

Publish

AUGUST 2021



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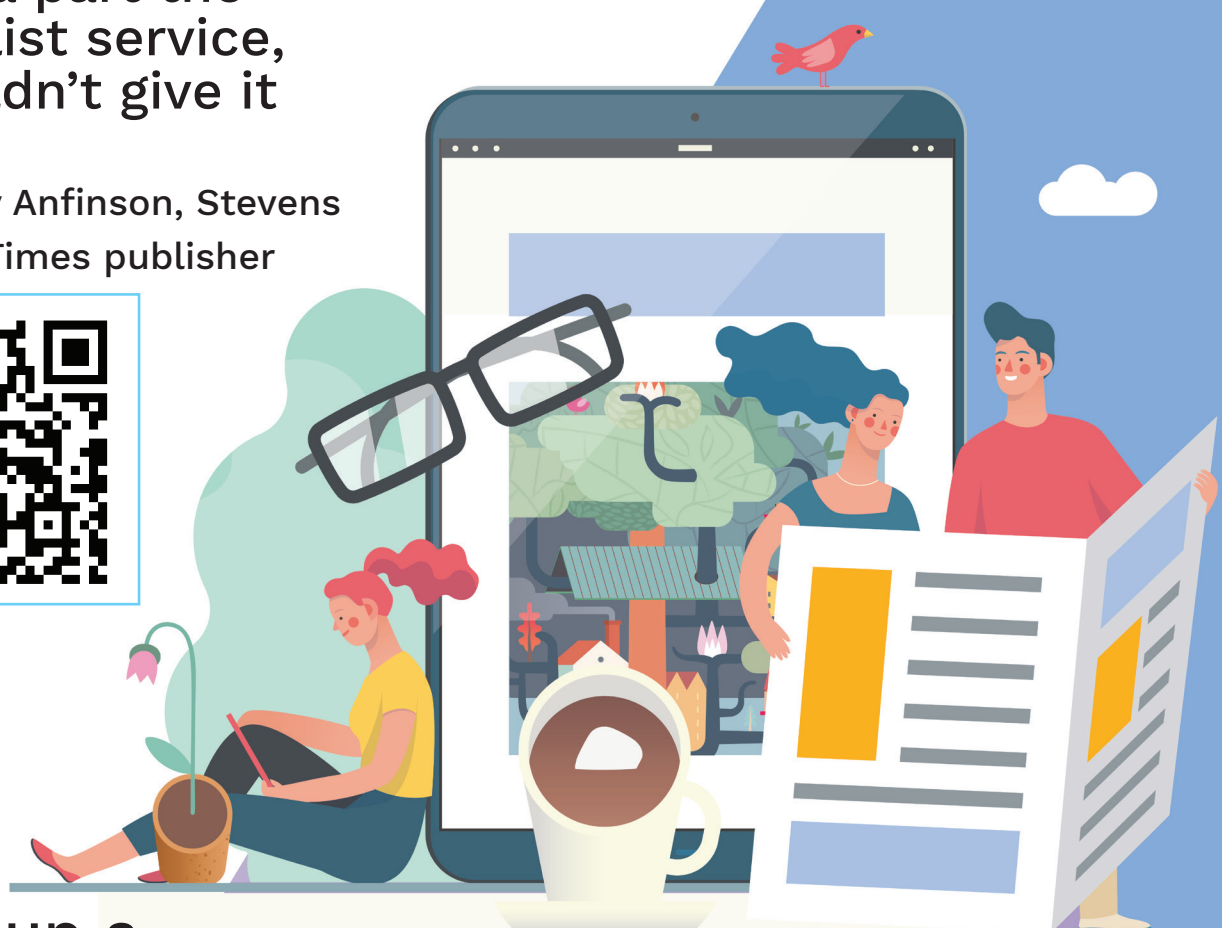
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Publish is a monthly publication dedicated to covering the people, events and companies that are the community publishing industry.

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COMING NEXT MONTH

The September *Publish* will focus on the upcoming ACP and MFCP Joint Conference and Trade Show in Des Moines. You won't want to miss this critical industry networking event! As always, *Publish* will be covering the people, information and issues that are influencing the community publishing industry.



5 REASONS EVERY PUBLISHER SHOULD BE SELLING WEBSITES WITH SITESWAN

1. Every Business Needs a Website

There are over 28 million small businesses in the U.S. and over 500,000 new businesses are started every month. What's the one thing they all have in common? They all NEED a website, but only about half of them have one. That leaves thousands of advertisers in your market in need of a local web designer...will it be YOU?

2. Generate Worry-Free Recurring Income

Building and selling websites provides a reliable and sustainable source of recurring revenue. Most small businesses have a "set it and forget it" mentality when it comes to their website, providing years of locked-in, worry-free income. While businesses will often pause or completely stop advertising in print during slow months, it's nearly unheard of for businesses to do that with their website. You can count on your clients to pay you month after month, year after year for their website.

3. You Already Have the Staff in Place

Even the smallest publications can start offering website design without having to hire additional staff...if you're using the right tools. With SiteSwan, you can launch your web design business overnight - no developers, no programmers, no tech gurus needed. Your existing designers will feel right at home with our platform. Your salespeople will feel confident pitching "spec sites" (like spec ads) with our included training. Whether you're a one-person shop or a media powerhouse, SiteSwan is the perfect fit.

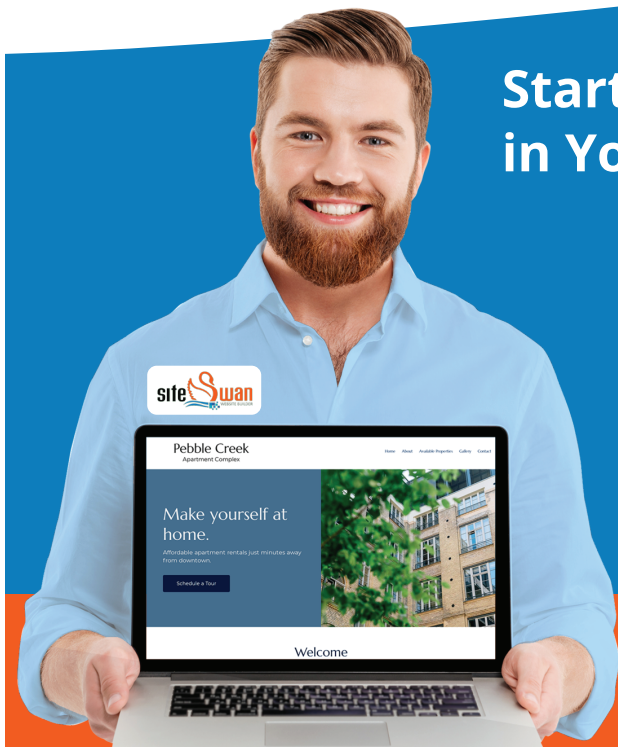
4. Websites Are a Gateway to Other Services

Websites are often referred to as the "hub" of the small business marketing wheel. The website is at the core of your client's local marketing efforts and all other services are spokes stemming from that hub. Control the hub and you can control the entire wheel. This gives web designers a huge amount of control and influence over how small businesses will spend their marketing budgets.

