
INFORMER

July 2022



Thank You
Elaine Myers
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**Community
Papers of
Michigan**

Pay Attention to Readers

Increasing eyes on the page might be simpler than you think.



by Kevin Slimp
kevin@kevinslimp.com

In 1849, French writer Jean-Baptiste Alphonse Karr wrote, “plus ça change, plus c’est la même chose.” (The more things change, the more they stay the same). That’s certainly the case in the newspaper business. While newspapers have evolved and changed in many ways, some of the most fundamental concepts continue to apply to growing papers. I suspect that is just as true for the Swedish newspaper, *Post-och Inrikes Tidningar* (Post and Domestic Times), today as it was when first published in 1645.

I don’t keep a log of such things, but it seems like I’m getting more calls from newspapers than I ever have. The calls run the gamut of just about every area of the publishing business, but more times than not, the callers want advice on ways to improve their newspapers. Most weeks, I meet for an hour or more online with three or four publishers (and often their staff) to review their papers and suggest improvements. Jean-Baptiste Alphonse Karr probably wouldn’t be surprised to learn that

most of these newspapers have a lot in common regarding areas of potential improvement.

Since 2016, I’ve conducted five surveys of thousands of newspaper publishers to learn how things are going at their papers. At the same time, I’ve conducted national surveys and dozens of focus groups to find out what readers think of their papers and suggest improvements. The results of these focus groups are almost identical, no matter their locations. The results of these focus groups might not surprise you, but it’s interesting how consistent their primary suggestions are:

- Keep the focus on local news
- Run plenty of human-interest stories
- Design attractive pages

There are always dozens of additional suggestions, but these three seem always to top the lists.

As I critique newspapers for publishers each week, one of the most common recommendations I make is to increase the number of human-interest stories. Readers love them. They are easy to write and, with a good photo, are guaranteed to draw eyes to the page.

Three years ago, a young reporter in Canada wrote me in a panic. “I just walked out of the news meeting, and it’s the first time I’ve not been assigned a story. I’m supposed to go out and find my own! What should I do?”

I couldn’t help but giggle. We’ve all been young, and most of us have faced similar trials.

“Go find someone in your community,” I told her, “that is at least 90 years old. Ask the person to tell you their life’s story.”

The following week I heard back from the reporter. You guessed it. Her story about the local citizen was her most popular story ever. She was getting emails from readers. She learned a valuable lesson.

I’m amazed at the stories behind people I meet daily. I stopped a man at a local food bank not long ago. He looked to be in his 90s. In conversation, I learned he spent his life in the military, and I eventually learned that he had spent several of his younger years as a spy, traveling the world.



Stained glass artistry

Campbell’s custom-made creations filled with meaning, honor

By Jennifer Winkler

The Standard-Banner, community paper in Jefferson City, Tennessee, does a great job of including human interest stories in each issue.

Traveling down a lonely road in Colorado not long ago, I stopped at a “motel and restaurant” to grab a bite. No other customers were around, so I invited the owner to sit with me. We talked for about an hour, and I learned he was once a golden-glove (boxing) champion long before he went into the motel and restaurant business.

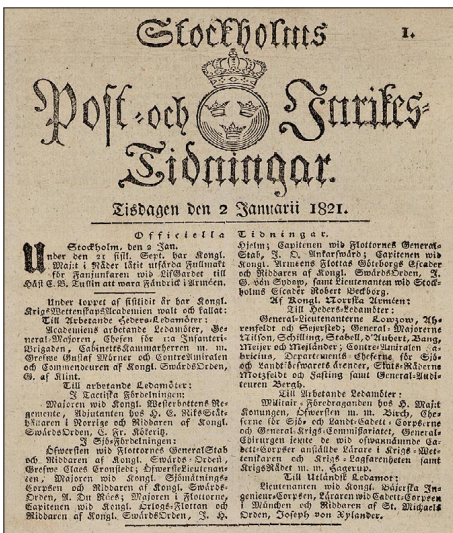
Great human-interest stories are everywhere. Everyone indeed has a story. Pulitzer winner Frank McCourt wrote, “Everyone has a story to tell. All you have to do is write it.”

I agree with McCourt.

