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# INFORMER

March 2022

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**Bob Berting**

1931 - 2022



**Community  
Papers of  
Michigan**



# Motivational Tips For Advertising Salespeople

By Bob Berting,  
*Berting Communications*

These must seem like the roughest of times for advertising salespeople. But now is the time for them to rebound and reinvent themselves. They need to be positive and remind their customers that their publication is reaching all their market and that when this emergency time is over, the public will remember the advertisers who faithfully sent messages of a positive image during a crisis. Here are tips that will help salespeople connect with prospective advertisers:

**“Let me tell you who reads my newspaper”**

The salesperson may be selling ad space but the advertiser is buying readership. The readers of the publication are the people advertisers want to reach.

**“My newspaper can boost your sales”**

Advertisers want and expect data on what they can expect of their ad dollars ,but few newspapers have the research to prove they can deliver. Get the research going and get testimonials from happy advertisers.

**“I can sell against my media competition”**

Media was a silo business. Each silo had its slice of media dollars. Digital came along and blew all the silos down. Now everyone competes for every scrap of business and that’s why you need to



know all of your competitors’ strengths and weaknesses. Put yourself in the position of the advertiser facing many media choices. How do they choose? How do you help him or her choose?

**“I know what’s in my paper because I read every page of it”**

The worst thing a salesperson can do is to flub a simple question about their paper. Assume your prospect has read

your paper for years. You need to read your paper every day and be able to discuss what’s in it.

**Media has many curves of changes.**

What is true one day may not be true the next. You must know all the changes and closely follow not just other newspapers but all media—radio, TV, billboards, direct mail, social media and of course all things digital.



## Sadly, this will be the final article we will feature from Bob Berting, as I was informed Bob passed away the morning of February 9, 2022.

Bob's stepson Ken Klotz, informed me on February 9 that Bob had passed that morning. The email came from Bob's email, so I thought it was Bob sending his article early as he always did. In fact, Bob sent the article featured on the previous page in late January to me. We thank Bob for his many years of sharing his knowledge of sales with our members within our newsletters and at the most memorable training session I had ever attended, that Bob would tell you with a laugh - was not due to his presentation skills.

The most vivid memory I have of Bob Berting, that some of our members will also remember, is when Bob presented a sales session during a CPM fall conference on September 26, 1998, at Treetops Golf and Ski Resort in Gaylord, MI. Little did Bob or any CPM members attending the conference know this day would become a historical weather event in Otsego County, Michigan, that then Governor John Engler would soon declare a disaster area. Fortunately for those of us in attendance, the building for Bob's session was located in an area carved out on the south side of a beautiful hillside below the main Treetops facility and multiple

buildings that served as guest rooms for the resort, so we were somewhat protected. Bob was well into his informative program, when the sky went green and strong loud horizontal winds, rain and hail pounded the vehicles in the parking lot located north of the large windows and main entrance of the building where we were gathered. Everyone quickly moved from the windows to enter closets, restrooms or any interior space we could get into as we rode the storm out.

When the winds subsided, we emerged from the building that housed our meeting room, in

