you should have no ligatures whenever you create a new document. If you have templates that have this problem, be sure to open them, uncheck "Ligatures" and save the template. This should take care of your problem with ligatures.

Kevin Slimp can be reached at Kevin@KevinSлимп.com. Visit newspaperacademy.com to find online training for newspapers.

MODULIST

Story by Barbara Holmes

A company that offers you a **Better Way**

Do you really need a staff person on your payroll to write obituaries and announcements? Or is there a better way?

There is a better way. It's called Modulist, and it does so much more than obituaries and announcements.

Modulist is a media services company that works on behalf of newspapers. Basically, the service collects the low-hanging fruit of paid verticals, doing all the production work for you so that you can use the time you used to spend writing such content doing something more profitable.

Here's how it works. Your newspaper sets up an account in Modulist, choosing from 13 available categories of content that you can make available to your readers. Choose as many or as few categories as you want to make available to your readers. Obituaries are the largest revenue producer, so we'll use funeral homes as an example.

After you set up your publication's account, Modulist then works with you to set up relationships with funeral homes in your readership area. You choose the funeral homes closest to your publication. These would be what Modulist calls "Tier 1" accounts, as they are the most likely to use the service due to their proximity to your publication. Modulist will offer them "white glove" treatment setting up their account so they can submit obituaries to you, even going so far as to travel to their location to set up an account if necessary.

"Tier 2" accounts are a little farther away from your publication. Those funeral homes would be invited to view a webinar explaining the service, with Modulist talking them through the account setup. "Tier 3" accounts are the greatest distance from your publication. Modulist would send out mailers to introduce the service with an invitation to contact Modulist to get set up.

Next, Modulist provides you with in-house ads and ghost-written articles to run in your publication informing your readers about the new service available to submit their personal birth, death, engagement, wedding, anniversary, birthday and other announcements. Individuals can then set up their own accounts to easily submit their stories. The customer can write the story the way they want it to appear, choose the layout – with or without a photo – easily crop a photo, and even calculate the cost of the announcement at any time during the process of writing it.

When a funeral home or an individual submits a story, Modulist handles all the production. They will reach out to the client for a new photo, if the one submitted is not good quality. They will verify with the funeral home that the death is legitimate, if the obituary was submitted by an individual. Finally, Modulist will collect payment and send you a print ready pdf.

You can log into your Modulist account at any time to see pending orders and where they are in the production process. You can run reports to see how much space to reserve for the current issue, or for end-of-month or year-over-year financials. Your monthly manifest will show how many ads Modulist created for you, how much you earned and how much was charged in fees. Modulist pays you monthly via check or direct deposit. The process is completely transparent, and all articles are archived in perpetuity.

So, what will this service cost you?

Nada. Zip. Zero. You set your own prices for the content,

normally on a per-column-inch basis, and Modulist charges a processing fee to the consumer. Funeral homes add their own fees and build the charge into the total cost of the funeral.

Funeral homes love the Modulist software because they can simultaneously submit an obituary to multiple

papers requested by the deceased's family, with different run dates. They can receive an instant proof to show the family and confirmation of the cost they can present to the family in advance.