I’ve already met with two newspapers this week, and they left those meetings with hundreds of suggestions. We discussed design, fonts, content, photos, ads, and more. One bit of advice, however, I mention to almost every client is to emphasize human interest stories. It’s perhaps the best way I know – other than a redesign – to increase a paper’s readership.

Who knows? Maybe, like the *Post-och Inrikes Tidningar*, your newspaper will still be in business 378 years from now.

Contact Kevin at:
kevin@kevinslimp.com
newspaperacademy.com



The *Post-och Inrikes Tidningar*, still in publication after 378 years.

Thank you, Elaine!



Elaine Myers has accepted a position with a non-CPM member company and resigned from the Community Papers of Michigan board of directors, effective June 30, 2022.

We wish Elaine well in her future endeavors and thank her for many years of dedicated service. Elaine's contributions have strengthened our association for the good of all members.

- CPM's Board of Directors & Jack Guza



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Ad-Libs

By John Foust, Raleigh, NC

The Importance of Proofreading

Proofreading is one of the most important skills in the advertising world. While anybody with a sense of humor can appreciate a harmless blooper (one of my favorites is the sign that read, “Ears pierced while you wait”), no advertiser wants to run an ad with a mistake. Many an ad campaign has been damaged by typographical errors, inappropriate illustrations and inaccurate information.

I remember receiving an email promoting a Zoom meeting that seemed interesting. However, the copy put a stop to any thoughts I had of registering. The date of the event was listed as March 9 in the headline, and as March 2 in the body copy. To make matters even more confusing, the email was sent during the first week of April. What are the chances that anyone made the effort to contact the advertiser to find out the real date? Slim and none. (And like the old saying, Slim just left town.)

Proofreading would have prevented that problem.

Early in my ad agency days, I designed a logo for a development company. When the printing was completed, I enthusiastically drove to their out-of-town office, my backseat loaded with boxes of letterheads, envelopes and business cards. My excitement faded as soon as my client pointed out that one digit in their address was incorrect; what appeared as a 9 should have been a 7. The only way to handle the mistake was to offer to

reprint everything at my expense.

Proofreading would have prevented that costly lesson.



Then there was the half-page furniture ad with “Store Name Here” at the bottom. Obviously, a manufacturer had provided the ad to local merchants who were supposed to insert their individual logos. In addition to being a glaring error, that probably cost that particular dealer some co-op money. Proofreading would have prevented that, too.

Typos can be sneaky. For example, take a look at this four-line headline.

DON'T MISS
OUR BIGGEST
SALE OF
OF THE YEAR

The word “of” appears twice. Because we read at a glance and jump to conclusions in a fraction of a second, it's easy to miss important details.

Proofreading shouldn't end with typography. Consider the photo of the fashion model who posed in a national ad, wearing a baseball glove on the wrong hand. Or what about the photo that was flopped so it would face in the opposite direction? The problem was that the subjects ended up with t-shirts featuring backwards letters.

Advertisers may have approved each one of those ideas. But that doesn't mean they happily accepted responsibility for the mistakes. It would have been better to present them with proofing copies that were as close to perfect as possible.

The point of all this is simple: (1) Proofread everything before it is published. (2) If possible, ask someone else to proofread it. (3) Then check it one more time for good measure.

Speaking of measuring, this seems like a good time to quote carpentry's famous slogan: “Measure twice, cut once.”

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“Building Main Street,
not Wall Street”

Imagination Powers Marketing

– John A. Newby



Robert Rose once said, “Marketing is telling the world you are a rock star. Content marketing is showing the world you are one.” Too often, when we think of marketing our communities or businesses, we think in terms of how many sets of eyes we can reach. Certainly, reaching as many sets of eyes as possible is critical to our overall marketing success or mix, but if that is the extent and only focus of your marketing efforts, you are missing the boat entirely and will ultimately fail.

Humans have several senses that are overlooked when preparing a marketing or branding message. Yes, the eyes are an important one. But let’s not ignore the senses of touch, smell, taste, and hearing. Let’s face it, many of those other senses are every bit, if not more powerful than the eyes. Think of the music you grew up with, think of the music that accompanies the Olympics, movies, or TV shows. They conjure up powerful visuals in your mind.

