

# February 2023 INFORMER

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# Community Papers of Michigan



By  
Mark W.  
Rummel  
Fenton, MI

**YOU'D BETTER SHOP AROUND:**  
**Do customers appreciate companies that have been in business longer?**

Businesses are rightly proud of their years, decades or centuries of serving their communities. Small company owners are often willing to regularly promote the tradition that their great-grandparents or parents or whoever started that firm 'way back when.

I am rightly fascinated when a small company's logo proudly states "Serving You Since..." as that shows stability, plus obvious great community and customer service and pride for that many years.

For some reason, three dates have been of interest to me lately. As my examples show, the digits 1-9-8-6 can be reworked several ways... and how it's said makes a big difference in years of service.

**SINCE 1986** – this represents quite an achievement in 2023, as it means the owners and operators have done something right for 37 years. That's almost two generations! Amid recessions, wars and other difficulties, this company has persevered. And, only 30% of all businesses last this long, so that's an achievement on its own!

**SINCE 1968** – even though these are the same four digits, any company which has served customers for 55 years deserves extra credit for staying afloat more than half a century! The people directing such a business have made updates and changes as needed, to stay relevant... and profitable... through a complex world business battleground. This slogan certainly is proudly earned. And, less than 10% of all companies actually celebrate this achievement.

**SINCE 1896** – again, these are the same four digits, but now 127 years of service have passed. More than a century! That likely means great-grandfather or whoever did something right, and so have ALL the succeeding four, five or more descendants as leaders. Does it mean the company is still relevant? Do some potential customers marvel at that longevity... or do some wonder if the firm is now out of touch? After all, less than 1% of all firms last this long.

One thing long-lasting companies have in common is a keen appreciation of what most customers want. They have priced their goods and/or services properly, enough to be chosen versus competitors. Plus, they have made enough profit to stay viable. Yes, any business that's been here longer than maybe five years should shout that fact in all their ads – especially their print ads, of course...

*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 Mancino's restaurant for 17 years. He still does social media work from Fenton, Mich. [MarkWRummel@gmail.com](mailto:MarkWRummel@gmail.com)*



## BUILDING MAIN STREET NOT WALL STREET



# It Takes An Army

by John Newby



Let's look at a great example of how Wall Street The award-winning and renowned author, Malcolm Gladwell once said, "Transformation isn't about improving, it is about re-thinking". I might also contribute to this quote by adding that true community or business transformation is rarely brought about by evolution, but more often by revolution. I often hear the question, what does it take to re-think and spawn community or business transformation? Upon reviewing many successful transformational projects, I and others have witnessed, the answer is found in three critical elements often overlooked. These elements are the power of building excitement, instilling energy, and knowing that it will take an army to see the transformation through.

Many communities expect change without having to change. They have a dilapidated downtown with empty buildings, and little in terms of regulation to create a vibrant downtown. Many local businesses shut down by 5:00PM forcing residents online or into national chains that offer expanded hours. Oftentimes, innovation isn't highly rewarded, and entrepreneurship is little and far between. Trash is abundant on the roadway leading to and within the city. The local media company provides little local substance and has vacated their leadership role while lacking energy. All these signs indicate a community without excitement, energy, and certainly without an army of help.

Let's focus on common elements found in vibrant and progressive communities. I would suggest excitement, energy, and buy-in by the community precedes any effective transformation effort. Why is excitement, energy and buy-in so important? Many communities seek new or relocating businesses, bringing new jobs to the community. These businesses are attracted to excitement, energy, and community buy-in. It is these businesses that help us retain the younger generations, who often leave

after high school to other locations offering better educational and job opportunities that come with them.

Excitement, energy, and community buy-in bring interest and investors. Investors bring revitalization and transformation. Revitalization and transformation bring higher quality of life. Higher quality of life brings new business and local jobs. New business and local jobs bring an increasing tax base. Increasing tax base brings better roads, infrastructure and community opportunity. All of this increases the overall vibrancy of the community, which in turn draws tourism and others wanting to be a part of the energy and excitement. One might call this the community circle of life. The bottom-line, excitement and energy are contagious; it is the foundation of what can be. Excitement, energy, and buy-in are what communities need to truly transform and revitalize. Any efforts without these main ingredients are certain to wither and die before it can truly realize their full potential.