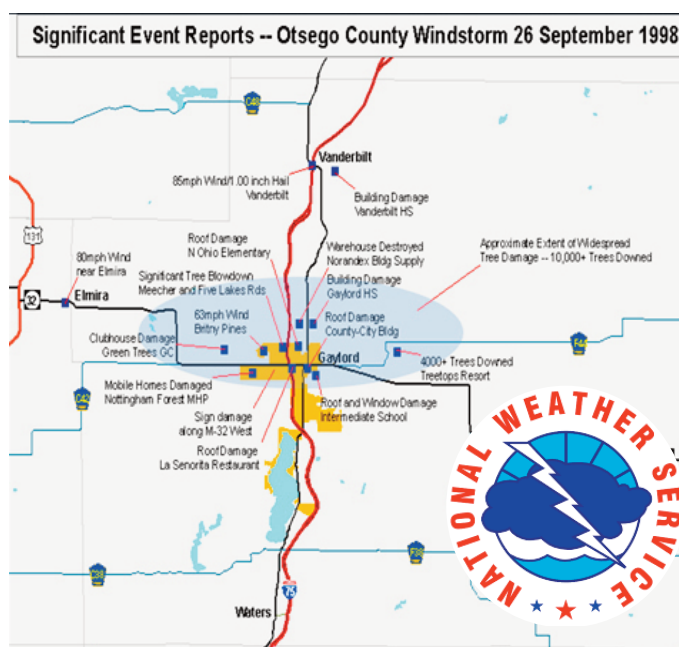
awe of what had just occurred. At the time we thought we had witnessed a tornado, however later learned from the National Weather Service that a combination of microbursts and straight-line winds is what we experienced. Winds of over 80 mph were reported in the area. The building my room was located that I spent the previous two nights in was just up the hill and across the drive from our meeting room and was the first sign of damage we noticed. The top floor was missing a large portion of its roof and water was shooting straight up in the air from plumbing that had been snapped off, along with other parts of the building from the tremendous winds.

While none of CPM's attendees were injured, many gathered their belongings and headed home - myself included. Bob felt bad that he did not complete his session, however understood that everyone was too shaken up to continue. I remember when I drove down the hillside as I left Treetops Resort, seeing a large swath of mature hardwood trees at least 75 yards wide and more than a quarter of a mile long to the east, laid out like tinker toys on the floor. The winds had twisted and toppled them into splintered wood on a straight path following the contour of the land. It was incredible damage that certainly looked like the path of a tornado to me.

'The Storm of '98' left Otsego County with \$12 million in damages, 15 people injured, over 10,000 trees down and 47 homes destroyed. Bob never forgot that day and we shared memories of it just a few years ago.

Rest in Peace, Bob

- Jack Guza





**By John Foust**  
Raleigh, NC

# Ad-Libs

## Cut down on Exclamation Marks

My friends Mark and Sandy invited me to spend a couple of days in a vacation beach condo they had rented, about a month before their first child was born. Mark and I decided to do some fishing, so we bought some shrimp to use as bait and waded into the ocean, which was unusually calm and flat that day.

We stood there for several hours in waist-high water. Mark knew a lot more about fishing than I did, but neither of us caught a fish. He may have had a nibble or two, but I ended up with nothing but a bad case of sunburn. When we sloshed our way back to the shore, I still had my original shrimp on my hook. Mark told me that even though the fish weren't biting that day, my odds would have improved if I had kept fresh bait on the hook.

It was a little embarrassing, because I should have known better. If I were a fish, I certainly wouldn't be interested in a shrimp that had been hanging around that long.

That lesson applies to advertising, as well as fishing. It pays to make a fresh offer to your target audience.

Imagine how your newspaper might deal with the problem of long-time advertisers who run the same ads in every issue. They are loyal to the paper, but it doesn't help them at all to let their ads get stale.



It's the advertising version of Groundhog Day, without the classic Sonny and Cher alarm clock song.

Let's say that one of those advertisers is a hardware store which has been running the same small ad for several years. The headline simply reads, "Big discounts on hardware." There is no illustration, just a logo and contact information at the bottom. To remedy the staleness, the account rep could suggest a series of ads, with each one featuring an offer on a specific product. This creates an opportunity for seasonal offers. In the Spring, a sequence of ads could feature a lawnmower and various gardening tools. In the Fall, there could be a leaf

blower. Since each ad spotlights one product, an illustration would be a natural fit. And along the way, there is a possibility of co-op money from individual manufacturers. That would increase the hardware store's budget, which would allow them to run larger ads.

Or how about the vacuum cleaner store which runs the same small ad with a generic headline in issue after issue? You could use the technique here, too. Just create a series featuring an offer on one type of vacuum in each ad. The cumulative message would be what the advertiser intends – "we're your local source for vacuum cleaners" – but the delivery would be more effective.

