

Publish

MAY 2023



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Conference Issue

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COMING NEXT MONTH

The June *Publish* will recap the events and news from the Charlotte Conference. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

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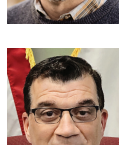
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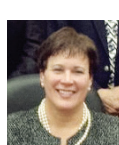
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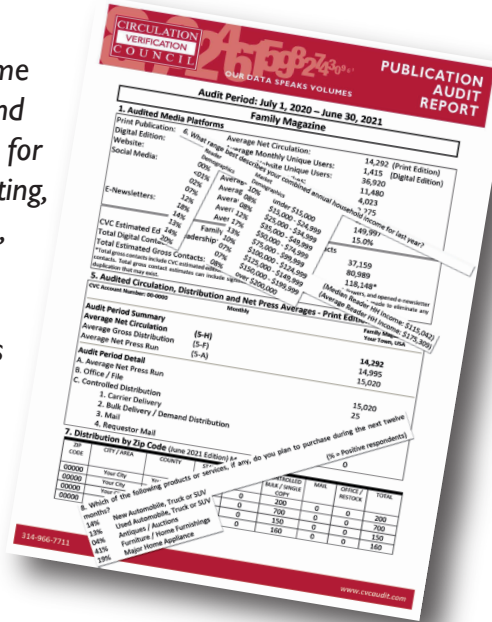


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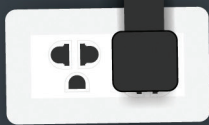
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BY DOUGLAS FRY

CLIMBING AND PREPARING FOR SUCCESS

You know that I enjoy sharing my life experiences and comparing them to situations that benefit from that experience.

This month I'd like to compare the process of mountain climbing to generally preparing for success in life.

I am not suggesting that climbing is the only way to approximate success. Just think of anything that is difficult, learn to do it, and apply what you learn to life. So here goes.

Mountain climbing and success in life are two seemingly unrelated activities. One is a physical challenge, while the other is a mental and emotional one. But both require a certain level of determination, perseverance, and grit.

In mountain climbing, you must be able to push yourself past your limits. You must be willing to endure pain and discomfort. You must be able to make decisions quickly and under pressure. And you must be able to work as part of a team.

Success in life is similar. You will face challenges and setbacks. You will have to make difficult decisions. And you will need to work with others to achieve your goals.

But there are also some key differences between mountain climbing and success in life. In mountain climbing, the goal is clear: to reach the top of the mountain. In life, the goals are not always so clear. You may not know what you want to achieve, or you may not know how to achieve it.

This can be frustrating, but it is also what makes life so exciting. There is always the possibility of discovering something new, of reaching a new goal.

So if you are looking for a challenge, if you are willing to put in the hard work, and if you are not



afraid to fail, then something like mountain climbing and success in life are both for you.

Here are some of the key lessons that can be learned from mountain climbing and applied to success in life:

- **Set realistic goals.** When you are planning a mountain climb, you need to set realistic goals for yourself. If you try to climb a mountain that is too difficult for you, you will likely fail. Similarly, if you set unrealistic goals for yourself in life, you will likely set yourself up for disappointment.
- **Be prepared for challenges.** Mountain climbing is a challenging activity. There will be times when you feel like giving up. There will be times when you are faced with obstacles that seem insurmountable. But if you are prepared for these challenges, you will be more likely to overcome them.
- **Learn from your mistakes.** Everyone makes mistakes, especially when they are trying something new. But the important thing is to

learn from your mistakes and not repeat them. In mountain climbing, if you make a mistake, you could fall and get hurt. Similarly, in life, if you make a mistake, it could have negative consequences. But if you learn from your mistakes, you will be less likely to make them again.

- **Celebrate your successes.** When you reach the top of a mountain, you will feel a sense of accomplishment. You will have overcome a challenge and achieved a goal. Similarly, when you achieve something in life, you should take the time to celebrate your success. This will help you to stay motivated and to continue working towards your goals.

- **Never give up.** No matter how difficult things get, never give up on your dreams. If you keep pushing forward, you will eventually reach your goals. In mountain climbing, there will be times when you feel like giving up. But if you keep pushing forward, you will eventually reach the top of the mountain. Similarly, in life, there will be times when you feel like giving up on your dreams. But if you keep pushing forward, you will eventually achieve your goals.

Mountain climbing and success in life are both challenging endeavors. But if you are willing to put in the hard work and never give up, you can achieve anything you set your mind to.

Here is the final word on this article. I didn't write it. I asked Bard, a ChatGPT-like artificial intelligence, to write an article comparing mountain climbing and succeeding in life. Bard did a pretty good job. Tell me what you think. I'd enjoy speaking with you at the conference in Charlotte, NC on May 11 & 12, 2023. As a friend of mine asked me recently, "That's great but how can we make money with this?" That's the million dollar question. Let's talk in Charlotte. ■



January Spring

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The Draft Horse Journal, 3/7/23

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RESHUFFLING THE DECK



BY MANUEL KARAM

You probably noticed that Douglas and I flip flopped the order of our columns this edition. Hopefully you've read his article and seen the punchline before getting to this one. If you haven't, I would suggest taking a pause and going back to his piece before proceeding.

Ok now that you've read Douglas' column let's continue. Are you impressed? After Douglas told me his idea I thought I'd go and test ChatGPT (another AI tool) myself. Here's what I typed in:

What does the future look like for free community publications?