When you walk into a restaurant, is it the words on the menu that capture your mind or is it the smell of fresh coffee, bread, seafood, and steak that ultimately wins the day. When you walk into a potential new home, is it the address and look of the property? Or is it a combination of that along with the feelings of home, the smell of freshly baked cookies on the counter, or the image of what it would be like living there that ultimately sells the property?

When enjoying music, is it the words of the song that first captures your attention? Or

is it the beat and rhythm that suck you in? Is it the words on the window of a new car that capture you, or is it the smell of the newness or the feel of the vehicle when you take a test-drive?

But greater than all the above examples and the words or images the eyes behold are the unrecognized sense we often overlook, the sense of imagination. The best way to sell your ideas, your community, and your business is through imagination marketing. What is imagination marketing? Very simply put, it is marketing in such a way the potential consumer or customers are imagining themselves in your product, your business, or your community.

Some of the greatest marketing campaigns of all time evolve around this concept of imagination or content marketing. Whether you could be just like the Marlboro Man years ago, jump like Michael Jordan by buying his branded shoes, be an Indy driver by buying a certain car, lose weight with this or that product, experiencing the burger that makes your mouth water by looking at the commercial, hearing the Coke sizzle on the screen causing you to get up and buy a \$6.00 cup of Coke, it all evolves around getting you to believe or vision yourself with the product gaining a particular strength or passion by simply purchasing the product.

What does this mean to a business or community today? Communities need to sell a vision and imagination. They need not only sell their events and attractions, but they also need to convince readers,

viewers, and listeners that they have to do more than just see it, they must experience it and imagine it. If you believe your town is musical, visitors must hear, see, and experience music at every turn. If your town promotes itself as a BBQ capital, then promote the imagination of BBQ on everyone’s taste buds 24/7. If you believe your town is a renaissance town, then embrace it and become renaissance in nature. Whatever the hook, be a big hook capable of catching large fish, not a hook seeking minnows.

Marketing and branding are vastly different. While different, both are effectively an art based largely on localized intuition, coupled with good information and data. When it comes to marketing and branding your community or business, everyone will offer their two-cents, but understand the true value of those two-cents. Don’t just tell the world who you are, show the world what you are. That is the essence of imagination and content marketing. Let me close with the words of Albert Einstein. He once said, “Logic will get you from A to B. Imagination will take you everywhere.”

John Newby is a nationally recognized Publisher, Community, Chamber, Business & Media strategic consultant & speaker. His “Building Main Street, not Wall Street,” column runs 60+ communities around the country. The founder of Truly-Local, he assists communities, their businesses and local media to build synergies, thus creating more vibrant communities. He can be reached at: info@Truly-Localllc.com.



By
Mark W.
Rummel
Fenton, MI

YOU'D BETTER SHOP AROUND:

"Two out of three ain't bad"

What would your choices be?

This sign was featured prominently in a car repair shop where I was living back in the 1980s, but its principal message is still true today.

THE REPAIR shop owner didn't advertise much, but he was always enjoyable to chat with, usually while he worked under the hood of a troublesome vehicle. And he'd run several quarter pages when he did want to advertise, and they were icing on the cake for our paper.

Some companies may promise everything to their customers, but that's not how things really work. In business (and maybe in life) they can actually offer just two — any two. Among the normal choices

of "**Good**" and "**Cheap**" and **Fast**" options, you just can't have it all.

BUT YOU CAN choose any two of the three, and your decisions often reflect your needs and abilities at that time.

As the sign says, picking **Good & Cheap** will get you what you pay for... but it likely won't be **Fast**.

Fast & Good service choices will solve most problems, until you get the bill. That's because it won't be **Cheap**.

Finally, **Cheap & Fast** choices may sound like smart decisions, but

they won't be **Good**. Likely, you'll be dealing with that decision again and soon, and you'll end up paying twice.

THIS IS true whether you're having a car repaired, your home air conditioning fixed or buying four new tires. It's true around the world, even though we want to believe differently.

Promising everything to everyone will ultimately cost more, and will likely bring major financial difficulties to those who promise more than they should — and more than they can deliver. After all, two out of three ain't bad...



Mark worked at papers in Saginaw, Port Huron and the Thumb Area, plus served on the CPM Board. He's now retired, after doing social media work from Fenton, Mich. MarkWRummel@gmail.com



Selling During Times of Economic Uncertainty

Ryan Dohrn - *President/Founder, Brain Swell Media LLC*



There's so much going on out in the world—so much economic uncertainty and insecurity right now. So this blog is going to get you pumped up and ahead of the storm we are selling through yet again. It's not like we haven't been here before.