5. Print Ad Revenue Continues to Decline

Let's face the facts - print advertising is declining while online advertising is on the rise. Why not leverage your client relationships, market share and your brand recognition to expand your services into web design? With SiteSwan you can start generating additional revenue for years to come.

“ When you manage a business's website, it's much easier to pitch them on other marketing services like PRINT ADVERTISING. One of the most common questions a small business will ask their web designer after launching a new website is "How can I get more traffic to my site?" Wouldn't it be nice if you could recommend your print publication to advertise their business (and new website)? ”



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RELATIONSHIPS



JOHN DRAPER
ACP PRESIDENT

It goes without saying that strong and valuable relationships are critical to our businesses. We need relationships with advertisers to help them and help our sales. We need relationships with employees to maintain productivity and a healthy work environment. Personal relationships are important for our out-of-the office time and can also help provide an outsider's perspective on projects or problems we face while working to grow our business.

Relationships with product and/or service suppliers are also a critical component of our business operations. We all use software or IT service providers, we have providers to help us with printing and distribution, and we work with firms for accounting and other administrative needs. Without them our businesses wouldn't survive.

Solid relationships with our sales accounts help us manage the top line numbers, while solid relationships with our suppliers can help us build our sales while also making the bottom line look better. Both relationships – sales & suppliers – are equally important.

Just this afternoon, I received a message from an app building firm I have worked with for the past five years. I was notified that within 24 hours they would be discontinuing their service. What a tough message to receive. What kind of supplier only gives 24-hour notice of such a decision? Just like all problems, this will be solved, but what an unexpected investment of my valuable time.

This firm had been a decent provider for those five years, but as a European firm, not one that I could have a solid and meaningful relationship with. They were a provider, not a partner.

The good news is that this app developer was not an associate member of ACP. Perhaps that's a key difference

between this relationship and those I've built with ACP vendors. When I work with vendors who care about the free paper industry, I know they care about me.

I have an opportunity at the annual ACP trade show to get to know the individual vendors and the organizations they represent. Through these interactions, I can personally understand their offerings, vet them against

“ ACP understands fully the value of partnerships. We work to have meaningful relationships with all our members and look for ways to broker relationships between our industry vendors and our member publications.

my needs, and if the match is good, begin a relationship. Similarly, they have an opportunity to get to know me and my business. The relationship starts out right, becomes stronger, and they become a partner – not just a provider.

ACP understands fully the value of partnerships. We work to have meaningful relationships with all our members and look for ways to broker relationships between our industry vendors and our member publications.

Whenever you're in the market for a new service or product vendor, do your due diligence then build a solid relationship. I invite you to start the search at our upcoming conference and trade show this September, where the vendors care about the free paper industry. And remember, look for the individual or firm that will be a partner, not a provider. ■

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THINK ABOUT THOSE THAT FOLLOW



BY DOUGLAS FRY

Each month we look at one thing we can do to make our lives easier, better, more fulfilling, etc. This month we are going to look beyond ourselves and think of those that take our place when we are promoted, follow us to call on our accounts when we don't, or deal with our problems when we move on. We will look at three different examples in my young life that made me try to remember that what I did could make the job of those that follow easier or harder.

Let's start with what not to do. As a lad I enjoyed climbing mountains, specifically the Olympic Mountains in Washington State. Several of the peaks are named after US presidents: Jefferson, Lincoln, and of course Washington. I hadn't climbed Mount Lincoln and was invited to join three other climbers with mountain rescue experience. They were the pros and I wanted to learn from the best.

Early one Saturday morning, June 2nd 1973 to be precise, we climbed for 4 hours until we arrived at the summit blocks. It took another hour of harder technical climbing to finally reach the top. The two leaders decided we would take an alternate route down by way of Flapjack Lakes. This route would be longer but afforded a trail rather than hiking cross country. On the way down we crashed

through heavy brush and trees for an hour or two to intersect with the trail. Of course, it started raining so my disposition took a downward turn. But what really got me steamed was the way the climber ahead of me (Lonny) did not consider the person following him (me). He pushed through a tree branch heavy with rain and then simply let it go, snapping back and hitting me in the face.

This happened many times. Each time I thought he would hold it for me, so I could reach out and grasp the rain soaked branch then offer it to the person behind me. My hand would be inches away from the branch but each time Lonny let go giving me a face full of pine needles and drenching me with a gallon or two of water. I finally had enough and told him he needed to hold the branch until I grasped it so I wouldn't be assaulted by the next branch. He didn't quite get it and as I have kept in touch with him all these years I don't think he ever has. He never thought about the person following him.

Now we'll look at why we should regard those behind us. This example comes from my early bicycling tours. Dale, Devin, and I traversed the state on our bicycles. Our excursions took us to Canada, the San Juan Islands, and every notable point of interest. We developed a method of travel known as a "pace line." In a pace line all the riders follow each other single file. The person at the front cuts the wind for those following. This makes it much easier for the following cyclists because they don't have to fight the wind, they simply tuck in behind the leader and let them do the work. When the leader gets tired or has done their turn they move to the left and let the others pass and takes a spot at the back of the line.

Thinking of the person behind you helps everyone ride faster and

ride more efficiently. But during one fateful trip the lead cyclist (Devin) dropped his glove and instead of thinking of those behind he simply slammed on the brakes and caused us all to crash into him. Consequences of not contemplating those behind are real and often painful.

