

November 2022

INFORMER



**Community
Papers of
Michigan**



Ad - Libs

Tell Them Why and Sell More

BY JOHN FOUST

Like some other kids, I learned how to drive before taking the drivers' education class in high school. My father took me to the school's football stadium on weekends when the expansive parking lot was empty. The car was an old station wagon with a manual shift on the steering column. "Once you learn how to drive a manual shift, an automatic transmission will be a piece of cake," he said.

Dad was a great teacher. After he methodically explained the gas pedal, the brake, the clutch and other essentials, he assured me that it was okay to make mistakes, because I couldn't damage anything around us. Shifting gears was the number one topic. He carefully demonstrated the correct way to move from neutral to first, then let me try it. "Let the clutch out slowly," he said, "because the car will lurch and stall if you do it too quickly. Do it slowly and the car will ease into gear." At first, I struggled so much with that clutch that the poor station wagon jumped around like a bucking bronco. But after a while, I developed

a feel for it – and the car actually behaved.

One thing that made Dad such an effective communicator was that he told me why certain things should be done. He was a mechanical engineer who dealt with whys all the time. When the car bucked, I knew why, because he had told me why. When I shifted smoothly, I knew why, because he had explained it. And when I eventually drove on the road, I had more confidence than I would have had without his patient instruction.

One of the most important techniques in communication – especially in persuasive communication – is to tell people "why." Steven, an ad manager who has observed countless sales presentations, told me, "Salespeople have a tendency to do a lot of telling, but not much explaining. It's important to realize that we all have a need to know why we are being told something or asked to do something. Even children need to know why. They are champions of 'why' questions."

Steven is right. Give prospects reasons why. It helps to use a simple bridge like "because" or "the reason I say that is" or "this will provide you with." For example:

1) "Let's take a look at our publication's

readership figures. This will show you how many prospective print and online customers you can reach with us."

2) "Here's a comparison between a couple of ads in the last campaign you ran and a couple from the new campaign we've been discussing. We're taking a look at these together, because this will help us see how the new ads build on the brand image you've established."

3) "Let's set an appointment to talk next Tuesday, after the first ad runs. This will give us a chance to make any needed tweaks to the offer."

Without a doubt, telling prospects why is a good way to keep your sales presentations in gear.

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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

Common issues at papers

Many newspapers face these same design dilemmas



by Kevin Slimp

As I write this, I've just returned from a trip to Marysville, Kansas, where I worked with the staff of *The Marysville Advocate* on their new design, which went to the press today. Over the past few months, I've worked on redesigns with several newspapers all over the U.S., and I've noticed that the technical and design issues faced by these newspapers were often quite similar.

I thought it might be helpful to share my suggestions related to a few problems that seem to crop up in many newspapers:

Clean is in —

I hear it all the time after redesigns, "Wow, our pages look so clean!" People often don't notice how cluttered their pages look until they compare them to other newspapers or redesign their pages. The paper in Kansas wasn't as "cluttered" as many, but with a few tweaks, the pages looked even cleaner.

Text alignment —

By setting the body type to "align to grid" in InDesign, lines of body text align throughout every page. By aligning text to the grid, columns always line up evenly at

the top and bottom. It's important to set only the body text to align to grids. Aligning anything else causes confusion. I was proud when I saw the pages of *The Marysville Advocate* this morning, and all body text aligned evenly across the pages.

Thin lines are in —

I remember when most newspapers set borders around photos at 1 or more points. With the advent of computer design, most moved their border size to around .5 –1 point. With better methods for making plates and printing, it's possible to have even thinner lines around pictures. I've been using .4 point borders on most pages I've designed lately. Thin lines fit with the "Clean is in" philosophy.

Use Clipping Paths (cutouts) sparingly —

It's easy to get excited about clipping paths and other techniques available in Photoshop and InDesign. Just because it's "fun" or "cute" doesn't mean the reader wants to see these special effects throughout your pages. A clipping path can be very effective now and then — perhaps on a cover page. But when overused, they get in the way of good design.

The fewer typefaces, the better —

I used two font families when designing the Marysville newspaper. Headlines and body

text were all in the same serif typeface. Subheads, cutlines, and other text elements were variations of the same sans-serif typeface. When a skilled designer mentioned how many fonts were available in Adobe Creative Cloud, I reminded her that every high school student has access to the same fonts. We want to be sure our pages don't look like church newsletters.

Ragged right is in —

I know. You've used justified text since the 1850s. Remember that readers prefer ragged-right text. I won't be there when you're designing your paper, and I probably won't be reading it, so it doesn't matter to me how you align your text. It does, however, matter to your readers. A publisher in New York wrote to me about ragged-right text today, "Thanks for helping us stay abreast of design trends."