Economic uncertainty means different things to different people, of course. But rather than talk politics, let's just talk in general about economic uncertainty and how it's impacting our customers right now—and how we will potentially sell to them.

In that vein, there are three key things we must be able to do to survive and thrive through this latest wave of economic uncertainty.

No. 1: Get Ahead of the Storm

For me, getting ahead of the storm is about controlling the narrative. If you control the narrative, your clients will be hearing what you're saying and what you want them to hear. Unfortunately, according to Adrian Brody, a professor at Wake Forest University, humans are hardwired to dismiss facts that don't fit their viewpoint. Ok then, let's not debate facts, but let's just talk about it.

Here's the reality: People are nervous out there right now. Business owners are nervous out there right now.

So, when you think about getting ahead of the storm and controlling the narrative, it's about you being positive, and about you controlling the messaging that you want about your company to get in front of your potential clients.

What I tend to do during times of economic

uncertainty is just get on the phone. Talk to your customers. Understand where they're coming from. Walk a day in their shoes. Understanding what they're experiencing is so very, very important.

But what's even more important is providing these potential clients with social proof. Social proof is you mentioning to them that they are not alone—and that other businesses like theirs are keeping on keeping on. Now, I'm not saying that's true in every circumstance, but you have customers, advertisers, clients that are continuing on with their marketing or business. And so social proof is about you ethically name-dropping other businesses, as much as you can talk about it, that are staying the course and continuing to invest in tech, advertising, and other growth initiatives.

Now remember, typically, businesses that keep on keeping on during times of uncertainty are the ones that tend to exit a recession or pull through the pandemic doing better than if they'd batted down the hatches, pulled back, and done nothing.

So, get out ahead of the storm and help your clients get out there too.

No. 2: You Must Sell Value

This is true no matter what it is that you're selling. So you need to focus on the now and the value a client receives from doing business with you. How can you impact somebody right now? When times get tough, our clients and prospects tend to get tunnel vision. They get very narrow in their focus. Price is what someone pays. Value is what they get. What you'll see with a great

deal of the products or marketing or other goods being sold out there is that the focus seems really about the impact that's going to happen six months from now. That is just too far ahead for most people right now. They can barely handle the now, much less the thoughts of the future. Let's sell how we can help them right now. Live with them in this moment. How can our product or service impact them right now? And we need to do that by separating ourselves, differentiating ourselves. So I ask, what is your differentiating factor? I like to call it my "D" factor. What's your differentiating factor, personally? What is something that you, your business, or your service does that's different and how will it fix things now?

And remember, it needs to be beyond you. Of course, you're different—we're all different. But the point is, it has to be something that differentiates you and your selling from everybody else.

The reason this is important is because, especially in the marketing business where a lot of my friends and fans live, if there are two companies that are advertising right now and each one has set their volume level to 10, if one of those companies changes their volume level down to five, the other company is simply louder right on the spot. It's what I call the Law of Being Loud. And the Law of Being Loud is that if two people are in a room and both are talking at a volume of 10, then one of them starts talking at a volume of 5, the one that's at 10 doesn't need to get any louder to be heard. By nature of the speaker going from a volume level of 10 down to a level 5 volume, the other speaker just seems louder—without having to change what they're doing at all. *(Cont. on pg. 8)*

Selling During Times of Economic Uncertainty by Ryan Dohrn Continued from pg. 7

It's sort of like when you've been in a crowd of people and you were talking at a normal volume to a friend, and then all of sudden the room got quiet for a minute and what you were saying sounded REALLY loud. That's the Law of Being Loud.

So, for those of you listening who are in the marketing business, whenever an advertiser says, "We're just going to turn the volume down a little bit," you can tell them that by turning your volume down a bit, your competitor doesn't have to do anything whatsoever to sound louder and draw the attention.

No. 3: Step up your game. Step up your activity.

When things are getting bad out there, you need to step up your game. You need to get on the phone a lot more. You need to be positioning yourself as a thought leader. You need to be going on LinkedIn, polishing up your profile, following your clients, commenting and liking. Then following your clients' companies and commenting on things and liking. Following them on Instagram, Facebook, etc. Commenting. Sharing. Liking.