This next example shows the right way of doing things; thinking of those that follow. A group of 23 young pups were hiking in the Olympics with my father leading. We needed to climb over a pass called "Saint Peter's Gate." Usually it was an easy rock scramble to the top. But the year we were hiking, there was lots of snow from the previous winter. My father was concerned about getting us all up and over the pass without slipping and falling to our bloody deaths. As a result, he took forever kicking steps in the ice and snow. When it came time for each of us to climb the pass he gave directions as to where to place our hands and feet. The best part was the steps he kicked were like a grand staircase heading to Saint Peter's Gate. We all made it safely over the pass and have great stories to tell, all because Dad thought about who would follow.

When you want to "fire" a customer, think about the person who might come after you. If you burn that bridge the next person will have an even harder time convincing that customer to try your publication. When you feel like being a jerk to your subordinates, think about how you can help them get up and over an obstacle rather than asserting your dominance. When you are leading a group and want to stop, keep going, don't slam on the brakes, or simply move over and let the next person lead.

Last of all, consider the person behind you and help them succeed rather than slapping them in the face just because you can. ■



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THE VALUE OF EMPOWERMENT!



BY LOREN COLBURN

One of the things I have struggled with as a manager over the years is to fight the knee-jerk reflex to always answer a direct question posed by subordinates who are looking for clear direction. With the time pressures we face to get things done both as fast as possible and as flawlessly as we can, it always seemed appropriate to provide the direction requested accompanied by some explanation.

I made a concerted effort whenever possible to provide along with the answer, the reasoning and thought process as to the “why” behind my response. I was convinced that by delivering the answer in conjunction with the related “lesson” on how I came to that conclusion, the recipient was always walking away with the growth experience that would prepare them for dealing with a similar experience down the road.

Little did I realize that all too often, they had complete faith in my judgement and once they had the answer they needed, their mission was accomplished and the lesson was not

really sinking in. Their focus concluded with the answer to their question since they already were in possession of what they came for. I will liken it to being in a strange place and having to drive to a new location. The person driving the car will have an excellent recollection of the details and turns to get there again if needed. The passenger on the other hand, will have little or no ability to navigate a second trip as they were not focused on the same details as the driver, even though they both traveled the same path.

I listened this weekend to Brian, my second of three boys, relate a story from 21 years earlier when he was a 17 year old with a brand new driver’s license. In New York State, new drivers at 17 were not allowed to drive after 9:00 PM. Brian had an event that he wanted to attend that would require he drive home closer to 10:00 PM, so he came and asked if it would be “OK” if he drove. As he related the story, my response was, “that is not up to me – that’s up to you. What I will tell you is that you are responsible for the results of your decision and any fees, fines or legal expenses that might arise from that decision.” His recollection also included, “and then Dad just walked away without any more discussion.” His sister-in-law inquired about what happened next and Brian responded, “Obviously, I was home at 9:00 PM!”

That simple act of empowerment not only effected the outcome, it made such a lasting impression that it stood the test of time. Personal, professional, it’s all the same. Having people make decisions based on the relevant facts will build a lasting understanding rather than just being handed an answer so they can move on. Ownership of an outcome provides a clarity and depth of thought that will stay with a person long after the experience concludes.

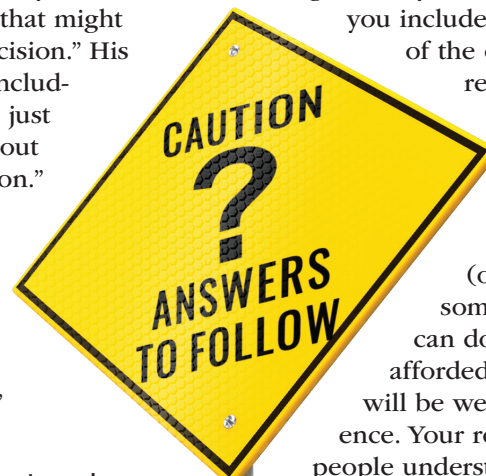
My request is for you to join me in the fight against immediately responding to a question with an answer. There are so many better ways to open the discussion without providing an immediate answer, for example:

- What do you think you should do?
- What exactly is it that you need to accomplish?
- Describe what you think the best possible outcome would be?
- What could go wrong if you did that?

What’s your biggest challenge here? Once you have engaged their analytical process, the only other ingredient you need to make sure you include is the ownership

of the outcome and all the responsibility that comes with it. You must be willing to accept that your way may not be the only (or best) way to do something and if you can do that, the growth afforded to your employees will be well worth the experience. Your role becomes helping people understand the guidelines and boundaries that exist, enabling them to be more effective and resourceful in their decision making.

Until next month, tell all those media buyers...”If its Free – Buy It! ■



“Your role becomes helping people understand the guidelines and boundaries that exist, enabling them to be more effective and resourceful in their decision making.

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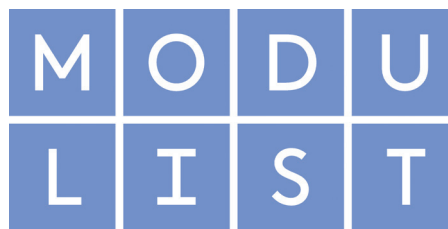
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We collect the payment up front from the consumer; they build their ad in our intuitive and user-friendly portal; we do the quality assurance on the order; and then we provide a pdf for printed publications and a digital file into your content management systems. Our process assures that you keep your community content on your platforms.

Simply put: We process the work on your behalf; provide white glove client service seven days per week; produce a quality looking order for all of your platforms, and you keep your revenue.

Our mission is to establish a long-term partnership with our clients, helping to position them for the future by decreasing production costs and increasing revenue in integral content categories. Our driving factor is to provide top-notch service on your behalf so that we are helping to build the reputation of your brand.

Our aim is to make it so that our clients need only one team and one tool to process all of their user-generated paid content platforms.

PLATINUM PARTNERS:



OUR DATA SPEAKS VOLUMES

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CVC provides circulation audits and readership studies to newspapers, magazines, shoppers and niche publications throughout North America. CVC audits include print, website, digital edition, social media, email marketing, mobile and text media. CVC readership studies utilize a multi-tier study platform that gives publishers accurate demographics spanning multiple media platforms. Eligible ACP members receive all CVC services as a free member benefit.