Here's what it sent back:



The future for free community publications is difficult to predict with certainty, as it will depend on a variety of factors such as technology, economic conditions, and shifting trends in media consumption.

On one hand, the rise of digital media and the increasing dominance of social media platforms may make it more challenging for free community publications to compete for readership and advertising revenue. Many people now get their news and information through social media feeds, which can be customized to their interests and delivered in real-time, making it difficult for traditional print publications to keep up.

On the other hand, there may be a continued demand for locally-focused, community-driven news and information that can't be found on national or international media outlets. Free community publications can also leverage their physical distribution networks to reach audiences in specific geographic areas. Additionally, some people may value the tactile experience of reading a print publication, which could help keep print publications relevant for some time.

Ultimately, the future of free community publications will depend on their ability to adapt and innovate in response to changing trends and technologies. Publications that are able to find new ways to engage readers and advertisers, whether through digital platforms or other means, may be more likely to survive and thrive in the years to come.

Generated content like this seems to be just the tip of the iceberg. From what I've been reading AI will transform everything around us including our industry. Content writers will be able to churn out fantastic content with a click. Creative teams will be able to generate unbelievable custom graphics in an instant. Sales teams might even be able to get prospect lists based on predictive algorithms timed perfectly for each business. Just when we thought things were quieting down in the digital world the deck is getting reshuffled again. This could be a wonderful opportunity for our businesses. But like the chat bot said, it's ultimately up to us to innovate in response to changing trends and technologies.

So in conclusion, if you're reading this at conference I applaud you for taking the time to expand your knowledge base and keep your business on the cutting edge. If you're reading this a week or two before it gets underway, please consider joining. It will be fun, informative, and maybe just the thing you need to help you "thrive in the years to come". ■



BY LOREN COLBURN

As you read this column, you fall into one of two groups. You are either attending the conference in Charlotte on May 11-12, or you have decided for one reason or another not to attend conference this year. As participants in this industry, we respect your decisions and are committed to supporting your business regardless of which group you are in. I do have a message for each group, but it is not the same message for both.

To those of you who have decided to not attend conference (or maybe never attend conference), we are making every effort to get you access to the information that will be delivered at conference. Our mission is to *“Help Members Enhance Their Viability and Strengthening the Community Publishing Industry”* and we feel very strongly that the information delivered in Charlotte will greatly support that mission. We understand that business and life present challenges and that conference attendance cannot always be the top priority.

It is also important to note that conference attendance adds greatly to the value and volume of that information. Unfortunately, we won't be able to link that value or volume to our

website. I remember at my college orientation MANY years ago, my advisor told me, *“90% of your education would come outside the classroom.”* That piece of wisdom was spot on and has applied to so many things over my career.

I believe it certainly applies to conference participation. We can provide you the materials that were presented in Charlotte – but we can't include the amazing networking opportunities and discussions that will take place in the hallways or at breakfast, lunch and dinner each day. Those materials won't allow for your personalized question to be asked to and answered by a group of your peers who are doing every day, the same things you are doing.

If you have never attended conference, you have no idea what you are missing or how much it could help you build your business. It is a banquet of information for the taking, but it's up to you to fill your plate. We are already planning next year's conference and you really need to start now to plan on attending. The isolation of being at conference allows you to separate yourself from the everyday distractions of your office, your phone and your staff so that you can focus on your business. That focus will not be centered on getting through the next daily crisis, but on what the business needs to be doing to improve. It al-

VALUE OF FACE-TO-FACE INTERACTIONS



lows your sole focus to be on evaluating and identifying business opportunities. That's why zoom meetings will never be as productive as in-person meetings and virtual classes will never deliver the education of the physical classrooms. Distractions are obstacles to maximized outcomes.

To those of you who have made the commitment to attend conference – congratulations on a decision that will provide numerous opportunities to improve your business. You can take advantage of exploring the trade show to find solutions to everyday publishing problems. These industry partners support our organization and stand ready to support your businesses. They, just like us, are providing products that can improve business for their clients and welcome the opportunity to discuss where they can impact your business.

You will also have multiple days to connect with industry professionals to

discuss what's working, what's not working or what can work better. The most important part of the attendance value equation is “YOU”. You are the one who needs to make it happen. It requires you to be outgoing, positive and a focused listener. If you do those three things – great things will happen. Participate in sessions that provide the most relevance to your business and make sure you take notes for follow-up when you get back home. Once you are back in the office, the resumption of the daily distractions will challenge your ability to implement what you have learned at conference. It's up to you to prevent the distractions from controlling the outcomes!

I look forward to connecting with each of you in Charlotte and hope we can add to the value of each other's experience. If we all pull in the same direction, media buyers won't have any reason not to believe “If it's free, buy it!” ■



CONFERENCE OPENING KEYNOTE

EVERY SALES YES BEGINS WITH A KNOW WITH SAM RICHTER

INTEL SECRETS TO FIND THE RIGHT PERSON,
AT THE RIGHT TIME, WITH THE RIGHT MESSAGE



In today's world, it's no longer enough to be interesting. To succeed in sales, you must be interested. What's important to the other person? How can you hyper-personalize your message so it gets noticed? When you know more, you'll find the right opportunities, at the right time, with the right message to get meetings with decision makers that others only dream about. In this dynamic program, you will discover...