During a time of economic uncertainty, people need to feel like someone's looking out for them. And guess who that person is? That would be you, reading this. Because if every outreach you have with your customers is a sales outreach, then you're just a salesperson.

But as a salesperson I want to position myself as a helper. As a trusted advisor. Because if you're just a salesperson, you're a salesperson like everybody else. So consider, are you in sales or you out there to

advise and help people?

I've decided I'm there to help and advise people. So 50% of my outreaches to my current clients are typically retention-based, non-sales outreaches. I also realize that simply reaching out is not a differentiating factor, so please keep that in mind. Because, remember, customer service is expected. And everybody supplies it to one degree or another, so it's not typically a differentiating factor. True differentiating factors are all the things you do better or differently, beyond great customer service.

Here are some examples that can help you develop a true differentiating factor. First, get personal with people during times of economic uncertainty. Stop all the mass emails; nobody reads mass emails anymore. Email really only works today when you give it a personalized approach.

In other words, grow your brand. Get personal with your outreach. Step up your activity. Maybe consider this question: "What am I going to do to grow 22 customers in 2022?" You could start with something along those lines.

So, here's a quick recap. First and foremost, I want you to think about getting ahead of the storm. That means controlling the narrative, getting on the phone, providing a lot of social proof.

And the second thing: sell value. Focus on the now and share your newly identified differentiator, or "D" factor. Remember, too, the Law of Being Loud. It's important here and you can use its example to help your customers understand why it's important to preserve a strong presence in the market and not to let their volume slide.

And then third, step up your activity. Specifically your non-sales activities—beyond customer service. Get personal with customers and prospects. Stop the mass emails. Be very relevant and very specific with them. And then on LinkedIn, work to truly grow your brand.

To wrap up, it's what I end every blog and every podcast with—if sales was easy, friends, everybody would be doing it. We lived through the recession of 2006-2008, and we survived. Some of us even thrived throughout the pandemic. And now we're going through another time of economic uncertainty. But here's the deal: we will survive.

My first book was written in 2008, right after the Great Recession. This next book, *Selling Forward*, was written just after the pandemic, so it's well-positioned right now to help you really get ahead of the storm. So read the book. Use it.

You can find *Selling Forward* on Amazon, Audible, and Kindle. And your purchase will help me help you help others—because a portion of the proceeds are slated for charities.

Podcast on this topic:
<https://360adsales.com/ad-sales-training-podcast/>

Buy the book on this topic:
<https://www.amazon.com/~e/B0B3Q1NK4C>

Ryan Dohrn is the creator of the 360 Ad Sales Training system and is a globally recognized media revenue consultant.

Ryan actively sells print, digital, broadcast, event sponsorships, exhibit

I still don't use a lot of the functions in my Adobe InDesign program... but the ones I do use, well, they make it easier for me to work more efficiently. It's been awhile, but this function has helped me during my publishing years... of course, they're...

My Rules



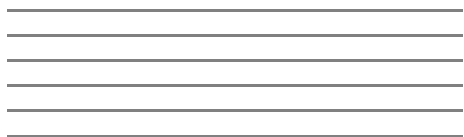
I was fortunate (?)... when I worked in printing and publishing because I had to learn on the job (yes, the old days, so to speak). Desktop was "new" and there really were not a lot of classes to teach us how to use the software... nor how to make better ads for that matter. We learned from each other. And along the way, we picked up shortcuts, tips and even a few tricks... fortunately I worked with some pretty savvy designers.

Experimentation was key and I developed time-saving techniques that I used many times in the creation of ads. It was time-consuming to look for backgrounds, but with the use of a few "rules," I could create almost instant backgrounds.

Paragraph format rules

I'm talking about using the "rule above" and "rule below" function in Paragraph formats, to create almost instant backgrounds. I used them in *QuarkXPress* and in *Adobe InDesign* when I switched.

This gives me greater control over the rule lines themselves, I don't have to group them and I can always add additional rule lines by hitting the "return" key. Once you start to experiment, you will get a better idea of how handy this instant background can be. Since I also have *Affinity Publisher*, I checked to see how they work in that program (*Create Paragraph Style > Decorations*), so I will be looking into that (I've purchased *Affinity Publisher: Beginner's Jump Start Guide* and I'll let you know how it goes.)