Always use the shoulder rule —

Crop those photos to the shoulders. All that space to the left, right, and above the image is wasted space. There are times we break this rule, but they should be rare. By cropping photos correctly, space is saved for more text — or to fill the photo frame, making the picture appear even more prominent.

Replace older fonts —

Use Acumin instead of Helvetica. Nimrod, in place of Times or

3A cross country MILLER EARNS ALL-STATE | KC
THE MARYSVILLE ADVOCATE
 SERVING MARSHALL COUNTY, KANSAS SINCE 1885
 marysvilleonline.net | Thursday, Nov. 3, 2022 | Vol. 137 | No. 44 | Marysville, KS | \$1.25

Voters go to polls Tuesday
 State, local candidates, constitutional questions on ballot

GOP candidates visit area farm

NIFTY FIFTIES SOCK HOP

MARSHALL COUNTY COMMISSIONERS
Jail project meeting rescheduled; protest petition signatures verified

Grant will increase high-speed internet in 2 counties

SLEEP IN ON SUNDAY

Centre county	18	Life News	28	Public Notices	58
Calendar	19	News	29	Sports	59
County Notices	20	Obituaries	48	Weather	3A
Football Calendar	42	Opinion	4A	Yesterday	7B

Schoolbook. Resist the urge to use a typeface you were using 15 years ago.

"Good design never goes out of style." That's what my design mentor, Ed Henninger, told me many times.

Sure, the tools we use to design pages change. The fonts, styles, and elements

change with the times. But the basics of good design never change.

When I'm tempted to try something flashy or "out of the box" on a page, I always ask myself, "Is that good design?" Otherwise, I might look at the page a few years from now and ask myself, "What was I thinking?"

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It's gotten cold... our warm weather is over and the holidays are fast approaching! This is the time of year for parades, community gatherings and many...

Holiday Ads

Ad Talk

with Ellen Hanrahan

This article ran in 2017, but most of the ads that we do around the holidays still remain the same. This is the time of year when our advertising is geared toward the upcoming holidays—craft fairs, holiday events, bake sales, gift-giving and lots of sales. This is also the time of year when I use some unusual, but fun, typefaces and all the great vector art that I can fit into the smaller ads on our pages.

Lots of cookies

There are still a number of organizations holding fund raisers that include craft fairs, bake sales or cookie walks. The ad below is typical and ran as a 3 column ad—this was the actual size. I updated the artwork (also left it in color) but the ad is just as effective in black and white. I used *Candy Script* (with some swash characters) for the headline **Cookie Walk**, but any “fun” or novelty typeface will work as well. I have included some examples (all are 36 point). Note that some typefaces work better than others. I chose *Candy Script* because I wanted to use an outline and drop shadow and I needed a typeface that had more weight in order for these effects to be effective. My choices became second-nature because of years of experience (sigh).

Revising this article slightly has given me the idea to update type on a path options.

Cookie Walk
Sweetheart Script

Cookie Walk
Khaki2

Cookie Walk
Curlz MT May not work well with drop shadow

COOKIE WALK
Fajita ICGMild



In December of 2015, I did an article about type on a path? It's amazing how much art I recycle or should I say "repurpose"...and the gingerbread art below I found at Storyblocks.com. I tend to use a lot of small art... due to the fact that I worked on many small ads.



It's gotten "chili" outside...

These 2x3 Chili Supper ads are 74% of their original size but you can still see how changes can alter their look. At times the tendency is to just start filling in the text and run it from edge to edge and add artwork where space allows.

Let's start to plan ahead and make the text and art cohesive. Both ads below share similar information. Think about the “whole ad” and its purpose and the organization and unification will fall into place.

Faith Church, Anywhere
9th Annual
Chili Supper & Silent Auction
CORNER OF HWY. E AND HIGHLAND ROAD

Saturday, October 15 • Serving 4-8:30pm

All You Can Eat Chili PLUS ham sandwiches, crackers and cheese, salads, homemade pies, milk, coffee, etc.