- A mathematically proven formula for revenue growth that reveals your best prospect companies, decision makers, contact information, and ways to connect that generates positive responses.
- Jaw-dropping tactics for finding online information that 99%

never thought possible, using the tools you already use every day (and some new ones you never knew existed - all free!).

- Techniques to identify opportunities using sales trigger events and powerful introductions, so you're calling on prospects who most likely need your product or solution, right now.

How to leverage information and put the "R" back into CRM to get past gatekeepers, make a great impression, and gain permission to ask challenging questions.

Attendees will receive custom Intel Resources making it easy to implement what was learned when you get home. You will be shocked at what you don't know (but soon will) that you will immediately use to dramatically improve sales performance.

CONFERENCE WORKSHOP SESSION

"GET THE MEETING WORKSHOP" WITH SAM RICHTER

EVEN MORE WEB SEARCH SECRETS FOR FINDING SALES OPPORTUNITIES AND GETTING MEETINGS WITH DECISION MAKERS

In the keynote, you learned sales intelligence strategies and tactics to find more opportunities and get meetings with decision makers most never dreamed possible. In this perfect workshop complement, you'll discover best practices for advanced intel gathering and communication including...

- ✓ **ADVANCED WEB SEARCH SECRETS** (that most pros don't even know) for finding existing lead lists, membership directories, competitor proposals, price lists, past and current RFPs, and more.
- ✓ **BEST PRACTICE TECHNIQUES FOR LEVERAGING INFORMATION AND EFFECTIVE PROSPECTING** via email, social media / LinkedIn, and live sales calls (includes the best-practice script library).
- ✓ **INTEL TACTICS AND RESOURCES THAT REVEAL HIDDEN INFORMATION** - in legal and ethical ways - that help you discover more opportunities and ways to increase your credibility and value.
- ✓ **WAYS TO USE THE CUSTOM INTEL RESOURCES** that all attendees receive to find the right prospects, at the right time, and ensure relevancy in every sales call (taught through a live, interactive demo).

When you know more about your prospects and clients, their issues, their goals, their industries, and their (and your) competitors, you gain the edge in every sales call, every meeting, every proposal, and every negotiation – every time.

LEADERSHIP SESSION

GET IN TO THE DIGITAL RACE WITH CHARITY HUFF



Charity Huff is CEO of January Spring, a digital marketing & advertising agency that works exclusively with Niche publishers. Charity has designed and delivered multi-media sales programs, working alongside 5,000+ sales professionals from the media and tech industries over her 25+ year career. She and her team have built a proven model to enhance your offering to include off-site digital using a combination of geo-fencing, device targeting, household targeting, paid social, and search marketing.

Seven out of every \$10 spent in local advertising will be spent in digital this year. Charity Huff, CEO of digital ad agency January Spring and partner with ACP, will provide proven, go-to-market strategies that include the right combination of your own print and digital paired with “the rest of the internet.” Leave this session revved up to take these offerings back to your team. New revenue is within reach.

LEADERSHIP SESSION

10 STEPS TO DIGITAL SUCCESS WITH DAN BUENDO

REAL WORLD EXPERIENCE IN BUILDING A DIGITAL MARKETING BUSINESS FROM AN EXISTING PRINT BUSINESS.



Way back in 2003 Dan Buendo started offering web design services to local newspaper advertisers under the Reminder Web Design name, an extension of their newspaper company, Reminder Publications. Eventually, this digital division of the newspaper grew to become its own separate company, Envision Marketing Group (EMG), a full service marketing and advertising agency, launched in 2010, specializing in branding, web design, SEO, social media, video production, email marketing, media placement and a whole lot more. Today, EMG continues to grow its client base, working with hundreds of small, medium & large business throughout New England and across the country.

Dan’s session will cover ten of the most important steps publications can take to build their digital business. He will address your questions, fears and concerns having walked the same path you are faced with in your markets. Hearing about digital from an experienced print professional should deliver a perspective and experience level that will give sound, relevant and insightful information to assure participants they get the guidance and information they need to build their digital business.

LEADERSHIP SESSION

BE THE COMMUNITY FORUM WITH TOM SILVESTRI



Learn about a transformative strategy to redefine your future as THE Community Forum, becoming super-relevant to a growing audience while meeting crucial demand for civil discourse. In its simplest form, the initiative uses the Forum or town hall formats to better advocate the mission of your organization, deepen the news literacy of your community, and organize civil conversations about community issues of importance while identifying game-changing solutions that improve the quality of life and the success of your operation. Above all, the ultimate goal is to be the catalyst for an enlightened democracy, thanks to your organization’s intense connections to the community it serves and your inspiring leadership. Learn from the organizer of the Public Square that blazed a new course for civil discourse in Richmond, VA, over a 15-year period that delivered nearly 80 programs. The Community Forum has been an initiative of The Relevance Project, an initiative of press associations in the U.S. and Canada.

Tom Silvestri has spent nearly 45 years in the newspaper industry including roles as a frontline news manager and editor, jobs with dailies and weeklies while launching monthlies, unprecedented corporate roles such as the director of news synergy and community newspapers president, several community and industry leadership positions, and the establishment of a civil, civic dialogue initiative called the Public Square that earned The Times-Dispatch national acclaim. Tom’s industry experience has also included being chairman of the American Press Institute and president of the Southern Newspaper Publishers Association, where he received the Frank W. Mayborn Leadership Award in 2018. He also is a member of the Virginia Communications Hall of Fame.