The above one point rules are at 50% black. Using the **Line Tool** or **Rule Tool** and then using the **Step and Repeat** function would also work.

However, if I decided later that I would really rather have the lines closer together, I would have to delete them all and redo. Using paragraph rule capabilities, I just select them and change the leading applied or use the space before or space after to adjust them while I can now actually see how they would space out (below).



Rules rule!

By the way, you can also use text with the rule above or rule below function to create charts. I used the rule below in *InDesign* for all of the following samples.

WHITE	RED	BLUE	GREEN
ORANGE	VIOLET	HAZEL	CYAN
MELON	YELLOW	BROWN	BLACK

Rules with text to create charts



3-point Wavy lines used at 30%



5-point White Diamond lines used at 30%



4-point Straight Hash lines used at 30%

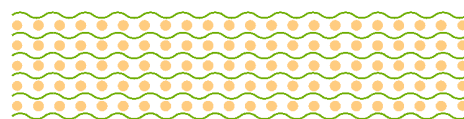


4-point Japanese dots used at 30%

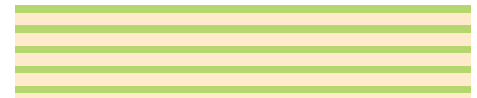
As you see, these create a variety of backgrounds that you control. Easily change the width of the box; add more rules by hitting the "return" key until your space is filled; and change rule width and color in one dialog box. All the samples above were created with the "rule below" function. See what can happen by adding the "rule above" function to the mix.



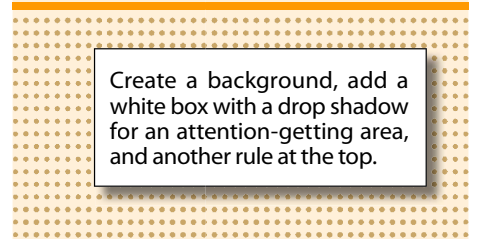
- Rule above: one point straight line at 30%
- Rule below: 4-point Straight Hash lines at 30%, both with the same color



- Rule above: 3-point wavy line at 80%; with an offset of .5 and color
- Rule below: 4-point Japanese dots used at 50% and with color as well



- Rule above: 3-point solid line at 40%
- Rule below: 5-point solid line at 20%



Create a background, add a white box with a drop shadow for an attention-getting area, and another rule at the top.

Something this simple can add just a little extra something to your ad, especially in small space ads because often there is not a lot of room for artwork, let alone the text that needs to go into the ad.

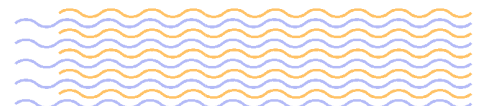
Now imagine adding a colored background with the rules being white or a lighter value of the background color to give the ad an entirely different look. Even if you don't use these rules as an entire background, there are still other ways to use them...



Even a bit of a linear rule background can call attention to info within the ad. Making the type bigger does not always end up in creating advertising that is easier to read!

Sorry, while I was typing that last bit above, I got to wondering what would happen if I used Rule Above and Rule Below and indented one rule (in this case, it was rule above with a left 1p5 indent). Both are 4-point wavy rules, but the rule above is at 60% and the rule below is at 30%... and I used it for a new background below.

Create a library... and experiment!



Enjoy the summer!
Stay Healthy 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 Ellen Hanrahan ©7/2022



Making the Environmental Case for Paper

– by Kathi Rowzie - *President, Two Sides North America*

This article was originally published in the March/April 2022 edition of Mailing Systems Technology Magazine.

Mail center professionals, who already operate in a challenging business environment, are increasingly faced with the task of responding to the popular, but scientifically flawed narrative that the paper critical to their operations is somehow environmentally unsustainable. If this describes you, then Ben Franklin, father of the Postal Service and first U.S. postmaster general, offers some sage advice: “An investment in knowledge pays the best interest.”

In our increasingly digital world, knowledge – knowing the facts about the unique sustainability of paper – is a potent antidote to the common environmental myths used to justify replacing paper mail with electronic communications: that paper production and use destroys forests, is a major contributor to climate change, consumes enormous amounts of water and generates excessive amounts of waste.