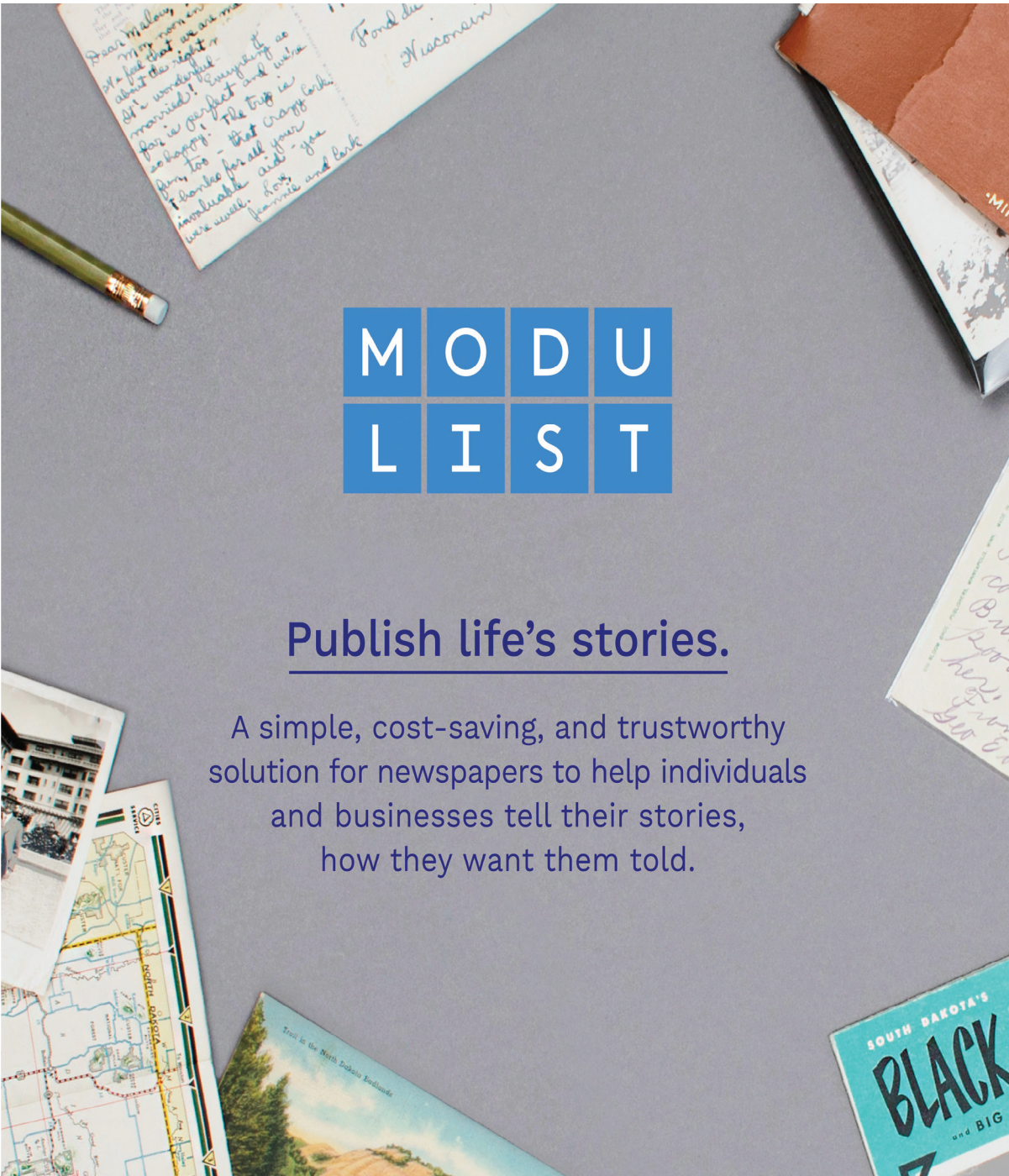
There are currently 13 modules available. In addition to obituaries, the categories include milestones, business announcements, community engagement letters, pet milestones, and job postings. Category number 14, press releases, is in beta testing; number 15, legals, is in testing with development; and number 16, classifieds, is being planned.

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“ Approach each customer with the idea of helping him or her to solve a problem or achieve a goal, not of selling a product or service. ”

Brian Tracy

Dear Saturation Mailers Coalition Members

A few things have happened recently relating to the Postal Service and the Postal Regulatory Commission.

Senators Collins (R-ME) and Feinstein (D-CA) introduced the Postal Service Emergency Assistance Act. It would give the Postal Service financial relief conditioned on postal management producing a turnaround plan.