LEADERSHIP ROUNDTABLE

BRING A QUESTION TO SHARE

This session will be a thought provoking, open mic roundtable that will be sure to get your engines and engagement fired up! This is a chance for all attendees to make sure their questions, concerns, or topics of interest are presented for discussion and gain feedback from other attendees.



PROFESSIONAL EDUCATION PROGRAMS

TLI 111 - SELLING AGAINST THE COMPETITION

This session covers positioning your publication relative to your competition in your prospect's mind. Using your strengths and exploiting your competitor's vulnerabilities to win and keep business.

TLI 125 - HOW TO SUCCEED IN A TIGHT ECONOMY

When the going gets tough... do you or your sales team run and hide or adapt and persevere? Learn sales strategies and techniques that will build confidence and get sales results in a tight challenging economy.

TLI 152 - SELLING BEST PRACTICES

From prospecting all the way to asking for the order, this course will review a variety of things salespeople can do to increase their effectiveness (and income). The impact of having an open mind, solid enthusiasm and belief in your product will become evident as you step through the sales process from beginning to end.

TLI 230 - ONLINE AND IN THE PAPER - SELLING BLENDED DIGITAL AND PRINT ADVERTISING PROGRAMS.

This class will show salespeople how to plan, position and sell blended digital/print programs which will get results for advertisers and generate revenue for publishers. Sell digital advertising and protect your print product by driving readers to your paper.

TLI 250 - 5 LEVELS OF LEADERSHIP

What makes a good Leader? Some say you'll know one when you see one; others confuse being a Leader with simply having a title. In the 5 Levels of Leadership we will provide a roadmap to help you reach your full leadership potential. Learn how to go from being a Boss to being a Leader people are excited to follow.

TLI 251 - THE 7 IRREFUTABLE THEORIES ON LEADING A TEAM

While all great leaders have their version of what works when leading people there are some irrefutable theories that must be present if you are to lead and influence others. This class we will discuss 7 of these theories and how if you understand and follow these theories you will take your team from good to Great!

TLI 252 - MAKING CREATIVITY YOUR SECRET WEAPON

In a time when salespeople and their companies are facing greater challenges every day and have fewer resources to overcome them, we need to find creative solutions in order to accomplish our goals. This class will discuss how to stimulate creative thinking in your people and your organization and find out-of-the-box answers to your biggest challenges.

TLI 320 - DIGITAL SALES BASICS

There is no need to be intimidated by the terminology and technology of the digital advertising world. This class will provide an understanding of the basics from a print world's perspective so that you can intelligently include digital in your marketing conversations with clients.

TRADE SHOW

Charlotte's Trade Show is a very important part of this annual conference. Being able to connect with a broad array of the suppliers of goods and services to our publishing industry is a valuable component of the annual conference. The opportunity to take advantage of this "one stop shop" opportunity is the most efficient and cost effective way to establish direct access to some very valuable resources within our industry. Keeping pace with the constantly changing aspects of technology, software, resources and product innovations can be critical to the success of today's publications.

CLOSING KEYNOTE

ALL ABOUT RELEVANCE WITH TOM SILVESTRI



Don't dare bring doom and gloom to this program. We're going to win with Relevance. Shake off the negative and adopt The Relevance Project as your own initiative. Take the lessons learned in this North American project and leave with a new framework that will uplift your organization. We will examine better storytelling about our important missions, promotions that show we get desired results, communications that amplify key objectives and values, best practices to boost individual and team improvement, and embracing The Community Forum strategy to sharpen organizational effectiveness. Think a dynamic bundle of coordinated positive actions. Your guide will be the executive director who spent nearly three years creating an identify for The Relevance Project, an initiative of the Newspaper Association Managers (NAM).

LIFE IN THE FAST LANE

2023^{acp} CHARLOTTE

CONFERENCE AND TRADE SHOW

CONFERENCE SCHEDULE

WEDNESDAY - 5/10

- 2 - 4 PM ACP Board Meeting
- 4:30 - 5:30 PM Rising Stars Orientation Meeting
- 6 - 7:30 PM Opening Welcome Reception

THURSDAY - 5/11

- 7:30 AM Registration Open
- 7:45 - 8:45 AM Breakfast in Trade Show Area
- 7:45 - 8:45 AM World Health Insurance Breakfast Meeting
- 8:45 - 9:30 AM Opening Ceremonies
- 9:30 - 11 AM Keynote - Sam Richter
Every Sales YES Begins with a KNOW
- 11 - 12:15 PM Break and Vendor Interaction Session
- 11:15 - 12:30 PM Rising Stars Session
- 12:15 - 1:15 PM Recognition Lunch in Trade Show Area
- 1:15 - 2:30 PM Sam Richter - Get the Meeting Workshop
- 2:35 - 3:50 PM Breakout Sessions:
TLI Classes: (2 to choose from)
Leadership Roundtable - Open Forum
Trade Show Open
- 3:50 - 4:20 PM Break and Vendor Interaction Session
- 4:20 - 5:35 PM Idea Exchange - Roundtable NASCAR Style
- 6:30 - 8:30 PM Dinner & Cocktails
- 8:30 - 10:30 PM Club ACP