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Since 1914 Cummings has specialized in the printing of short-run publications. We offer a streamlined pre-press workflow through InSite, multiple heat-set web presses and strategic mailing options like co-mailing and destination drop-shipping. That said, the strength of our company lies with our dedicated employees. We work for you. Clients never get lost in the shuffle. Every job gets the attention it deserves.

As a four-generation, family-owned company with over 100 years of experience in publication printing we know what service is all about. Every day we strive to make sure our clients know that they are never just another account. We value our relationships and it has served us well through

the years. We make sure you utilize all the efficiencies possible and answer any questions you have. That's our job.

Our objective at Cummings Printing has been simple: provide customers with a quality product, delivered on-time and within budget. Although "Quality" may be an overused cliché at some companies, at Cummings it is a way of life. As an ISO 9002 company, Cummings has implemented a quality management system that involves every employee, from customer service through shipping.

If you are not getting this same service from your printing company, please contact Cummings Printing and experience what has made us successful since 1914.



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KING FEATURES

King Features, a unit of Hearst, is the world's premier distributor of comics, columns, editorial cartoons, puzzles and games, providing in print and digital formats some 150 features to nearly 5,000 daily, Sunday, weekly and online newspapers and other publishers around the globe. From its many popular comic strips and panels to columns by well-known personalities, incisive editorial cartoons to a wide variety of engaging puzzles and games, King Features covers the world with informative, entertaining features for today's readers. Some of the company's most beloved comic properties include: Arctic Circle, Baby Blues, Beetle Bailey, Blondie, Curtis, Dennis the Menace, Dustin, Family Circus, Flash Gordon, Funky Winkerbean, Hagar the Horrible, Hi & Lois, Macanudo, Mother Goose & Grimm, Mutts, Popeye, The Phantom, Rhymes with Orange, Sally Forth, Sherman's Lagoon, and Zits. King Features' ever-expanding offering includes a variety of turnkey and customizable digital solutions, and its licensing arm is considered one of the largest and most experienced organizations in merchandise licensing and entertainment.

In keeping with its mission to make the highest quality content available to all, King Features offers a unique solution for community papers.

Each week, King Features packages more than 75 comics, games and columns and provides them in .txt and .tif formats as well as (for columns) camera-ready



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In 1987, Tom Vachon first installed Merrimac Publishing Manager at The Phoenix, a neighborhood weekly in Brooklyn, N.Y. It was one of the first publishing management systems to take advantage of the “then” new personal computer technology. The system was designed to tie together seamlessly all the various parts of newspaper production and bookkeeping systems. Creative and useful input from our publisher “users” keeps the software fresh and up to date. MerrimacPlus truly is designed by publishers for publishers.

Unfortunately, Tom Vachon passed away in February 2017. One of our publisher users – who had participated in many Merrimac improvements over the years – purchased the software company.

“After using the software for over 25 years, I just wanted to make sure that we would be able to continue to use it. We use it every day. From order entry to accounts receivable, Merrimac does it all.”

The new owner is Carol Toomey, owner of Action Unlimited in Concord, Mass., and the Smart Shopper in Webster, Mass. She started her first paper, Action Unlimited, in 1970 and has been in business ever since. When she purchased Merrimac Software, the new company needed a new name. Keeping Tom in mind, Sabrina Fobes suggested the name MerrimacPlus. And so the software that was started in 1987 and grew over the years to be so much more, is now named MerrimacPlus.

Carol is joined by Sabrina Fobes, full-time support person, and Jim Loughner, developer and “idea” man. This makes MerrimacPlus the well-rounded company it is today.



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SCS:

SCS's business is providing software to the newspaper industry. Family-owned and employing a staff of US-based developers, sales and support staff, SCS has long been a trusted vendor for publishers of all shapes and sizes.

SCS's Community Advertising System (CAS) packages the core systems a publishing company needs to put out a paper. CAS includes retail and classified order entry, accounts receivable, display ad dummmying, classified pagination, ad production management, and news pagination management. CAS also comes with web-based self-service modules for customers to place classified ads, proof display ads and view electronic tearsheets.

Each CAS component can be purchased separately and can integrate into your current workflow. Our Production Suite – Layout-8000, SCS/ClassPag, and SCS/Track – fit in nicely with most of the other systems on the market.

Check out SCS's rebranded editorial system, now known as the Community Publishing System (CPS), if you're tired of paying exorbitant fees for legacy systems. CPS is perfect for content creation, curation and multi-channel distribution with edition planning and monitoring, is web-based, and integrates beautifully with Adobe InDesign.

Last but not least, in 2021, SCS is introducing the premiere tool for Automated News Pagination. It's called ANP and it uses SCS AI to assemble complete, output-ready editorial pages with ads, photos, captions, headlines, page furniture.

SCS's subscription packages are backed by 24/7/365 support with NO PER CALL CHARGES and include either SCS-provided Local Cloud Appliances or a cloud-based instance.

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HOW TO EVALUATE A VENDOR IN 6 EASY STEPS

What You Need to Know About the Vendor Selection Process

BY JAMES BUCKI / Reprinted with permission from *The Balance Small Business*, www.thebalancesmb.com

For a company, the proposal evaluation for the vendor selection process for smaller projects and commodities can be relatively straightforward. For bigger projects, complex parts or multifaceted services, evaluating proposals and coming to a consensus will be more involved. The main objective of this phase is to minimize human emotion and political positioning to arrive at a decision that is in the best interest of the company. Be thorough in your investigation, seek input from all stakeholders and use the following methodology to lead the team to a unified vendor selection decision.

Preliminary Review of All Vendor Proposals

Before your vendor selection team starts its evaluation and selection process, all proposals must be reviewed for completeness and clarity. Any obvious omissions and ambiguities should be clarified by the submitting vendor. It will ensure that the evaluation and selection process, once begun, will be thorough and efficient.

Record Business Requirements and Vendor Requirements

On a spreadsheet list the business requirements and then the vendor requirements that were compiled in the first step, Analyze Business Requirements. A thorough and detailed listing of all requirements is essential to arrive at a fair and equitable decision.

Assign Importance Value for Each Requirement

For each of the requirements assign an "Importance Value" using a scale from one to ten; where 1 is extremely unimportant, and 10 is extremely important. If the vendor selection team cannot agree upon an importance



value, then accumulate everyone's individual value and calculate an "average" across all members. If a team member feels they are not qualified to render an opinion on a certain requirement, they may abstain from submitting a value. Use the average score of all submitted values from the team as the Importance Value for that requirement.