Tickets available from church members or Barons Floral, Stinger

Advanced Adult...\$5, at the door...\$6
Advanced Child (4-12)...\$3, at the door...\$4

Two Gospel Concerts by "Voices of Peace"
5:00pm-6:00pm and 7:00pm-8:00pm

FAITH UCC 5555 HIGHLAND ROAD

10TH ANNUAL
Chili Supper & Silent Auction
SATURDAY, OCTOBER 29
SERVING 4-8:30PM

MENU ITEMS INCLUDE
All You Can Eat Chili
ham sandwiches, cheese, pies
ice cream, milk and coffee

ADVANCE TICKETS
Adult...\$5 Children (5-12)...\$3

AT THE DOOR
Adult...\$6 Children (5-12)...\$4
4 and Under Free

ADVANCE TICKETS AVAILABLE FROM CHURCH MEMBERS, SUNDAY FAMILY WORSHIP OR AT BARONS FLORAL, HWY 65, ANYWHERE

TWO GOSPEL CONCERTS BY
"Voices of Peace"
5-6pm & 7-8pm

Ad A (top) and **Ad B** (bottom) ran a year apart with basically the same information. The idea for **Ad B** was to divide the space differently to allow for better “grouping” of similar information and make the important information easier to find. Notice that the text is at least the same size if not larger than in **Ad A**. The eye can “absorb” more information in a glance in **Ad B** rather than scanning back and forth. The concert information was also given a little more emphasis and a space of its own to further separate it from the general event part of the ad.

Even though you work in a defined space (2x3 in this instance) doesn't mean you have to work straight across. Think of the whole and divide the space to better support the information that is being presented.

Organization and unity help the reader retain the information being presented.

A Blessed, Peaceful Thanksgiving to all...

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 ©11/2022

ST-KILIAN SCHOOL

Cookie Walk

SATURDAY · DECEMBER 7 3-6PM
SUNDAY · DECEMBER 8 9AM-12NOON

Choose from a wide variety of beautifully decorated, **homemade** holiday cookies! From \$4.50 to \$12.00 per container

264 WEST STATE STREET SCHOOL CAFETERIA STATE STREET PARKING LOT



By
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YOU'D BETTER SHOP AROUND:

PRINT IS ALIVE!

Forbes & Entrepreneur agree the future is bright

We've all seen stories that print media is going away, but that's just not true.

A bright future for print is the belief that dozens of experts are sharing, including Forbes and Entrepreneur magazines. In fact, print publications are possibly the most powerful branding tool that companies can use.

Whether it's shopping guides, newspapers, coupons, magazines, books, brochures, business cards or even billboards and product packaging, the human eye is drawn to the printed word. In fact, we LIKE to "see it in writing" and we tend to buy familiar brands and styles, experts agree.

For instance, a recent study in Forbes magazine says customers are more engaged when seeing ad messages on paper, unlike websites. That study showed people read websites up to 30% slower than printed pages. We are more comfortable with a page in front of us, rather than one zooming by on a screen, never to be seen again!

THREE REASONS Forbes says print papers are strong and valuable are:

■ **TANGIBILITY:** Since print papers are physical things, our papers can stay in houses or offices for months or even years. Internet and broadcast ads are seen or heard for a moment... then they disappear;

■ **CREDIBILITY:** There's something strong about print that gives customers a sense of legitimacy. Readers can spend as much time on each ad message or each page as they want — versus popup and banner ads on the web that overwhelm your screen... and never stop, and



FOUND FIRST AT MEDIUM.COM

■ **TARGET MARKETING:** Placing ads in our local publications means advertisers can reach audiences nearby. You aren't being read 100 miles away by people who will never be your customer... unless they are in the niche group your message is reaching.

LIKEWISE, ENTREPRENEUR magazine research says fewer ads appearing in some publications can actually be a good thing. Ad messages are more unique and stand out better many times, the experts explain.

And there's a definite downside to non-stop digital ad messages: Google, Facebook and others track the habits of billions of people, normally without their knowledge. We've all seen the results — when popup ad messages

begin appearing after you've casually searched some topic, even just once.

So many people hate those online ads that nearly 44% of all internet users have installed plug-ins to block screen ads! On the other hand, readers can simply turn past print ads, offering another strong advantage.

WE'VE GOT to keep reminding current and future ad customers that we've always got room for sharing their business messagees with our readers. The best ad campaigns include a healthy mix of print media ads, we all know.

We've offered an amazing ad method for hundreds of years, so smart media managers — and our readers — will keep reading our pages.



Building Main Street, not Wall Street - by John Newby

Perfection is Rare, Greatness is Your Destiny!

Paul Arden once said, “Too many people spend too much time trying to perfect something before they actually do it. Instead of waiting for perfection, run with what you have, and fix it along the way”.

I cannot reiterate this enough, perfect has, and always will, be the enemy of great. In previous columns, we have addressed change, transformation, revitalization, and how best to achieve these. The key ingredient for success is typically the ability to enact these efforts quickly and decisively. Remember, great changes rarely come through evolution, it will come through revolution. They come because of a willingness to be decisive and act. Those moving slowly through change are usually indecisive and most likely afraid of change. You can spot those most resistant to change as they consistently are attempting to find ways to slow it down.