FRIDAY - 5/12

- 7:30 AM Registration Open
- 7:45 - 8:45 AM Breakfast in Trade Show Area
- 7:45 - 8:45 AM SMC Breakfast Meeting
- 8:45 - 10 AM Breakout Sessions
TLI Classes: (2 to choose from)
Leadership Session - 10 Tips to Digital Success
Trade Show Open
- 10 - 11 AM Break and Vendor Interaction Session
- 11 - 12:15 PM Breakout Session
TLI Classes: (2 to choose from)
Leadership Session - Be the Community Forum
Trade Show Open
- 12:15 - 1:15 PM Lunch
- 1:15 - 2:15 PM Trade Show Last Opportunity Session & Race
- 2:15 PM Silent Auction Officially Closes
- 2:30 - 3:45 PM Breakout Sessions
TLI Classes: (2 to choose from)
Leadership Session -
"Get Into the Digital Race"
- 3:45 - 4:45 PM Closing Keynote Tom Silvestri -
All About Relevance
- 4:45 - 5:30 PM Closing Presentations (TLI Graduation)

JOIN US FOR THE ACP 500 IDEA EXCHANGE



Bring us your ideas - new, old or retread - even if it isn't your original idea, we want to hear them all! You'll enjoy watching our contestants trade paint while presenting their money-making or cost saving ideas! The stakes are high for the presenters who will compete to make the podium finish in this annual attendee favorite and newest version of the 3-Minute Idea Exchange. Contestants will present their idea to the audience to sway them for their votes. The audience will do a live phone vote to determine the three finalists who will receive the checkered flag and be on the podium. The audience will then vote again to determine which finalist will make it to victory lane and win the \$500 first place, the \$250 second place and \$100 third place prizes. The fun and entertainment of this event are sure to be a conference highlight! But the true opportunity will be the value of the ideas presented as a resource for attendees to take home a revenue generating idea or an operational improvement that could potentially cover far more than the cost of attending. Bring your best idea with you to Charlotte and be ready to step into the fast lane!



10 REASONS YOU SHOULD START ATTENDING INDUSTRY EVENTS

WRITTEN BY KRISTINE THERRIALT

Whether you are trying to attract new customers, plan on running a crowdfunding campaign, or you're at the stage where you're looking for investors to support your growth, putting yourself out there and attending industry events can be of huge benefit to you and your team.

These days we might be building businesses, raising money, networking and selling online, but there is still something completely different about getting together and interacting with key people in your industry *face to face*.

You might be thinking, *"These events are far and expensive to attend."* Or, *"I don't want to social-*

ize, getting work done is more productive." There is some truth in these statements, but I'm here to show you why industry events are so great, and why you should take some time to give them a chance.

Here are some things your startup could be missing out on if you aren't going to industry events:

1. NETWORKING

Not only will these events give you a chance to check out the competition, you may meet many new people who you share common interests with. These contacts can be important for new businesses, and can help you build your reputation as a professional in the community.

2. KEEPING UP WITH TRENDS

Industry events and trade shows keep you up to date with what is new and exciting in your industry. By going, you will be given the advantage of knowing about these trends as soon as they happen. As a startup you want to make sure that your company stays relevant. You should be offering something new or improved compared to previous versions, and industry events can help you make sure you are doing this on a continuous basis.

3. LEARNING THE RULES

Going to industry events will give you a chance to learn the industry's best practices and regulations. This can help you avoid making any unnecessary, or costly, mistakes later on.

INDUSTRY FEATURE

4. ONLINE ISN'T ALWAYS ENOUGH

Over time your company may come across many of the people who go to these events. You may have already interacted with leaders in your industry on some level, whether it was by email, phone, or on social media. Getting to meet these familiar faces in person can really solidify those business relationships. Relationships like this can lead to great things like knowledge sharing, partnerships, and other opportunities.

5. GET INSPIRED

There's something about an event where everyone is there and focused on what they love to do that can be pretty inspiring. Feeling a little bit down about the way things are going at work lately, or a little bit worried that your startup isn't meeting its customer's needs fully? Industry conferences and trade shows can open up new possibilities and help you see things in a new light.

6. CONSIDER IT AN INVESTMENT

Yes, it does cost money to attend these kinds of networking events. Just consider the cost of your tickets as an investment! Deals from vendors, new contacts, and inspired employees can do a lot to help your small business grow, and industry events can be a great place to get all of these things.

7. LISTEN TO EXPERT ADVICE

One of the best parts of attending industry events is getting to hear the different speakers that go up and talk about their own journey and successes. These people often started out with little and experienced some failure, but you get to learn how they overcame their obstacles and became a leader in their own industry.

8. MARKETING

If you are a B2B company you can potentially meet new clients at industry events. Mostly, by going to these events regularly and



representing your startup, you are keeping your company top of mind for important people. This can lead to referrals and other opportunities, and if you're doing very well you might eventually get to speak at one of these events yourself!

9. FIND UNIQUE SOLUTIONS TO PROBLEMS

In addition to being introduced to some top vendors in the industry, events can help you learn about new and more efficient ways of doing things. Are you frustrated with an aspect of your job right now and even though you've tried, you just can't figure out a solution? Conferences and trade shows can help you identify these issues and get rid of them, because others have probably experienced the same thing!

10. SHARE CONTENT WITH YOUR FOLLOWERS/ THE MEDIA

A big thing about industry events is that with social media, you can now share what is going on at these events with your followers! Tweeting, blogging, and sharing video updates

on events can help your brand stay relevant and provide content that will draw your customers' attention.

For example, Indiegogo was prominently featured at the Consumer Electronics Show (CES 2016) this year, along with some of the popular tech projects the platform helped fund. They shared video and updates from the experience, which also gave them more exposure in the process.