If a requirement is dichotomous to the point where you would want to eliminate the vendor immediately if they cannot meet the requirement, then mark that requirement as "Pass/Fail." For example, if your insurance carrier requires all external contractors that perform work in secured areas to be "bonded and insured," then any vendor who does not meet this requirement will be immediately eliminated from further consideration.

Assign a Performance Value for Each Requirement

This step may be the longest and most drawn-out process of the entire vendor selection process. The team will need to assign a "performance value" that they believe that each vendor performs on each of the requirements. For larger projects, you may have to give each team member time to evaluate each proposal to arrive at a performance score for each objective.

Once again, if the team cannot agree upon a performance value, then accumulate everyone's individual value and calculate an "average" across all members. If a team member feels

they are not qualified to render an opinion on a certain requirement, they may abstain from submitting a value. Use the average score of all submitted values from the team as the performance value for that requirement for that individual vendor.

If a requirement is indicated to be "Pass/Fail" and the team agrees that the individual vendor has not met the requirement, that vendor can be immediately removed from further consideration.

Calculate a Total Performance Score

Now that you have an "importance value" for each requirement and a "performance score" for each vendor on each requirement, you can calculate a Total Performance Score for each vendor. Calculate the Total Performance score by multiplying the individual Importance Value by the vendor's Performance Value. Total the sum of all an individual vendor's Performance Score to arrive at a Total Performance Score for the vendor.

Select a Winning Vendor

The total performance score is not meant to be an absolute value of determination of a vendor's proposal. It is to be used as a guide to highlight differences between vendors and spark meaningful discussion among team members. Proposals that fell orders-of-magnitude below the front runners can be eliminated if the team agrees. ■

ABOUT THE AUTHOR:

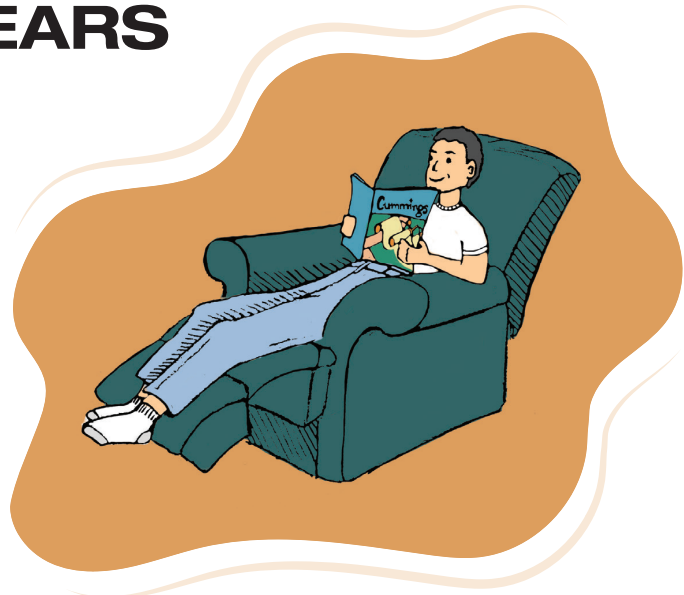
James Bucki is a former writer for The Balance who contributed 47 articles in nearly three years. He has nearly two decades of experience in consulting, manufacturing, publishing, healthcare, banking, and education.

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1. Think through the scope of the project. Be specific. What needs to be done now. What could be put off to later? What might need to be put in place now to allow you to move on to the next phase of development?
2. Identify the skills, experience and resources you'll expect the contractor you hire to have to complete the project successfully.
3. Know the results you want to achieve and be able to communicate them clearly to the business or person you retain to do the work. For instance, if you're hiring someone to write an eBook to use as a lead magnet, be clear about how many words the eBook should be, what points you want covered in it, whether or not you need the text formatted, whether the writer will have to locate graphics to use in the eBook, and any other details that are important to the success of the project.
4. Choose service providers with care. Evaluate them as carefully as you would an employee. Ask about their experience doing the specific type of work you want done. (Someone who can write a great eBook about email marketing may not have the expertise to write a giveaway on how to choose the right lawn care products. Ask for resumes, references, and examples of similar jobs they've completed.
5. Be sure the people you outsource work to hold any required licenses or certifications for doing the work.
6. Don't let cost be the deciding factor. The service provider who charges the least may not be the best choice. They may not have the expertise or may take longer to complete the work (or do it less professionally) than a higher-priced seasoned pro.

7. Use a formal statement of work for big projects you plan to subcontract out. For smaller tasks, clearly outline in writing what is expected of each contractor.
8. Rely on contracts, not memory to be sure work is done as you expected.
9. Understand how long it should take to complete the work. (Ask others in your industry if you're not sure.) Then, set a realistic timetable for achieving results.

“ “ Insist on all service providers and vendors documenting their work. It's your business. You've got to be able to run it whether any one contractor is involved or not.

10. Include the date the work should be completed in your contract. If the project involves multiple steps, include complete-by dates for each step of the project.
11. Monitor performance and time—but don't micromanage. Contractors don't like micromanagement any more than employees do.
12. Be open to suggestions from freelancers or independent contractors about better ways to get work done. They may see pitfalls or timesavers you don't because they've done similar work for other customers in the past.
13. Communicate frequently and politely with your contractors and service providers.
14. Never “point fingers” or let anyone on your team do so either. If your website is running slow and your web programmer is blaming the data center and the data center people think it's the web programmer, you're the one who's going to suffer unless they can communicate politely with each other to find the underlying problem.

15. Insist on all service providers and vendors documenting their work. It's your business. You've got to be able to run it whether any one contractor is involved or not.
16. If you're having original work created for you (writing, computer code, etc.), be sure your contract gives you all copyrights in the work. You need unrestricted license to use and modify work you've had done for you whether you continue to use the vendor or not.
17. If you're licensing a product or service from a third party (instead of having someone create it for you from scratch) be sure you understand all the terms of the license.
18. Have your lawyer insert appropriate clauses in your contracts to protect you from any wrongdoing on the part of contractors you hire.
19. Find multiple vendors or contractors for work you need done. You need to know your business can continue even if something happens to a service provider.
20. Give vendors or contractors you've never worked with before small projects to start. Increase the difficulty and scope as you see they can handle the work to your satisfaction.
21. Offer feedback and praise. Employees aren't the only people who like to hear that you appreciate their efforts. Your contractors appreciate that kind of feedback too. ■

ABOUT THE AUTHOR:

Janet Attard is the founder of the award-winning *Business Know-How.com* small business web site and information resource. Janet is also the author of *The Home Office And Small Business Answer Book* and *of Business Know-How: An Operational Guide For Home-Based and Micro-Sized Businesses with Limited Budgets.*

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Somebody once said...