**How do we build excitement, energy and buy-in? This is a question alluding many communities leading to multiple failed efforts. Once a community has experienced many false-starts or failed efforts, it becomes much more difficult to succeed as the "we've tried that before" and "idea poverty" mentality sets in.**

Many communities have many great ideas, initiatives, and potential projects, all of which can be very transformative. They just lack the ability to pull it all together due to inflated personal egos, inadequate

leadership, too many varied agendas and/or lack of trust due to the previous mentioned reasons.

Let's look at some of those reasons. Inflated egos can be a huge detriment or a powerful tool. Michael Jordan had an inflated ego as do most great athletes. While that could have been bad, when harnessed and directed by a great coach, it was turned into a powerful force spurring six championships. Every organization has an agenda, that is what makes them great. Molding these agendas from various groups into a winning game-plan can be exciting. The best way to build trust is to be all-inclusive and let every voice be heard and every thought considered.

Excitement and energy are great, but let me briefly look at the third ingredient, that of community buy-in. I have often said that it takes an army to facilitate change. Successful communities harness the power of excitement and energy to enlist their army of support. Successful communities have found that the more residents they enlist, the faster and more efficient transformation can occur. As the saying goes, "many hands make light work". This is surely true with building or transforming a community.

As you begin or continue your transformation journey, never forget the excitement, energy, and buy-in elements. All your efforts will fall short without enlisting and nourishing these critical components.

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# More Secrets of Growing Papers

*Give them what they want. It works every time.*



by Kevin Slimp  
kevin@kevinslimp.com

Earlier this month, I traveled about an hour from my home to conduct focus groups for a weekly newspaper in Tennessee. Focus groups come in all sizes and shapes. This particular focus group was a little different than most. The paper had gathered 15 seniors – the minimum age requirement was 60 – to spend three hours discussing recent issues of the newspaper and making suggestions about ways to improve the content.

We learned a few things that surprised us, and a few things went as expected. I felt this would be one of the “easiest” focus groups I’ve done. The paper is very successful and continually works to improve its product and meet the needs of its readers. I had a feeling I wouldn’t run into too many angry participants.



**Publisher Dale Gentry, Jefferson City, Tennessee, answers questions from focus group members.**

As the gathering neared the end, the conversation turned to how many focus group members had moved to the area from other parts of the country. One recently relocated from Massachusetts and noted how surprised she was that



**This focus group in Tennessee met for three hours to discuss ways to improve the weekly newspaper in their area.**

the quality of the paper was so much better than what she had grown accustomed to in her previous home. Others who had relocated from other parts of the country echoed in with similar opinions.

Focus group members shared stories of papers in other towns that had “dwindled to nothing.” They agreed that their weekly paper’s content and overall quality were much better than the metro paper 45 minutes away.

One of the final statements of a group member promises to stay with me. “Please don’t sell our paper to one of those national groups! We love it and don’t want to see it destroyed.”

Fortunately for her – as well as everyone else in the group – there’s no risk of that.

Most weeks, I meet either in person or online with one or two newspaper staffs to discuss every aspect of the newspaper business. Today, I’m meeting with a group of newspapers in New York to discuss their editorial workflow. A few days ago, I worked with the editors and designers of a paper in another state. A while back, I had a fascinating meeting with co-publishers of a paper in Florida. As I looked through copies of their newspaper, I was impressed

with both the content and design. I correctly guessed that they have a large readership among young adults. It was a very impressive publication from both a design and content standpoint.

I was surprised, however, when I learned that the focus on younger readers hadn’t happened on purpose. It was the result of having a young staff.

Imagine their surprise when I mentioned the potential growth of their paper by including more content for older readers. Most papers would kill – well, not literally – to have readership among young adults. But as I visited with the publishers, it dawned on me they had flipped the readership issue. They had a lot of young readers but were missing the middle-aged and senior markets.

Frankly, I think the paper in Florida is in a very good place. Gaining older readers is probably easier than attracting younger readers to most newspapers. But the method of gaining readers is the same: provide the stories, photos, and content to meet their needs. I suggested they offer more stories related to health, travel, and human-interest stories. When I visit with most publishers, I suggest they

provide more stories related to entertainment, DIY, and other topics of interest to younger readers.

Yes, newspapers still grow. I work with growing papers all the time – just about every day.

## New Toy Arrives

The Latest Mac

A few days ago, Apple announced their new line of Macbook Pro and Mac Mini computers. I have been waiting more than a year for the M2Pro version of the Mac Mini to arrive. Rumors were that we would have the new computer in mid-2022. It was a good exercise in patience for me. As you might guess, I immediately ordered the 10/16 Core model, with 16GB memory and a 512GB hard drive (\$1,299 US). The mini arrived two days ago, and I love it.