CONCLUSION

What I hope you can take away from this list is that there isn't much to lose by going to industry events, but potentially a whole lot that you could gain. If you haven't given one of these events a try I suggest you do. It is a great way to socialize, learn, and really just get away for a little bit and do something exciting and different. ■

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Original Article: <https://www.crowdcrux.com/10-reasons-start-attending-industry-events/>

MEET THE INDUSTRY'S RISING STARS

CLASS OF 2023

JUSTICE R. BARRINGTON

- **Age:** 27
- **Publication:** Florida Newsline – Bradfordville Bugle
- **Job Title:** Director of Advertising Sales
- **Job Responsibilities:** My responsibility as an Advertising Representative is to handle all print advertising, digital and website ads. Being an Advertising Sales Executive also has the responsibility of building relationships with potential clients, meeting my clients needs, visiting businesses and making phone calls to gain new clientele. Most of all ensuring quality service.

- **Years in the industry:** I have been in the newspaper industry/advertising for 5 1/2 years.

Your thoughts on what the Free Paper Industry future looks like?

For the free paper industry in the future it is all what you put in! Promote your paper, the world is changing every day! Always have a way to generate more revenue, attract your audience with local stories, interesting headlines and stories. Print is not dead! We are just getting started! :)



ALEXIA DE LEÓN

- **Age:** 28
- **Publication:** El Clasificado
- **Job Title:** Digital Marketing Manager
- **Job Responsibilities:** My main responsibilities are to manage social media campaigns for our clients on Facebook, Instagram, Google Business Profile, and Tik Tok. I ensure campaigns are set up with proper budgets and that they perform well to give our clients the best results we can get them.
- **Years in the industry:** 4 years.

The one significant take-away I hope to gain from being part of the Rising Stars program is to expand my knowledge on the subject of both print and digital advertising. Although digital advertising is a strong part of our present and will only get stronger into our future, print advertising continues to work because we can continue to reach audiences that still prefer to read a magazine or newspaper. It is essential to be able to continue finding ways to demonstrate the value of print while staying up to date with technology and the future.

Your thoughts on what significant take-away you hope to gain from being part of the Rising Stars program?

I also look forward to meet and connect, on a professional level, with more people who are in the advertising and marketing industry.

KAITLIN DONNAN

- **Age:** 29
- **Publication:** Genesee Valley Publications
- **Job Title:** Proofreader
- **Job Responsibilities:** I proofread and edit copy and ads to ensure any customers' changes are good to go before heading to print. I also tackle some of the content writing for another publication under our umbrella.

- **Years in the industry:** Four years. I was waiting tables before this!

Your thoughts on what the Free Paper Industry future looks like?

I believe it's still going strong and has the potential to keep on that trajectory. While there has been some shift to digital, the two also have the opportunity to go hand in hand! So much of our time is also devoted to various screens that it's nice to be able to disconnect for a moment and hold something tangible.



KARI JURRENS

- **Age:** 36
- **Publication:** New Century Press
- **Job Title:** Local Media Advisor
- **Job Responsibilities:** Meet with local clients to discuss and build a media advertising contract to work with their individual business needs.
- **Years in the industry:** 13 years

Your thoughts on what significant take-away you hope to gain from being part of the Rising Stars program?

I was fortunate enough to be on the local MVP committee (MFCP similar committee) prior to joining the Rising Stars and have gotten to work with a few of the Rising Stars when we had a joined conference in 2022. I am very passionate about how a local community can benefit from a paper and love to continue to bring new ideas to keep things fresh.

RISING STARS

MACKENZIE MCGRAIN

- **Age:** 24
- **Publication:** Genesee Valley Publications
- **Job Title:** Marketing Consultant
- **Job Responsibilities:** Helping grow your business efficiently & effectively while creating & maintaining meaningful customer relationships.

- **Years in the industry:** 1 year

Your thoughts on what the Free Paper Industry future looks like?

The free paper industry has always been a great resource for the public. As long as we stay connected with our communities, I see the free paper industry succeeding long into the future.



JAYDE VOGELER

- **Age:** 28
- **Publication:** Big Green Umbrella Media – CITYVIEW and Iowa Living Magazines
- **Job Title:** Graphic Designer
- **Job Responsibilities:** I create ads for our many publications, spec ads for potential clients, participate on the safety committee and do other miscellaneous tasks to help out the creative director.
- **Years in the industry:** I've been with BGUM 1.5 years, but I worked at a large newspaper company for three years.

Your thoughts on what the Free Paper Industry future looks like?

I believe that the free paper industry will be strong in areas where engagement with people is a main focus – interacting with people and featuring local stories to create excitement among friends, family and members of the community. The future of the free paper industry is going to be as strong as the community you are present in. We can create a community to gather people's stories that neighbors and businesses want to be a part of.

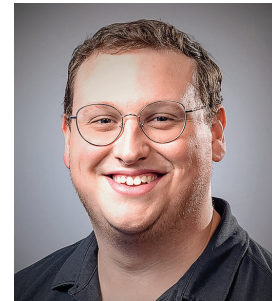
CLASS OF 2022

WESLEY BRYANT

- **Age:** 25
- **Publication:** Exchange Media Group
- **Job Title:** Managing Editor
- **Job Responsibilities:** I manage the editorial content and editorial teams for all magazines published by Exchange Media Group.
- **Years in the industry:** 4 years

Your thoughts on what the Free Paper Industry future looks like?