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Thomas Watson Sr.

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NEW CENTURY PRESS: Covering the Midwest

From its corporate home base in Rock Rapids, Iowa, New Century Press reaches out to cover large swaths of Iowa, Minnesota, North Dakota and South Dakota with hometown news.

“We are strong believers in community news and community publications,” said General Manager Lisa Miller. “The largest town we cover is Moorhead, Minnesota [population 43,000]. Otherwise, our publications are in all small Midwest communities.”

New Century Press started in June of 1992 with three publications in Northwest Iowa: the Lyon County Reporter, the West Lyon Herald and the Sioux County Index-Reporter. Its flagship paper, the Lyon County Reporter in Rock Rapids, was first published in 1884 and is the oldest business in Lyon County, Iowa.

From its humble beginnings, New Century Press has grown to include 20 weeklies, one monthly, two annual specialty basketball magazines, and a lot of smaller niche publications throughout the year.

The company’s initial expansions added the (South Dakota) Hansen Anderson Basketball publications in 2007, the (North Dakota) Griggs County Courier and Steele County Press and the (Minnesota) FM Extra (now known as The Extra)



based in Moorhead in 2010. River Valley Woman, a new high-end glossy magazine, was launched in 2013.

The Hansen Anderson Basketball publications are unique in that they publish annual reviews of all of South Dakota boys’ and girls’ prep basketball players. Information on all of the players is received from their coaches and combined into two separate 100-plus page products each November.

The largest expansion to date took place in 2020 with the purchase of four

publications in January, five in June and two more in November. Two of the publications are shoppers, but the majority of New Century’s 21 publications are a 50/50 mix of news and advertising with circulation ranging from 4,500 to 6,000 copies weekly. Most are free papers, but 11,000 of New Century’s combined 30,000 weekly circulation is paid. Nearly all of the free publications are mailed, with two being wrapped distribution.

A total of 47 employees and an additional 41 contractors work out of 12

different offices – corporate headquarters in Rock Rapids and 11 satellite offices spread among all four states – keeping everything running smoothly. Each of the satellite offices houses writers and sales reps, but all layout, design and accounting are done at the corporate office.

“We are unique in that we are a big enough company to be able to offer employee benefits, but small enough that we all feel like family,” said Miller. “If someone needs time off, we make it work. There’s a team behind you because no matter what, we go to press once a week.”

COVID-19 did have an effect on the company, though perhaps not as grim as on a good portion of the country. With lower populations spread across the rural agricultural landscapes of Northwestern Iowa, Minnesota and the Dakotas, life did not change too drastically with the exception of the cancellation of some community events.

“Rock Rapids did not miss one day of school due to COVID for the 2020-21 school year,” said Miller. “NCP was able to cover several events including state football. We are looking forward to covering the upcoming small county and state fairs.”

It’s good to be back to a new normal. ■

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PROSPECTING FOR NEW BUSINESS IN 2021



BY BOB BERTING,
BERTING
COMMUNICATIONS

As a successful advertising salesperson and top executive of a large Suburban paper chain, I averaged 2 cold contracts a week for 15 years. Since then, as a newspaper sales trainer, I have worked with thousands of salespeople in the field making calls on a wide variety of merchants at individual locations, in shopping centers, small towns, business communities, and to media buyers. Some interesting observations have arisen from this experience, and I will share them with you:

1. IF THE WEATHER IS

BAD—raining cats and dogs—or heavy snowfall, it's a great time to be making prospecting calls. Many times a prospect will say "You're the only person who's been in here today to see me. If you're that interested to see me, let's sit down and talk."

2. INVITE DIFFICULT PEOPLE TO LUNCH. There's something about good food, great décor, friendly service...and especially the kind of food the prospect likes. Once a very tough prospect mentioned his liking for Chinese food. The next week over Chinese lunch, the beginning of a long range advertising campaign began to take place.

3. IN PERSON DROP-INS. "I just happened to be in the neighborhood and wanted to stop in to see you." Usually the prospect will be gracious and agree to talk to you. Leave a brochure. Send a short e-mail note the same day saying that you will call them again in a few days to ask for an appointment.

4. PHONING. Write out creative ideas you want to discuss in advance before you call. This concrete method creates a firm picture in your mind of the exact things you want to discuss. This makes your conversation far more structured and clearly gives you an edge over competition who ramble on and on about their service.

5. E-MAIL. I have found the following to be extremely effective "Just checking in with you. I appreciate updates, whether favorable or unfavorable—as it helps me serve you better."

6. SIMPLIFY. This is an age of extremely quick communication and quick scanning. All contacts with prospects must be honed down to shorter e-mails, more abbreviated sales kits, and crisp, to the point presentations. The adage "The more you tell, the more you sell" doesn't always apply.

“ Aim for the prospect's first brain with emotional appeals. A good approach is your believability, sincerity, warmth, down to earth friendliness, and genuine smile.

7. MOODS AND EMOTION. When prospecting over the phone, give yourself a break. Talk for 30 minutes, then take a 5 minute break. Don't prospect if you're angry or upset—only when you are in a relatively good mood and have a positive attitude.

8. "SELL WITH EMOTION AND JUSTIFY WITH FACTS." Aim for the prospect's first brain with emotional appeals. A good approach is your believability, sincerity, warmth, down to earth friendliness, and genuine smile. Show creative ad layouts (sell with emotion)—then present the advertising proposal (justify with facts). ■

Bob is the author of 4 e-books for the newspaper industry, available on www.bobberting.com. Bob is a professional speaker, advertising sales trainer, publisher marketing consultant and columnist in many national and regional newspaper trade association publications. He can be reached at bob@bobberting.com or 317-849-5408.