There are three base models of Mac Minis. I suggest the \$799 (8/10 Core, 512GB storage) for reporters. Designers should stick with the 10/16 Core model for \$1,299. The \$599 model is great for the student or use at home when no serious design work is required.

One final suggestion: don’t dare design pages without a minimum of two monitors. I use 32-inch (6X9 ratio) 4k monitors, and the speed with which I get things done more than pays for the hardware in no time.



**My new setup. Stacked Mac Minis in corner frame.**



BY JOHN FOUST

# Ad - Libs

## Oboes and leadership

Joanne is an ad manager with a common-sense If you've been to a symphony concert, you've witnessed the cacophony of sound before the concert begins. Every instrument seems to be in its own world, independently running through the musical scale.

Actually, this is a traditional and deliberate process to tune all of the instruments. First, a single instrument plays the note of A, then the other musicians tune their instruments to that note at the same time. Once an instrument is in tune, the musician often warms up by going through the scale. The objective is for each instrument to be perfectly in tune with every other instrument when the concert begins.

Although other instruments can be used for this purpose, an oboe is generally preferred, because its steady sound stands out from the others in the orchestra. The note of A is used, because all of the string instruments have A-strings.

All of this means that the oboe sets the pace for the entire orchestra. It's easy to see a direct comparison to a leader's role in the business world. A few points come to mind:

**1. Leaders lead by example.** They have to be in tune, themselves, before they are ready to lead others. Even though the old way of doing things ("Do as I say, not as I do.") never really worked, a lot of so-called leaders cling to that idea. Maybe it's habit, maybe it's insecurity, maybe they've never seen any other way.

A leader has been defined as "someone who has earned the right to have followers." One of the surest ways to earn that right is be an example for others. The oboist plays A, not E or D or any other note.

If you want your team to be better listeners, be a better listener, yourself. If you want your team to

be punctual, be punctual, yourself. If you want your team to understand the principles of effective ad copy and design, know them, yourself.

**2. Leaders don't micromanage.** You'll never see an oboist walking around to make sure the others are tuning properly. He or she stays seated, secure in the knowledge that the musicians are qualified to tune their instruments.

*If a leader has done a proper job of training, there is no need to micromanage. All micromanagement does is give the manager a false sense of control over something in which he or she lacks confidence.*

**3. Leaders periodically review goals.** Tuning is not a one-and-done activity. After the intermission in a concert, the orchestra repeats the tuning process. Adjustments are expected. Nothing is left to chance.

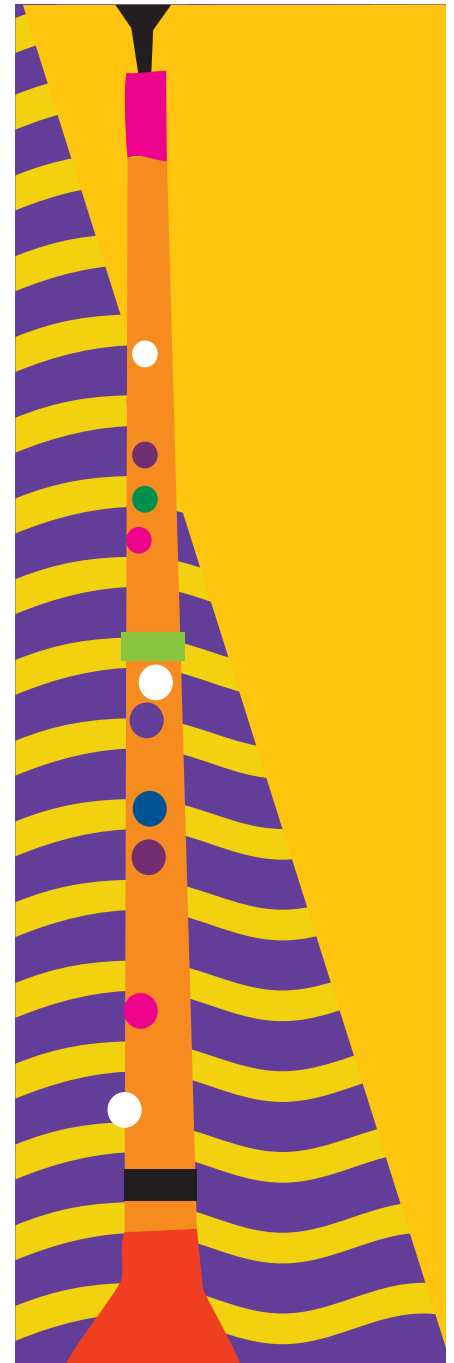
Over time, team objectives require adjustments. Perhaps economic winds have shifted, clients have increased or decreased budgets, or new competitors have emerged. Although those changes may seem minor at first, they can develop into huge problems later. True leaders have the flexibility to review goals and make necessary tweaks along the way.