With significant support from the unions, the bill includes the following:

- It gives USPS up to \$25 billion COVID-19 specific funding. Funds could only be used for COVID-19 related losses and expenses. The Service is directed to prioritize purchase of PPE and to adapt special cleaning and sanitizing protocols for its facilities and vehicles.

- It would clarify the borrowing authority the Postal Service already received in the CARES Act.

- It would require the new Postmaster General and the Board of Governors to transmit a plan to Congress to ensure the long-term solvency of the USPS within nine months of the bill's enactment.

Notably, this is a bipartisan bill. A number of previous Congressional proposals were not able to move forward due to resistance by the administration and the Secretary of the Treasury. It's hard to tell if the new, Trump-appointed PMG will

make a difference in this bill moving forward.

On Monday, July 6, SMC joined with a coalition of 18 other associations (does this make us the COVID-19?) to file Supplemental Comments with the Postal Regulatory Commission urging that the impact on Postal Service of the COVID-19 pandemic, specifically the increase in package volumes, be a basis for the Commission to reconsider the implications of the current change in mail mix, and in mail revenue, on the PRC's ten-year rulemaking density formula.

Although it probably seems like ten years ago, in December 2019 the PRC issued its Revised Rulemaking in the "Ten Year rate review" and proposed giving the USPS greater authority to raise rates when mail volume declined. At the time the decision was written, the Postal Service had seen 12 years of gradual declines in First Class mail and Marketing Mail since the 2006 Postal Accountability and Enhancement Act was passed.

The past few months have led to dramatic declines in First Class mail and Marketing Mail. But package volumes, and in turn the higher revenues of package services, have never been higher.

The thrust of the filing is that a density adjustment that only looks at the number of pieces of mail volumes lost, as opposed to changes in revenue, is not reasonable. An example in the comments points out that one competitive package offsets the contribution lost from 6.3 pieces of First Class mail and nearly 23 pieces of the revenue from Marketing Mail.

The comment's conclusion sums up the message:

The Postal Service and Commission's approach to nearly every problem in recent years has been to raise rates. But the

POASTAL PIECES



Donna Hanbery
Executive Director

economic turmoil and precipitous volume declines observed in the past two months and recent legislative action demand a fresh look. The Commission should not consider adopting proposals that would discourage mailers of market dominant products from returning either during or after the pandemic.

On this morning's COVID-19 call, the volume reports from last week showed packages were still up 65%, with single piece mail down 19%, Marketing Mail down 27%, and Periodicals down 13%. Questions about "What's happening with the new PMG?" led to a fairly non-committal response. Apparently the new boss is diving into the business, gathering information from all aspects of Postal Service leadership and the Board of Governors. Bottom line: it appears that it may be a while before the PMG is making any effort to reach out or connect with association leaders and/or mail customers.

Donna Hanbery, Executive Director
Saturation Mailers Coalition (SMC)
33 South 6th Street
Suite 4160
Minneapolis, MN 55424
612-340-9350 Direct Dial

UNPLUGGED

Our daily struggle with digital over-stimulation is continuous and real. With emails, pop-up ads, and notifications, we are often in sensory overload. Printed content has tested better with brand recall than digital, and is often easier on the eyes. Bottom line: printed publications provide readers with a meaningful and memorable experience.

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WINNING BACK ADVERTISING

GET REAL

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.

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



Peter Wagner

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.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for State and National Press Associations and distributed by them to their members. To get Wagner's free PAPER DOLLARS email newsletter for publishers, CLICK HERE! The two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary column. Wagner can be contacted by emailing pww@iowainformation.com or calling his cell at 712-348-3550.