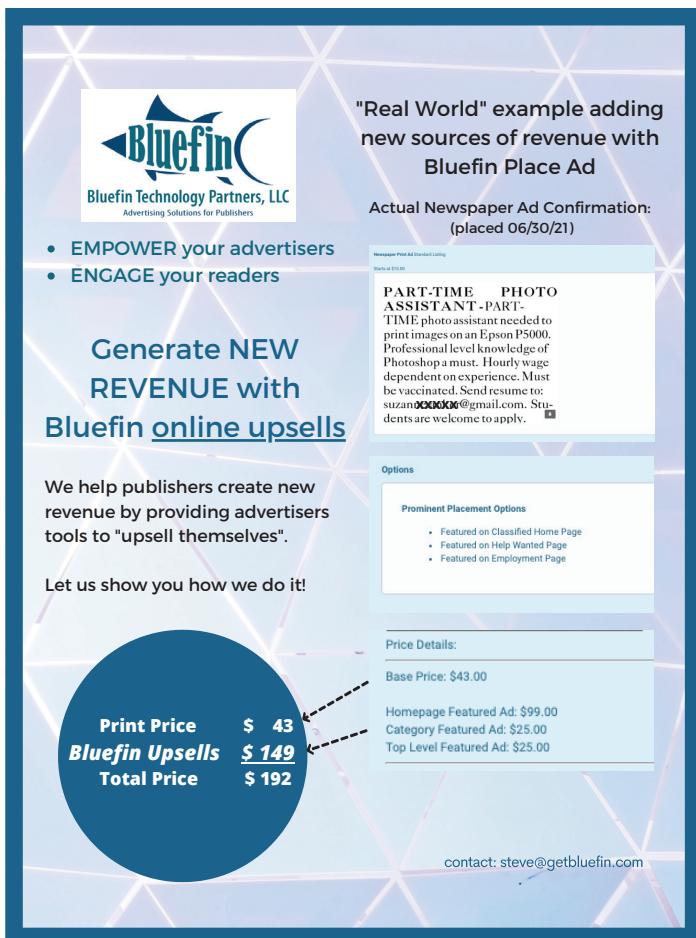
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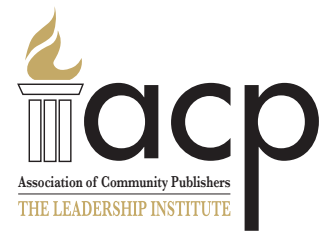
CARRY A BIG BASKET

BY JIM BUSCH

“Carry a big basket. In other words, be open to new ideas, different partners, and new practices...have a willingness to dropout the old and irrelevant to make room for new approaches.”

—Frances Hesselbein

It is remarkably easy to get stuck in a rut; it's a good idea to shake up your routine and get out of the office every now and then. For anyone in the free paper industry, there is no better place to recharge one's batteries and clear out the mental cobwebs than the ACP conference and tradeshow. By definition our papers are hyperlocal. This is both a blessing and a curse: no one knows our markets and our customer's needs like we do. We are experts at connecting small businesses with their customers. The downside of being so localized is that the view never changes. We are seldom exposed to new ideas or techniques. Our customers count on us to provide them with a steady stream of new and creative concepts; not an easy task when we're scurrying around trying to get a paper on the street. The ACP conference is a great place to collect new ideas to take home to our companies and our customers. At these events you'll encounter fresh new ideas wherever you turn; you will have opportunities to learn from respected keynote speakers, in TLI classes, in management forums, the Best of the Best awards and of course over drinks and meals shared with the best people in the business. The conference trade show is a goldmine of ideas and tools to grow your business. In one room you'll find vendors from around the country selling products and services to help you achieve your goals. It's kind of refreshing to have the tables turned and have someone trying to sell us for a change. The vendor representatives are experts in their specialized aspect of the business and most have worked with enough papers that they understand the problems we face and how to solve them. The opportunity to pick the brains of these industry pros more than justifies the time invested in attending the conference. Offering everything from software to distribution racks and printing services, you'll find everything and anything you'll need to be successful. Make sure you take a "big basket" when you're walking through the ACP trade show, you'll need it for all the great ideas you're sure to find there. ■



GOING TO A NETWORKING EVENT?



BY JOHN FOUST
RALEIGH, NC

A lot of newspapers encourage sales people to attend networking events. When one of these events pops up on your calendar, here are a few things to keep in mind:

1. Have realistic expectations. C-level executives and sales people go to different events. As a sales person, you probably won't meet many decision makers from your target companies. Frankly speaking, top ranked decision makers don't like to go to events where they will meet one sales person after another.

2. If possible, get a list of attendees (and/or their companies) in advance. This will allow you to develop a strategy. Whom should you meet? What would you like to learn in a brief conversation?

3. Don't expect to make a sale at the event. This is not the right place for a sales presentation. Your job is to circulate. Find key people you would like to meet, get to know them, and – if it's appropriate – ask if you should contact others at their company.

4. Act like a host. Keep the focus on others, not yourself. If you see someone standing alone, strike up a conversation and help them feel comfortable. If you know two people who could benefit from knowing about each other's businesses, introduce them. And keep in mind that a good host never lingers in one place too long.

5. Prepare an elevator speech. Brevity is important, 30 seconds or less. Keep it simple and stay away from minutiae. Relate your point to what you know about the other person's business.

6. Listen more than you talk. Don't join the crowd of networkers who talk only about themselves. That's tedious and boring. When you are sincerely interested

in what others are saying, they will enjoy your company. And they will be more likely to remember you.

7. Meet new people. Get out of your comfort zone and resist the temptation to spend your time around people you already know – people who aren't in position to send business in your direction. The worst use of your time is to hang out with people from your office.

8. Keep it simple at the hors d'oeuvre table. People are on their feet at most

networking events. Although that's not an ideal eating arrangement (do you eat standing up at home?), it's a good way to meet a number of people. The best host-like behavior is to be unencumbered as you move around the room, because it's not easy to shake hands while holding a plate

filled with crab puffs and cantaloupe cubes in one hand and a glass in the other.

9. Understand business card basics. Exchange cards, then write notes about your conversations on the back of the cards you receive. This is especially important if you promise to provide information about your paper.

10. Follow up right away. Don't give a new contact time to forget your conversation. If you promise to send information – or if you run across an item of special interest – get back in touch as quickly as possible. Then stay in touch. ■

“ Don't give a new contact time to forget your conversation. If you promise to send information – or if you run across an item of special interest – get back in touch as quickly as possible.