Everybody wins. Advertisers get more business. Readers learn about good deals. Manufacturers benefit from the publicity. And your paper creates happier advertisers and better looking pages.

It all adds up to quite a catch, doesn't it?

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)

# CBS and the Death of Newspapers

*60 Minutes is beginning to try my patience*



by Kevin Slimp  
kevin@kevinslimp.com

It's late as I write this column, just around midnight. There's nothing unusual about that. I tend to write my columns, stories, and books late in the evening. Apparently, that's not the norm for most famous writers in history. Maybe I should take a clue from them. Most famous writers, it seems, were like Ernest Hemingway, waking up as soon as – or before – the sun came up to write while their creative juices flowed and no one was around to disturb them.

Everyone seems to know I'm a night owl – my phone buzzes with text messages and calls well into the wee hours of the morning. Two nights ago, I received more than a dozen messages asking if I had watched the story about newspapers on 60 Minutes. I responded to the first three or four with something like, "I'm sure it's the same 'Newspapers are Dead' story 60 Minutes does every year or two," then finally gave in to the hysteria and watched Jon Wertheim repeat pretty much the same story Mike Wallace, Harry Reasoner, and Morley Safer recited beginning back in 2010. Yes, it was the same story. Different players, different cities, but the same story.

I posted something about it on LinkedIn, which seems to be the safest place to post things. I once wrote if I were holding a party and didn't want anyone to attend, I'd send out the in-

itations on LinkedIn. Low and behold, as of yesterday more than 2,000 LinkedIn users, mostly newspaper-related folks, had read my post. A lot of them responded to it, and a bunch responded with "You're my hero," "Attaboy," and similar sentiments. Surprisingly, I've only received one "You're so naïve" comment. I suppose that group spends more time on Snapchat than LinkedIn.

I reminded that writer that I wasn't really in the mood for a debate, but if she wanted to place a bet, she'd be wise not to bet against me. So far, I've won every bet I've made about the future of newspapers, beginning with my now-famous bet with a university dean who asked if I thought there would be a single newspaper left in America by 2018. I said there would be. He said he believed there wouldn't be – not one newspaper left.

I suppose I could have been more tactful, but I was younger then. My response was, "I believe that might be the dumbest thing I've ever heard." When asked why I felt that way, I answered, "Because if there's not one, I'll start one and make a fortune." That conversation was in 2008. I keep meaning to have a shirt made with "I was right" in big letters on the back.

By now, I probably shouldn't be surprised that there are still a lot of newspapers doing just fine. Tomorrow, I'll be leading a webinar on Basic InDesign, a topic I must have taught several hundred times over the years. You might be surprised to know there's a



Twelve years ago, Kevin found himself involved in keeping a daily newspaper in New Orleans. He feels like a lot of folks have forgotten the lessons learned back then.

big crowd registered for the class. I guess the newspapers sending these folks to my class plan to be around a while longer.

Next week, I'll be in Michigan for most of the week, training a weekly newspaper staff there. It would be a shame to go to all that trouble of flying from Knoxville to Detroit, driving a rental car for two hours, then spending three days with the newspaper staff just to watch them go out of business after I leave. I guess the same is true of the conventions I'll be speaking at over the coming months.

If there were three of me, I would head down to Chattanooga, where the daily paper is being converted to a Sunday-only print edition and start a twice-weekly community paper. Unfortunately, I already own a few businesses, and I'm pretty sure I'd have to give up the little sleep I get to start another. I'd be willing to make another wager – that some

industrious journalists will create a new paper in Chattanooga.

That reminds me a lot of the prediction I made after a 60 Minutes report ten years ago, proclaiming newspapers dead following the announcement that the New Orleans Times-Picayune would be moving away from the daily printed format. A group of business leaders in New Orleans acquired my services, hoping to get the Times-Picayune to change its mind. I recently found an email exchange from those days and giggled when I read something I wrote to the group. "Don't worry. I'm guessing the Advocate, from Baton Rouge, won't waste any time coming down to New Orleans and creating a new daily paper." They were thrilled when I turned out to be right.