Whether you are the leader of an in-plant mailing operation or the CEO of a company delivering mailing solutions to customers around the globe, these “go paperless” conversations will eventually land on your doorstep, if they haven’t already. To demonstrate to your management, investors, customers and other stakeholders that print on paper is a truly sustainable choice, both today and in the future, you need to be armed with the facts.

Fortunately, there is an arsenal of data to help you make the case for the sustainability paper.

Myth: Using paper causes deforestation and destroys forests

In the United States, trees to make paper are grown, harvested and regrown using sustainable forest management practices that perpetuate infinitely renewable forestlands. While the paper industry was producing products that enrich the lives of consumers, net forestland area in the United States actually increased 18 million acres between 1990 and 2020, according to the latest Global Forest Resources Assessment by the UN Food and Agriculture Organization (FAO). That’s an area equivalent to 1,200 NFL football fields every day!

The U.S. Forest Service (USFS) reports that less than 2% of U.S. forestland is harvested each year, compared with 3% that is disturbed annually by natural causes like fire, insects and disease, and most of this 2% of harvested wood is used for non-paper purposes.

Contrary to the myth that paper destroys forests, the production of paper products is a powerful economic engine and driving force in keeping U.S. lands forested. By providing a dependable market for responsibly grown fiber, the paper industry encourages landowners to manage their forestland instead of selling it for development or other non-forest uses. More than half (58%) of the forestland in the U.S. is privately owned and managed, mostly by millions of small landowners, and they are under no obligation to keep their lands forested. Without the economic incentive provided by the paper industry, untold millions of acres of forestland would likely have been lost permanently to commercial land development – converted

to building projects, strip malls or parking lots.

So, is deforestation in the U.S. a real concern? Yes, but using paper is not the cause. The FAO defines deforestation as the permanent loss of forestland. In fact, the definition specifically excludes logging for the production of paper and other products because trees in these “working forests” are expected to grow back, either through natural regeneration or sustainable forestry practices. In the United States, the primary cause of forest loss is rapidly expanding urban development, this according to the USFS.

Myth: Paper is a major cause of greenhouse gas emissions that contribute to climate change

According to the most recent data available from the U.S. Environmental Protection Agency (EPA), the pulp and paper industry is responsible for only 0.5% of total annual U.S. GHG emissions. These very low emissions are due to decades of energy efficiency and process improvements at U.S. paper mills, and to the fact that the U.S. paper industry generates two-thirds of the energy to manufacture its products using renewable, carbon-neutral fuels, primarily biomass. (Cont. on pg. 11)



The Environmental Case for Paper *by Kathi Rowzie Continued from pg. 10*

According to the EPA, the paper industry produces more carbon-neutral bioenergy than any other industrial sector, using mostly wood-based leftovers from the papermaking process. This bioenergy use prevents around 181 million metric tons of CO₂ from entering the atmosphere each year – roughly equivalent to removing 35 million cars from the road.

Myth: Paper manufacturing consumes enormous amounts of water

While it's true that the paper industry uses large amounts of water to manufacture its products, most of that water is not consumed in the manufacturing process, this according to the National Council for Air and Stream Improvement (NCASI). NCASI reports that water used in the papermaking process is recycled up to 10 times in a typical paper mill, and then nearly 90% of that water is cleaned to meet federal and state clean water standards before it is returned to its source. Most of the remaining water evaporates back into the environment, with around 1% retained in the manufactured paper.

Myth: Paper generates excessive amounts of waste

When it comes to circularity, the idea that products should be reused or recycled, paper has all other materials beat hands down. Thanks to the paper industry's voluntary, multi-billion dollar investments in commercial paper recovery infrastructure and to the commitment of millions of organizations and individual Americans who choose to recycle every day, U.S. paper recycling has nearly doubled over the past 20 years. At 68%, the EPA reports that the U.S. paper recovery rate is higher than any other material in the country, including plastics (9%), glass (25%) and metals (34%). The recovery rate of corrugated cardboard is 89%.

Myth: Electronic communication is better for the environment than paper

The miniaturization of digital devices and the “invisibility” of the infrastructures needed to support them leads many to underestimate the environmental footprint of digital technology. This phenomenon is reinforced by the widespread availability of services on the “cloud,” which makes the physical reality of use and the direct environmental impacts of digital technology all the more imperceptible.