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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. Email for information: john@johnfoust.com

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net ©2021

My intentions were good... because I had planned to write about the use of typefaces in advertising—specifically, sans serif typefaces. I started to put some ideas together by looking through previous articles of mine and my digital subscription to *InDesign Magazine*—and that’s when I went off the rails. The first issue of *InDesign Magazine* was July/August of 2004, and through these many years, the naming has changed slightly. My intention (there’s that word again) was to just put them in order and fill in with issues that I missed (or rather misplaced!)... which I did.

However, hours later, all 147 issues were in some semblance of order. It took that long because I found a good number of articles dealing with type, typefaces and typography (all different, mind you).

Now I could start my article... until I opened *InDesign* and was informed that Adobe Products will no longer support Type 1 fonts starting in January of 2023 (*Photoshop* is ending support of Type 1 fonts this year).

PostScript Type 1 Fonts End of Support

“Type 1 fonts (also known as PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) are a deprecated format within the font industry, replaced by the larger glyph sets and more robust technical possibilities of OpenType format fonts. Type 1 fonts were introduced by Adobe in 1984 for use with its PostScript page description language, and became widely used with the spread of desktop publishing software and printers that could use PostScript. In 1996, Adobe products and type development began to concentrate on the use of more versatile OpenType fonts rather than Type 1.”

Type fonts were one of the biggest headaches we had to deal with—most Mac users had Postscript fonts. These fonts were able to print correctly from our Postscript image setters, so it made the choice real easy. The other font choice was TrueType, mostly on the PC side, and there were certain incompatibilities between the two.

Just My Type...

A common expression...yet very relevant. Do you watch TV commercials or read ads to see what typeface is being used? Do you think that the person who dies with the most fonts wins? Is it an obsession, an addiction, or just creative pursuit to give, as John McWade says, “visible voice” to your communications?

You can’t get away from it—type and type usage are issues you face (sorry, no pun intended) every time you design an ad. The correct use of a typeface can be monumental in the legibility and readability within your communications.

What is OpenType?

OpenType® was the result of uniting two widely used font formats, PostScript and TrueType, into a single font format. Developed by Adobe Systems Inc. and Microsoft Corporation.

OpenType brought these two technologies together and extended them with new typographic and line layout capabilities. OpenType was the new standard for high quality type in print and on the web.

With OpenType fonts, we can access characters that either were never available or were relegated to “special” fonts that had to be obtained separately; just check the “Glyphs” tab.

Type Terms...

So just how do you choose the most appropriate type for the message at hand? It’s not easy. The whole idea of readable, legible and creative use of type covers a

lot of little “things;” elements that by themselves are not always significant, but can make a big difference in the look of the visual information. Perhaps this is why the correct use of type is much more difficult to address than picking out the right art or graphic to use in the ad. We’ll address some of these elements next month because I am coming to the end of my page!

In the meantime, here are some terms worth knowing...

CHARACTER: An individual letter, number, punctuation mark or auxiliary character.

DINGBAT: Special or ornamental font.

FONT: A full range of type of one face and size. Some fonts are comprised just of ornamental devices, symbols or decorative figures that can be used like artwork, but treated as type. The term typeface and font are often used interchangeably.

KERN: Use minus letterspace (subtract space) between certain letter pairs for optical spacing. Common pairs include the letters W, A, T, V.

TYPEFACE: A particular style of type design, including the full range of characters in all sizes (upper and lower case, numbers, punctuation and auxiliary characters). Identified by such family monikers as Helvetica, Times, Century, Utopia, Myriad Pro, etc.

TYPE FAMILY: This encompasses all the typefaces that exist in a variety of closely related forms—italic, book, bold, etc.

LOWERCASE: Small letters of the alphabet. The term comes from the fact that in the age of metal type, the printer (a real person) stored these letters in the “lower case.”

SERIF & SANS SERIF: A serif character has a line or stroke crossing the ends of the main strokes. Sans serifs have no strokes (sans is French for “without”).

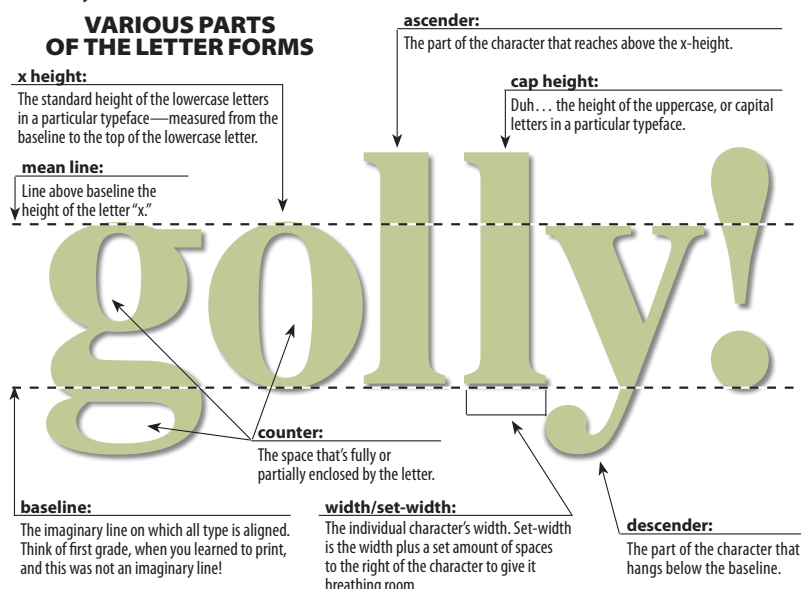
STROKE: A straight or curved line.

SWASH: A character with an exaggerated flourish that replaces a serif or terminal.

UPPERCASE: The capital letters or metal type stored (again by a real person) in the “upper case.”

Final Thoughts

My intention was to tell you that I use Myriad Pro (a sans serif typeface) as my “go-to” choice for my communications, but that will have to wait until next time, I have some Type 1 fonts to delete...



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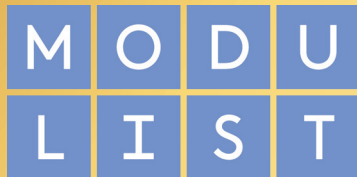
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