I'm not sure how I'll fit all of that on a tee shirt.

Contact Kevin at:  
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## *“Building Main Street, not Wall Street”* **Creating Quality of Life Creates Tourism**

– John A. Newby

I recently came across what is known as the “The Destination Management Cycle” created by Maura Gast. It states: “If you build a place where people want to live, you’ll build a place where people want to work. If you build a place where people want to work, you’ll build a place where business needs to be. If you build a place where business has to be, you’ll build a place where people have to visit. If you build a place people want to visit, you build a place where people want to live.”

Local businesses struggle to survive on only residential spending. Visitors make the difference between operating in the red or the black for many local businesses. For many communities, there are few options to reverse the debilitating trend of local dollars leaving their community. So that begs the question, How can communities slow these trends that will only continue to intensify in the future?

One sure way to slow the outflow of dollars leaving your community is finding ways to attract tourism. The value of tourism ought not be understated. The power of tourism dollars can alter the economic landscape in your community. It can restore the revitalization needed for communities to grow and ultimately compete for survival.

Each community is different based on cost of living and variable economic conditions. Studies indicate tourism brings approximately \$500 per visit into a community over the average two-day stay. That figure includes hotel, gas, shopping, and food. If your community attracts 10,000 additional tourists each year, that is an additional five million dollars circulating through your community. It gets better, studies also show those dollars get spent again, between three and seven times by those living within the local community. This

is over fifteen million additional dollars circulating through your community each year. What will fifteen million additional dollars do for your local business base, the city coffers, and maintaining the infrastructure of your community?

Tourism is a high stakes game every community must pursue. Community leaders are shirking their fiduciary duties of office by not actively pursuing those dollars. How does a community build the machine that promotes and attracts tourism? While there are many ways to grow this avenue of revenue, here is a simple three-step process.

First, realize, understand, and promote the value and vision of tourism. Understand, regardless of where you are in the scheme of things, you must get to a point that you are doing the things to grow tourism. This is the most important frame of mind community leaders can have when it comes to your community’s financial survival.

Secondly, find those unique things about your city and build upon them. Tourists seek new and unique experiences, not sameness. Tourists are seeking to find the heart and soul of a community, not the same old and easy to find everyday experiences. Does your community have access to water, such as rivers or lakes? Does your community have a niche such as music, history and/or art etc.? Find those niches and magnify them to the best of your ability.

Thirdly, support organizations willing to create events that magnify your community’s niches and talents. People travel for good events. Your events can be car or bike shows, food festivals, unique music festivals, veteran’s events, ethnic

festivals, and the list is endless. The real skill in this arena however is beyond just creating these events. Every event you concentrate community resources towards should be one that can ultimately grow into a multiday event. Those are the events that attract the high stakes tourism dollars that make an impact your community needs.

Help your town with business retention by keeping tourism and downtown/Main Street/Chamber partners engaged, highlighting what they do for your community. Help with business development. Make sure you have website and blog content that tells a compelling story of your destination, downtown, or district. This will help entice both local entrepreneurship and prospective outside businesses to your area. Be the “one stop shop” for all information about your destination, with a clear path on your website that leads people to additional relevant sites if they’re interested in relocating or starting/moving a business.

I started with a quote, let me end with one. Bill Geist has often stated when referring to tourism, “We have to understand the work we do is indeed economic development – it’s a key tenet and it makes cash-in-hand possible, because when travelers arrive, they don’t come with the promises of spending – they spend right now.”

John Newby, Pineville, MO. is a nationally recognized publisher, community, business & media consultant, and speaker. He authors “Building Main Street, not Wall Street,” a column appearing in 50+ communities. He is the founder of Truly-Local, dedicated to assisting communities create excitement, energy, and combining synergies with local media to become more vibrant and competitive. His email is: [info@Truly-Localllc.com](mailto:info@Truly-Localllc.com).