You could say that – in music and in business – leadership is largely a matter of striking the right chord.

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



Interesting typefaces appeal to me, but my budget gets in the way, so I am very selective when I purchase a new typeface. One such typeface was Typesenses...



A new year... and I'm still working on last year's baggage! Last month Adobe stopped supporting Type 1 fonts and I still have projects that need to be finished, like getting to know *Affinity Publisher* (especially since I recently purchased *Affinity Universal V2* (includes Design, Photo and Publisher) so now I am even further behind. Also, I never cleaned up my Type 1 Fonts, so am now working on a case-by-case basis, fortunately the fonts I use the most are Open Type.

*Creative Pro Magazine Issue 14* arrived to help with some of my concerns. The January issue contained articles regarding • *The Zen of Fonts* • *What's New in Affinity V2* • *Making Selections in Photoshop ...and* • *Pantone's licensing with Adobe*. It's one of my best resources... and there is a great mix of other articles, tips and current info. But, I just received the February issue, so I think I'm already behind! Yep, it's going to be a challenging year... again!

To get the digital magazine become a member (\$6.50/month (\$78/billed annually, go to <https://creativepro.com/become-a-member/> (and for a \$10 discount type FRIEND).

### Expressive Lines

*Mriad Pro* is my go-to typeface for legibility and readability, but when I have ads that are targeted toward a specific audience, my type choices increase. I am drawn to more informal forms of graphics for advertising.

The "Bridal Fashion Show" ad (far right) was originally done in 2004 and I liked that vector art, at <https://www.storyblocks.com> (previously GraphicStock), I found similar styles to use. Many pieces that can be adjusted and used—even in smaller ads.

There were also other art combinations as well as backgrounds that could be used to create entire ads, flyers or promotions. As I have said many times, I like the flexibility that these art "parts" can generate, especially in creating small ads.

The headline typeface in "Bridal Fashion Show" in the next column is *Mona Lisa Recut* and *Caslon* text. *Blend Caps Engraved* was similar, a little more contemporary... and Open Type!

### A Typeface called "Blend"

A blend is a combination of different kinds of elements. *Typesenses* brings this concept to the world of typefaces and creates its new hand-drawn font family: *Blend*. (*Blend type at 26 point; Blend Script at 32 point*)

### Blend by Typesenses

BLEND CAPS CONDENSED

BLEND CAPS ENGRAVED • Blend Script

with Blend Dingbats below



### My Inspiration

Over the years I have purchased many typefaces and for some reason I had to have this one! So why? Believe it or not, I really, really liked a sign in a little café in Mexico... (see far right "Ensalada" sign) and this type reminded me so much of that sign that I had to buy it. It's an interesting typeface with a variety of fonts, ligatures, swashes, dingbats, and more (I usually look for multiple uses if I am going to purchase any typeface or graphic).

Also, see far right info for unique special effect with *Blend Inline* and *Inline Fill*.



### Chandelier Ballroom ELEGANT BRIDAL & FASHION SHOW

SUNDAY FEBRUARY 22 11AM-2PM

This annual event includes a fabulous array of music, food, fashion and fun! Visit with wedding experts for assistance in planning your special day. Door Prizes. \$5 Admission.



My inspiration for purchasing "Blend."

### Blend Inline & Inline Fill

My *Blend Family* also came with a 22 page user guide with information and samples.

However, once again, I need to go through and see what this typeface has to offer (there are a lot of variations to work with!) ...and it's now on my to-do list.

For example, write a word using *Blend Inline Fill* and paint with a color; select *Blend Inline* and type the word again and paint it black. Copy and paste in front of the fill. Then just align the centers of the text (both vertical and horizontal). You'll have your outline filled with another color... not a stroke! I will get some samples together to show what can be done differently than just adding a stroke to the text.