While moving slow usually hinders change and transformation, another threat to change is the expectation of perfection. When communities, businesses, and companies embark on change, especially unknown change, they tend to measure their success based on perfection and how well they do as it relates to their original plans and goals. Understand, change comes with alterations, failure, and bumps. Even worse, many get caught in the trap of seeking perfection and ignoring the greatness that may be occurring right before them.

One of the greatest attributes of transformational leadership is understanding nearly every worthwhile transformation will involve pivots and deviating from the original

plans. Transformational leadership is truly an art. Transformational leadership is the art of understanding when to pivot, how to pivot, where to pivot and finally, when to rinse and repeat doing it again. All too commonly, communities or businesses become bogged-down in attempting to create a perfect model or execute the perfect plan. While we might give them an A+ for attempting to stick to the script, they receive an F- because they are unwilling to adjust the script. As they say, a great sailor can sail their boat in all sorts of winds by simply adjusting their sails.

I have mentioned Brian Chesky and Joe Gebbia in a previous column. In 2007, they rented out air mattresses in San Francisco to conference attendees due to lack of available hotel rooms for nearby conferences. They called their business Air Bed and Breakfast. However, it wasn't long before they realized without conferences in the area, their business model wasn't sustainable. They rethought their entire business model. They made a monumental pivot and took the concept nationwide for all travelers. That pivot is worth \$50 billion today! Had they stuck with the original plan, Airbnb would not exist today.

I have seen entire industries, communities and businesses racked with the inability to pivot when pivoting was crucial. Group think in leadership or community is a death nail in the coffin. Group think assures you rarely innovate or make the changes required to survive. Leadership is crucial when it comes to change or transformation. Leaders must convince others to alter course as needed and be able to provide and instill confidence in the entire team to affect the most viable change or alterations.

When teams have faith in the transformational leadership skills of their leaders, little will stop them from achieving greatness regardless of the obstacles in the way.

Leaders with the ability to build community and business dreams are rare. When a community or business comes across these individuals, they must empower them and support them. Every community or business achieving greatness has done so because a dreamer had a vision in what that community or business could become. They achieved greatness behind a leader willing to take risks. They did so behind a leader willing to accept greatness in lieu of seeking perfection. They embraced what could be and would not settle for the current status-quo.

In closing, the message of change and transformation must be coupled with relentless communication and other components. All is for naught if we only focus on perfection in lieu of accepting greatness. Achieving greatness as a community or business involves effective communication, quality teamwork, sparkling innovation, all of which lead to the joy of transformation. That said, as stated above, never allow perfect be the enemy of great!

John Newby is a nationally recognized Columnist, Publisher, Community, Business, Media, and strategic consultant & speaker. His “Building Main Street, not Wall Street,” column is enjoyed by 60+ communities around the country. As founder of Truly-Local, he assists community and business leaders in building synergies that create vibrant communities. He can be reached at: info@Truly-Localllc.com



There are
28 MILLION
Small Businesses
in the US

Nearly
40%
still do NOT have
a website

**NOW is the
Perfect Time**
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• **SMB's Don't Want DIY**

Small businesses don't have the time or know-how to build a website themselves. They just want someone to build it for them.

• **SiteSwan is the Perfect Fit**

SiteSwan websites are affordable, beautifully designed, fully responsive, search engine friendly and only take minutes to build.

• **Complete Web Design Business-in-a-Box**

We're more than just a website builder. We provide everything you need to build a profitable web design business.



Contact us today! www.SiteSwan.com

Peter Wagner

A HISTORY OF THE WAGNER FAMILY PUBLISHING BUSINESS CHAPTER FOUR

It Was What We Didn't Know That Counted

Sioux Falls, Sibley



WNAX, Yankton, once the proud voice of the Gurney Seed Company, was owned by Peoples Broadcasting Corporation when Connie and I worked there in 1961.

Peoples Broadcasting had a rule that a husband and wife could not both be employed at the same station at any one time. So, when the two of us decided to get married, we were forced to find work elsewhere.

Our decision was to move to Sioux Falls, where I was hired at KSOO and Connie became secretary to the president of a newly opened group insurance company.

KSOO Radio and TV, (now KSFY-TV), were owned by Mort Henkin and his wife Sylvia. Sylvia, the former Sylvia Ruth Wolff, had been born in Sheldon and was part of the family that owned Wolff's Department Store. But it would be more than a year later, when we moved to Sibley, that I learned of that connection and the importance Wolff's Department Store played in the shopping habits of families all across the four-county area.