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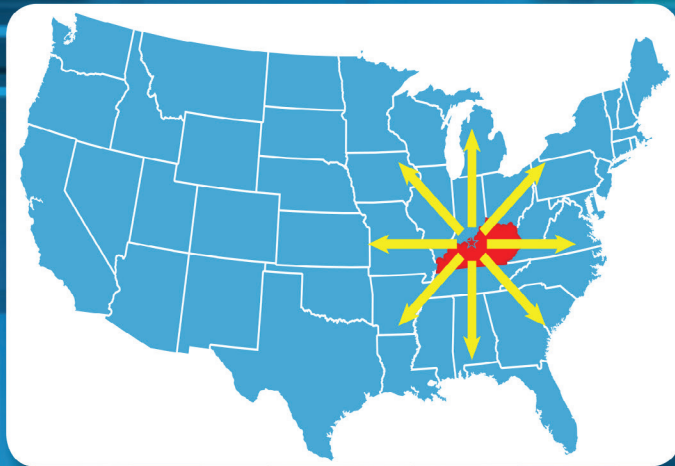


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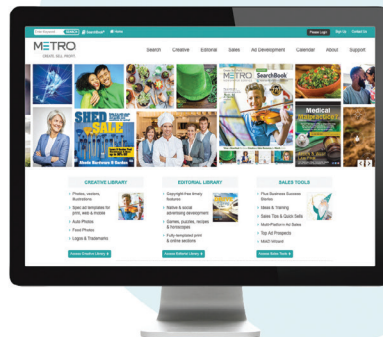
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Simple Ways to **PROMOTE** Your Publication

A brand is what a customer perceives of a publication. In its most simplistic form, branding is “emotional connections between a newspaper and the market it serves.” Let’s examine ways to promote your publication’s brand in the marketplace:

1. Service Clubs

Join a Kiwanis, Rotary, Optimist, or Lions Club. The relationships you can build in these organizations is very important. This exposure is a true top-of-mind awareness experience and can be invaluable to you and your publication. Also go speak to service clubs about your publication. They are looking for speakers and you can’t ask for a better captive audience.

2. United Way and Other Charity Organizations

Your publication needs to be perceived as a helpful publication that is willing to run United Way articles and ads at no charge. Charity connections are important and even participating in public TV auctions and fundraising is a high-profile activity in your marketplace.

3. Open House Event

A weekly newspaper decided to have an open house event for their inactives, regulars, and prospects. They decided on a provocative theme, “Once a week does it.” Plastic buttons with the theme copy were made and worn by all members of the publication weeks before the open house.

The open house happening had the following arrangements: All

personnel wore their button – the setting was a popular hotel with a pool, where the festivities took place – there was live music by a popular trio, a champagne punch fountain, and hot hors d’oeuvres.

Invitations went to 200 people and 125 attended. The paper had a colorful display booth and their key personnel were present to give information and answer questions. Most of the expense was traded off. It was wildly successful.

4. Promotional Pointers

A progressive newspaper needs a memorable memory hook and a slogan that stirs the imagination and can be put on all mastheads, sales materials, sides of delivery trucks, etc. Advertising specialties are great reminders and the greatest items are ones that can be used in the kitchen of your customer’s homes. They include yardsticks, jar openers, sponges, and magnetic signs that go on refrigerators. Your logo should be on refrigerators in your market area.

5. Internet Marketing

The big issue is promoting your publication’s website. You must be patient with expectations. The flow of communication goes from making a prospect a friend, then

SALES TALK BY BOB



Bob Berting

to a customer, and finally to a loyal customer who will come back again and again to your website. This process is enhanced by a system of indoctrination, teaching the viewer about your publication, in effect telling the story of your publication.

Final Thought. Create an integrated promotion plan that ties together all the various strategies, marketing vehicles, and objectives into a long-range program. Branding pre-sells the product and as such, is a more efficient way to sell things. And finally, remember that branding can mean emotional connections to the marketplace.

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

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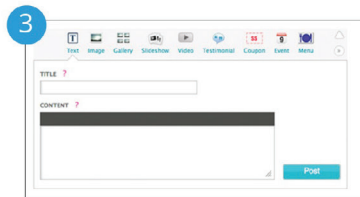
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