It was March, 2012 when I submitted my first article to the CPM INFORMER. Granted, that year there was a total of three and I didn't start doing monthly articles until 2016, but let's look at...

# Ad Tips at Ten

## Ad Talk

with Ellen Hanrahan

Over the years, I have had my share of judging (and being judged). As it happens, my first article in this publication came as I returned from the Free Community Papers of New York's Super Conference and I was about to head to judge and attend the Wisconsin Community Papers annual Conference (also, I remember when a number of organizations had two conferences per year—Spring and Fall). So much has changed since I started in publishing! :(

I always looked forward to help judge advertising. It was always interesting, educational and fun to see what the designers came up with. When I evaluated, I did have a short list of certain criteria that I looked for, and as I reviewed this list, it's safe to say that it really hasn't changed.

Here are a few of the guidelines that I automatically include in any evaluation because they can often be overlooked, yet can change an OK ad into something that really stands out. The same can be said for any visual ad. Back in my day, color was always an additional expense for the advertiser, but with the internet, it's different...

■ **Text running too close to the border.** This causes a distraction in smooth eye flow in reading the copy. Remember that the thicker or more ornate the border, the more space you need between the border and the copy. This is true for any visual advertising. See "Don't Touch Me" below and also the "ads" in the next column. Adjustments may have to be made to the type or type size to fit within the ad parameters.

■ **Color for the sake of color.** The idea is to use color as an attention-getter. If the entire ad is engulfed in color, or even gradients, the less impact the color has. Use color sparingly and use it only to call attention to the most important information in the ad. Now, color cost is not as big an issue as it was in the past (the customer wanted his money's worth), but too much of a good thing dilutes the impact and focus of the message.

■ **Be picky about typefaces.** Learn all that you can about type. Most advertising that I see can be made better by adjusting the type or choosing a more appropriate typeface for the message. Don't use too many different typefaces in one ad and be consistent in size. Type that changes in size or weight from line to line is distracting and unity in the ad is compromised. My must have typeface is *Myriad Pro* because of the options within that family—and it's clean and easy to read.

■ **Using a text wrap or run-around** can be tricky. Make sure you leave enough room between the art and the text. Too often I see text almost bump into the art and that will end up being a distraction. However, having your word spacing inconsistent can also distract. Too much space between words creates "rivers", so plan the text wraps carefully—especially if you are using justified text, otherwise see if "flush left" is a better choice.

■ **Lots of razzle-dazzle** will not make up for a poor design layout. Make sure the ad copy is organized and the artwork supports the copy. And always organize. Unified information will always help the reader make sense of and, most of all, remember the information. Graphics or art need to part of the total concept. Artwork placed to fill a void usually creates unwanted distractions.



### Don't Touch Me!

Keeping your distance with text helps improve readability. The samples with the wide border (next column) help demonstrate that text that runs too close to a border can distract. Very decorative borders often pose a challenge as well, because most of them tend to have a lot of detail and you don't want to have the border be more important than the content or information contained in the ad.

I also used the example of the flowers to the left to demonstrate keeping an appropriate amount of space between the copy and the art in a run-around or text wrap. Make sure the text still appears to have the same amount of word spacing. Too much of a gap between words, especially in justified text, is also just as distracting. Edit or hand-break the text if necessary and yes, I had to do that to this text wrap—I adjusted the wrap to keep spacing somewhat unified.

The amount of space between text and border is up to you.

If your eye tends to stray or "jump" to the border, the text is too close. After a while, you will get a feel for the appropriate amount of spacing.

**Hint: Flowers are always good for Easter or Mother's Day!**

### Very heavy or wide borders

The wider or more decorative the border, the more you need to increase the margin. This nine point border is quite heavy, but so is a border that contains artwork. Treat them the same. This is a 6-point inset, but the border is sooooo powerful that it's hard to keep your attention focused on the words. Your attention is focused on the heavy border.