Any organization considering a paperless strategy for sustainability reasons must recognize that digital technology places enormous and growing burdens on the environment. Here too, the proof is in the data.

First, consider the environmentally intensive drilling and mining required to extract source materials from the earth. Computers, tablets and other electronic devices are made with non-renewable resources – fossil fuels, chemicals, precious metals, rare earth minerals and toxic minerals like lead, mercury and arsenic that are dangerous when released into the environment. Cisco, the worldwide leader in internet technology, projects that North America will have 5 billion networked devices in 2023, up from 3 billion in 2018 – a 40% increase. Cisco also projects that the average per capita number of devices and connections in the U.S. will reach 13.6 in 2023, far higher than the estimated 2023 global average of 3.6 devices per person. Electronic devices and the massive server farms that support them are powered using mostly fossil fuels (only 17% of U.S. energy is generated from renewable sources). The Shift Project, a think tank focused on the shift to a post-carbon economy, reports that energy consumption for digital devices is increasing 9% each year, and the share of digital technologies in global greenhouse gas emissions increased by half between

2013 and 2019, from 2.5% to 3.7%. A 2015 study (Andrae and Elder) estimates that the information technology sector could use as much as 51% of global electricity and contribute 23% of global greenhouse gas emissions by 2030.

And according to the most recent Global E-Waste Monitor report, electronic devices create nearly 7 million metric tons of e-waste annually in the U.S., and only 15% of that e-waste is recycled. Most of the remaining e-waste is either burned, landfilled or dumped.

Paper: A responsible environmental choice

Digital technology has become an essential part of our everyday lives and is likely making beneficial contributions to your mailing operations, but it also has wide-ranging environmental impacts that continue to grow. While all manufacturing processes have an environmental footprint, the fact that paper is made with an infinitely renewable resource, is manufactured using mostly renewable, carbon-neutral energy, consumes very little water, is recyclable and is recycled more than any other material, makes a strong case for its continued use.

Two Sides North America (twosidesna.org) is a non-profit organization whose members span the entire print, paper, paper-based packaging and mail value chain. Funded entirely by membership dues, Two Sides is the only industry organization that directly challenges unsubstantiated environmental claims about paper made by corporations, the media, government agencies and others. Two Sides also supports its members with factual, science-based resources to supplement their own sustainability efforts. Learn how to join at twosidesna.org/become-a-member/.



Don Rush
President
Sherman Publications
666 S. Lapeer Rd.
Oxford, MI 48371
Phone: (248)628-4801
Fax: (248)628-9750
Cell: (810)636-3798
don@shermanpublications.org



George Moses
Director
The Marketeer
110 E. North St., Suite A
Brighton, MI 48116
Phone: (810)227-1575
Fax: (810)227-8189
Cell: (517)404-7807
gmoses@georgemosesco.com



Marty Bennett
Vice President
Community Shoppers Guide
117 N. Farmer - P.O. Box 168
Otsego, MI 49078
Phone: (269)694-9431
Fax: (269)694-9145
Cell: (269)370-9469
shoppersguide@sbcglobal.net



Wes Smith
Director
View Newspaper Group
1521 Imlay City Rd.
Lapeer, MI 48446
Phone: (810)664-0811
Fax: (810)667-6309
Cell: (810)338-7888
wsmith@mihomepaper.com



Jon Jacobs
Past President
Buyers Guide
P.O. Box 128
Lowell, MI 49331
Phone: (616)897-9555
Cell: (269)208-9223
Fax: (616)897-4809
Jon@lowellbuyersguide.com



Kara DeChalk
Director
Salesman Publications
102 N. Main Street - P.O. Box 205
Concord, MI 49237-0205
Phone: (517)524-8540
Fax: (517)524-8570
ads@salesmanpublications.com



Fred Jacobs
Sec./Treasurer
J-Ad Graphics
1351 North M-43 Highway
Hastings, MI 49058-0188
Phone: (269)945-9554
Fax: (269)945-5522
Cell: (269)838-0881
fred@j-adgraphics.com



Jack Guza, Executive Director



Dana Risner, Business Manager



5198 Windsor Hwy. Potterville, MI 48876
Phone/Fax: (800)783-0267
mifreads.com