### INLINE FILL

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.in@att.net](mailto:hanrahan.in@att.net) Ellen Hanrahan ©02/2023

## How to Achieve Your Goals In



by Christina Lattimer

5 Easy Steps

ACHIEVE YOUR GOALS

IDEA VISION PLANNING  
STRATEGY REALIZATION SUCCESS

Happy New Year to you all. I wish you all good for this year and beyond. If you are like me you will have at least considered what changes you want to make this year. Whether you go ahead and do something positive about it, is another thing! If you do want to achieve your New Year goals, whether they involve giving up a habit or way of doing things, or adding something positive, then the following 5 steps can help.

We struggle because we take the wrong approach. So although I struggle with New Year's resolutions, I do know at least, where I am going wrong! I thought it would be useful to remind myself and share with you the secret ingredients which create successful change. These ingredients will help you achieve your goals. If the following factors aren't in place then it's unlikely any change will stick.

### Attention, time and effort

The good news is, change can happen, although it's often not comfortable. Making changes will take your attention, time and effort. If you don't feel able to devote the time and effort to achieve your goals, then you need to forgive yourself. If you can't make that commitment, you must realise the change isn't as important to you as you think. So I hope the following steps help if not to create the change you need, at least to help you to realise that change is achievable if you do the right things.

### 1. Set out a clear outcome of what you want to achieve

So vague statements like, I want to exercise more, or I want to lose weight will not be effective. What you are doing here, is creating a vision of how things will be when you get there. You then practice imagining what it will be like when you achieve your outcome. Examples of successful outcomes might be: "I am a healthy size x". "I am energised and feel healthy and happy every day". "I am an accomplished piano player". Affirming what you want to achieve in the present tense programmes your subconscious to help you, a little like setting your internal SAT NAV.

### 2. Get in touch with how it will feel when you achieve your outcome

This can be difficult and takes a bit of imagination, but you can use a little bit of the "what if" technique. So ask yourself, how would I feel if I achieved this outcome? When you are able to feel the good feelings the outcome would bring, you must practice getting into that feeling state every day. This can be achieved by pretending you've achieved it. There is an element here of the maxim, fake it until you make it.

### 3. Believe you can make the change

If you really don't believe you can make the change, your belief will override any vision or commitment to make the change. This is where you need to examine your beliefs and change your mind about any belief which may be holding you back. For years I held a belief that being overweight was because of my genes, (most of my mothers family were overweight). For years my sisters used to tell me that we were an overweight family and were stuck with it. It took me years to actually wake up to that destructive, unconscious belief and change it. Since then, I've managed to lose considerable weight although the battle against this conditioning continues! It doesn't always take years to change limiting beliefs, you just need to know you've hit one to unpick it.

### 4. Make a personal commitment

I once read a book which set out quite squarely there are two voices in your head. One which says "you can do it" and another which says "why bother?". Ok so your conflicting voices may say different phrases, but usually, it amounts to the same thing. If we can accept there is a voice which tries to distract us from making the changes we need, then we can treat it like a well-meaning, but misinformed friend. There is no way listening to that voice is going to honour you or me. It's simply trying to keep us in our comfort zone. We need to ignore it and commit to the other positive healthy

voice. Making a personal commitment to listen to the positive voice that supports you to achieve your 2021 goals is vital. Making a personal commitment to honour ourselves is vital.

### 5. Master small steps and let go of the outcome

Sometimes our goals and outcomes feel overwhelming and if we focus on these, it's like looking at the top of Mount Everest and imagining we have to get to the top in one leap which is just not possible. So we need to understand we want the eventual outcome, but to get there we need to forget about getting to the top and concentrate and master the steps to take which will take us there. When I gave up smoking, I developed strategies or distractions which I used when the cravings got too much. I didn't socialise for 6 weeks, because I knew if I had a few glasses of wine my resolve might go.

When setting up my business, I set up processes and systems which over time created the result I wanted. If you want to lose weight just concentrate on sticking to your day-to-day healthy eating habits and the outcome will come. You do need to take time to evaluate if your small steps are taking you in the right direction. Letting go of the outcome doesn't mean giving up on what you want to achieve, it just allows you to focus on the actions which will get you there.

These actions can help you to successfully achieve your goals. I'm not saying it's easy, but it is doable. I know when I'm not making the changes I want, then I am omitting one of these steps. What about you, do you have methods to successfully achieve your goals?

I help leaders develop self- mastery, helping them to become confident in their own inner guidance. I collaborate with leadership experts, managers, and HR professionals to help them get their own message and unique services and products to a wide audience. [peopledevelopmentmagazine.com](http://peopledevelopmentmagazine.com)



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