I wasn't really happy working in KSOO radio's continuity department. My immediate boss was a lady who had worked there many years and I spent more time filing dead copy and retyping national ads to fill in local details than writing new

ads. Besides, I was eager to get back into a control room and back on the air.

At one point I visited with my old KISD employer, Verl Thompson, about the opening he had for the morning show announcer. But he thought I sounded too much like another station's long established morning show personality and wouldn't be able to develop a serious market share.

Meanwhile, I spent any free moments in KSOO's control room learning the trade from Wayne Pritchard, Ray Loftesness and Farm Director Red Stagland.

One Tuesday ABC's Paul Harvey broadcast his morning and noon programs from our KSOO studios while he was in Sioux Falls to speak to some community fundraiser.

Mr. Henkin appointed me Mr. Harvey's runner for the day and when not getting him coffee or pulling material for him from the Associated Press teletypes, we found some time to visit.

"Do you think newscasters should include editorial comment in their reporting", I asked.

"Of course," he replied, "beyond my actual comments on the various stories in that

day's news, I often quietly share what I really think just by where and how long I might pause in the report."

Away from the station and work, Connie and I settled into life in the city. We were married the evening of Saturday, October 28, at Calvary Episcopal Cathedral, my boyhood church home.

We were actually fortunate to be able to get married at all. The Friday before our wedding was Connie's last day at WNAX and, although she had arranged to get off early, things piled up and she was not able to get to Sioux Falls before the Minnehaha County Court House closed. She and I needed to get into the Court House to obtain our marriage license before the wedding. I don't remember all the details, but somehow Mr. Henkin called in a favor and the Clerk of Courts patiently waited until Connie made it into her office to sign the application while I paid the required fee.

Connie was brought down the aisle on her father's arm in a stunning, form fitting, wedding gown of her own design. She had it especially made by a seamstress who lived just blocks from her parent's Yankton home. Her bridesmaids were all close Yankton friends and my groomsmen all fraternity brothers. My Best Man was Gary Whidden, who just a year later would be Connie and my business partner in the Golden Shopper. (Continued on next page.)

Peter Wagner Story Cont.

A heavy rain began to fall at the end of the wedding as my older brother, newly ordained Reverend Robert T. Wagner, offered the closing prayer. I will always remember how he bent down close to us as thunder roared and whispered, "See, God is making the whole world clean for you."

We had planned to go to Omaha on our honeymoon, but it was almost 10 o'clock when we left the wedding reception, and we were too exhausted to drive any further when we reached Sioux City. When we awoke the next morning, we decided to sneak back to Sioux Falls and use the week we'd taken off from work to move into our new apartment.

The year we spent in Sioux Falls was a fairly simple one. We didn't have much spending money for entertainment, but we did have a new color television set and the NBC network was broadcasting their entire evening schedule in color. It was a good year to just stay home and get to know each other.

But it was also the time of the Viet Nam war and in February 1962, I received my notice to report up for my induction physical. As you might expect, I passed easily passed all

tests. I was told I could expect information on when to report in the next few weeks.

Concerned about what kind of a soldier I would be I went home that night to share the news with Connie. But she also had news to share with me. She had been to the doctor that same day and learned we were pregnant. Her news cancelled out my news since at that time a man was draft exempt if he was a father or going to be a father.

The change in our family status brought on another problem, however. I had been offered a job at a Chicago advertising agency and Connie and I were waiting for the final details regarding my starting date.

Connie's mother, however, didn't want us to move so far away until the baby was born and that everything was good with her grandchild.

That is when my KSOO acquaintance Red Stangland, founder, and owner of KIWA, stepped into the picture. He needed a remote studio manager at Sibley and offered me the job. I'd be on the air two hours a day and selling advertising the rest of the time.

Connie and I visited Sibley and were

impressed with the business district and community. I immediately accepted the position and gave notice to KSOO.

My Sibley office and studio were below what is now the Pizza Ranch. I shared the space with Dick Vermeer who had recently moved to town from Sioux Center to establish a New York Life Agency.

Finding a place to live was my biggest problem. Although I started with KIWA early in 1962, I wasn't able to find an apartment or house to rent until fall and drove daily from Sioux Falls to Sibley.

Then, as the school year was about to start, a High School coach suddenly accepted a position in another community. His apartment, over Massa's Pool Hall, was available if I wanted it. I immediately said yes and then realized, when I brought Connie down to see it, that I didn't know which of the four doors that lined the long hallway was ours.

But we had made it to Sibley and the beginning of publishing life together. More about our first year in Sibley in the next chapter.





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