I believe the industry has a bright future as more and more readers are moving from distracting digital platforms to print publications. Getting content for free allows a wide target audience. As long as sales continue to perform, we have a bright future, as bright as a rising star.



KARA IVISON

- **Age:** 28
- **Publication:** Featured Media
- **Job Title:** Digital Specialist/Graphic Designer
- **Job Responsibilities:** "Everything digital!" Website creation and management, social media, digital campaign creatives, company website management, email marketing for sales, and email newsletters for subscribers. I paginate two of our GVPS editions and one of our HOME Magazines, create ads and design articles, and manage our Printing By Penny Lane online store.
- **Years in the industry:** It'll be 6 years this fall, I started working with Genesee Valley

Penny Saver right out of college as a graphic designer. Since then my role has changed around here and there but I'm still excited to see my ideas come to life.

What is one significant take-away you've gained from being part of the Rising Stars program?

I appreciate seeing all of the sides of people during our discussions and how we're all different in so many ways, yet we are all here at the same time working hard to achieve similar goals. This comes out whether we're taking a quiz about our work styles, setting new years' resolutions, or chatting about the businesses we work for.

CHRISTINE WHITE

- **Age:** 35
- **Publication:** Featured Media
- **Job Title:** Digital Media Strategist
- **Job Responsibilities:** I create digital marketing plans for new/existing customers.
- **Years in the industry:** 4 years

What is one significant take-away you've gained from being part of the Rising Stars program?

Our monthly meeting discussions help me take a deeper dive into my personal and professional development, along with networking with other Rising Stars.



CLASS OF 2020

NATHANIEL ABRAHAM III

- **Age:** 28
- **Publication:** Carolina Panorama
- **Job Title:** Photographer and Sales Associate
- **Job Responsibilities:** Photography, Videography and Ad Sales
- **Years in the industry:** 5 Years

What is one significant take-away you've gained from being part of the Rising Stars program?

The Rising Star has given me an opportunity to learn and interact with industry peers throughout the country. I have learned much about individual leadership skills and how the free paper industry adapts to the world around it.

It has been a priceless source of new ideas and useful knowledge.

Your thoughts on what the Free Paper Industry future looks like?

I believe that free papers and publications are one of the best ways to provide information and serve any local community. Even as the world becomes more saturated with advancements in informational technology, free publications still connect to, interact with, and serve communities in ways that others might not. The lack of paywall to the information free publications provide serves as gateway to better inform both the readers and those that provide goods and services to the readers.



CARMEN CAMPBELL

- **Age:** 34
- **Publication:** Featured Media
- **Job Title:** Marketing Strategist
- **Job Responsibilities:** Formulate marketing plans to help customers achieve their goals with print ads, digital campaigns, and promotional products.
- **Years in the industry:** 10 Years

What is one significant take-away you've gained from being part of the Rising Stars program?

One take away that I have gained is being more confident with speaking in a group

setting. When we take turns being the lead speaker in our monthly discussions, it helps me prepare and get more comfortable for when I am working with customers of my own.

Your thoughts on what the Free Paper Industry future looks like?

We have all heard "print is dead" or "print is fading out, it's a digital world now." But in my opinion, I don't think it is true. What we have to do is keep up with the times and current changes but not forget the tried and true ways. Businesses need to be reminded that having a good marketing mix is the key to success, don't put all their money into one option of reaching their customers, because not everyone is the same.

CLASS OF 2019

MANUEL KARAM

- **Age:** 37
- **Publication:** Genesee Valley Publications (now Featured Media)
- **Job Title:** General Manager
- **Job Responsibilities:** Oversee the day-to-day operations of the company and help chart the course for the future.
- **Years in the industry:** Almost 6 years

What is one significant take-away you've gained from being part of the Rising Stars program?

There's a good chance the challenges you're facing have been thought of and solved by someone else in the industry. You just need to know who to ask!

Your thoughts on what the Free Paper Industry future looks like?

I believe the future is bright if we look at each year as a new beginning with fresh ideas and products to serve our customers. There are very few companies out there that can help local businesses with their marketing and free community papers are well situated to be that trusted resource now and for many years to come.



CORY REGNIER

- **Age:** 37
- **Publication:** Citizen Publishing Company
- **Job Title:** Composition Manager
- **Job Responsibilities:** I am in charge of making sure our publications are laid out and sent to press on time while maintaining the high-quality standards that our readers have come to expect.
- **Years in the industry:** 8½ years

What is one significant take-away you've gained from being part of the Rising Stars program?

There are many, but I think the most significant take-away is that we are all stronger together. It

doesn't matter if you're talking about on a departmental level or association wide, being surrounded by people who are motivated to working toward a common goal benefits everyone.

Your thoughts on what the Free Paper Industry future looks like?

There is already a big push to go digital, however, I feel there will be a revival of print. Much like taking physical buttons and replacing them with digital touch screens in cars, in the process you've lost that tactile, longevity, and most of all, reliability.

THE SURVEY SAYS...



If you have attended one of ACP's last 3 conferences...



<https://www.surveymonkey.com/r/9JKYQ53>

This link to a short survey will provide us with important information about your experience.

If you DID NOT attended one of ACP's last 3 conferences, your opinions about conferences are still very important.



<https://www.surveymonkey.com/r/MWB5HCX>

This link to a short survey will provide us with important feedback about your thinking.