### You can see a difference

However, increase the margin area (I've set a twelve point inset (one-pica). The reader's attention is now drawn back into the text area. So if you want to use a really heavy border, make sure that the ad space is great enough to accommodate the thick rule line! This is also true for very decorative borders as well.

## Daylight Savings begins March 13

Set your clocks forward



### Final Thoughts:

The weather in Wisconsin is getting warmer... but it's just the beginning of March, so it still has a bit of a way to go.

Anyway, my new issue of *Creative Pro* #5 arrived yesterday (used to be *InDesign Magazine*) and the main features are comparisons and "Alternatives to Adobe." Also, there is an article on basic steps to transition to *Affinity Publisher*... which I am looking forward to checking out. At this stage of the game, I don't think I will give up my Adobe products, but other options would make it easier for me to eventually hand over the Menomonee Falls Camera Club Newsletter—or even have someone as a back up! I have always relied on books to keep me up-to-date, but the internet has made that a little more difficult. Staring at a screen can get uncomfortable!

So until next month...

*I was a student, an art teacher, a graphic designer, a writer and again a student. For info, PDFs of articles, or have ideas or comments, e-mail: [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net)* Ellen Hanrahan ©2022





By  
Mark W.  
Rummel  
Fenton, MI

**YOU'D BETTER SHOP AROUND:**  
**We need more advertisers  
like William Wrigley  
in America today**

William Wrigley made an incredible amount of money one penny at a time.

Even today, 131 years after he started his company in Chicago, people all over the world know the Wrigley name means chewing gum.

Wrigley didn't really care what his competitors did — he sincerely believed in advertising. We need more advertising leaders like William Wrigley.

**WHEN HE** died in 1932, Wrigley's estate was worth an estimated \$150 million. To make that happen, he spent \$100 million in ad and marketing dollars over the years — all to promote his products, which sold for a penny each.

But as he often told his son, "No matter what the condition of business, never stop advertising."

Regardless of what his competitors did... he was going to advertise, in good and bad times.

We need more advertising leaders like William Wrigley.

**HE DIDN'T** start in business by sell-

ing gum. Wrigley was a door-to-door salesman offering cans of baking powder. His clever idea: giving free chewing gum with each can sold.

Soon he realized his chewing gum was more popular than the baking powder — and he chose to concentrate on chewing gum. He introduced Wrigley's Spearmint and Juicy Fruit and later Doublemint gums.

**WRIGLEY RAN** ran newspaper and magazine ads, highway billboards and did other promotional efforts. His gum sales topped \$1 million by 1908.

In 1915, Wrigley launched the first-ever national direct-marketing campaign. He figured if people could afford to have one of the new-fangled telephones, they could afford a five-cent pack of gum.



So Wrigley mailed sample sticks of his gum to all 1.5 million home addresses listed in those phone books.

**WHEN ECONOMIC** times were bad and competitors cut back on marketing, he INCREASED his spending. He broadened the concept of retail sales by paying store owners to place his gum displays near the cash registers, to make gum an impulse buy.

Besides expanding to Canada and elsewhere, buying the Chicago Cubs (for more sales and advertising opportunities) and even constructing the Wrigley Building in Chicago, William Wrigley took enormous risks. But he also found great rewards in old-fashioned customer contact.

**AND IT** all obviously worked — his chewing gums are still the world's best sellers today. The Wrigley Family today is worth \$3.1 billion — and millions of advertising dollars are still spent for chewing gum today. Wrigley's is now part of the Mars empire, which bought it for \$23 billion in 2008. So we'll say one final time: We need more advertising leaders like William Wrigley.

Mark worked at papers in Saginaw, Port Huron and the Thumb Area, plus served on the CPM Board. He and wife Sally even worked for The Walt Disney Company. He also opened and ran a successful restaurant for 17 years. He still does social media work from Fenton, Mich. [MarkWRummel@gmail.com](mailto:MarkWRummel@gmail.com)

**WRIGLEY AD IN WORLD WAR II**      **SOME WRIGLEY GUMS TODAY**







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