IMPORTANCE & LOGIC FOR HAVING YOUR MULTI-MEDIA ENTITY FINANCIALLY VALUED CORRECTLY

BY KEVIN B. KAMEN, PRESIDENT/CEO, KAMEN & CO GROUP SERVICES, LLC

Knowing the current accurate valuation of your publishing enterprise matters as it is vital information that can benefit you moving forward. It will create a baseline of what your business is worth and so much more and serve as a business tool that could guide you in putting your resources to better use and help make a significant impact long-term. It might even identify new opportunities and assist in attaining investors, an SBA loan, or corporate and/or government grants. Every publishing operation can benefit from a valuation that is inclusive of all tangible and intangible assets in play. Informed ownership groups help to generate success.

Keep in mind that a mutually agreed upon value of a particular publishing entity is the starting point of any discussion when it comes to a potential deal being made. It must be agreeable to both sides and accepted in good faith. The valuation should be independent and inclusive of a narrative, standardization grading, and financial analysis.

A valuation is utilized for many reasons. It is necessary for a shareholder transfer of partnership during a Buy/Sell scenario and will be required for multiple litigation purposes. From domestic to tax disputes – the issue remains the same – what exactly is your multi-media entity worth in the present market in the Spring/Summer of 2023?

Regardless of the purpose of the need currently for retaining a valua-

tion, the figure your business is worth will impact the near and long-term strategies and assist you in making informed decisions moving ahead in this economy. With inflation soaring and a presidential election nearly eighteen months away in the United States, acquiring a valuation could lead to future success and opportunities. It could also benefit you to have an exit strategy and play a role in

“Knowing the current accurate valuation of your publishing enterprise matters as it is vital information that can benefit you moving forward.

planning your retirement. Establishing an exit strategy will cause you to identify via the valuation if you have potential red flags to be concerned with. Discovering how best to increase the value of your business is what a Kamen & Co Group Services report speaks to and understanding what exactly should be accomplished to increase the profitability and overall value moving forward is consequential. Our reports provide a wide host of constructive recommendations. Making informed decisions will benefit you in looking ahead.

Transaction planning coupled with a valuation will help discover what a portion of your business is worth and if you seek to sell a percentage of the assets you own will be easy to calculate. From an estate planning angle, whether you need to do tax planning will depend on what your publishing enterprise is worth. If the value of the interest in your multi-media business and all-inclusive assets exceed the federal estate tax exemption you likely will want to meet with your tax advisor to craft a plan that minimizes your estate's tax exposure. Keep in mind each state has different tax laws and the implications on your business might be concerning. Always speak privately to your CPA and request input as he/she understands and knows your portfolio best.

Granting stock options requires a formal valuation as do other forms of non-qualified deferred compensation. Charitable donations often are looked at very carefully by the IRS and certain proof of each deduction accompanying a valuation will be necessary.

Fairness opinions to support transactions are almost always required. A value must be set on a business when negotiating a merger or buyout, reorganizing, tax planning, and when generating legal contracts. Lastly, creating an ESOP will require having a fresh valuation as it will measure certain milestones at your publishing entity, showcase productivity and outline a strategic game plan, dates, and an underlining value to date. ■

ADDITIONAL RESOURCES

The Muse – Article

10 Ways to Make the Most Out of a Conference

By Kate C Farrar

This article offers ten solid for making conference the valuable experience it can be. It addresses the before, during and after conference activities that you need to keep in mind.



ClearImpact – Article

How to Convince Your Boss to Send You to a Conference

This step by step process for securing permission to attend an event from management is based on the benefits you will gain from the experience. Showing value is the key here.



Automated Business Designs – Article

Why Attending Industry Events Will Help Your Bottom-Line

by Jennifer Roesimeier

This short article will help you get the best approach for using the above article on demonstrating value. It focuses on personal growth and professional development.



Linkedin – Article

5 Reasons to Belong to a Trade Association

By Nicole Johnson

Negotiating a result that works for both the seller and the buyer is important to the success of any transaction. This article lays out 7 tips for you to employ to maximize your potential outcomes. Great information here.



Native Advertising Institute – Article

The Ultimate Guide To Advertorials

Learn the power of advertorials and how to create effective content to assure maximum impact. The focus is on the quality of the content and its relevance to the audience.



ADDITIONAL RESOURCES

Publift – Blog Article

Ad Fraud: Everything You Need to Know

This article provides sound information you can use when talking about the advantages of your circulation audit. Very thorough but understandable overview of digital fraud problems and concerns.



ClickGUARD – Blog Article

Marketing Fraud: The Dark Side of Digital Advertising

By Team ClickGUARD

Another excellent look at digital marketing fraud. If you like having statistics to back up your discussion points, you are going to love this article. Easy to understand and covers lots of ground.



Metro Family Magazine – Article

15 Reasons to Shop Locally

By Brooke Barnet, updated by Lindsay Cuomo

If you need some excellent talking points on why shopping locally is important to your community, this article is a must. The “15 reasons to keep your ash close to home” will give you plenty of ammunition.



Museum Hack – Blog Article

5 Reasons Why Getting Your Team Out of the Office is Good For Business

By Carly Hill

This short read offers some sound thinking on the benefits of staff activities outside the office. This would relate to everything from conference attendance down to a simple drink after work.



Newest addition for your “Advertiser Help Page” Listings

AirMark – Blog Article

Why Color Matters in Print Marketing

A great look at how colors can be used to impact your marketing campaign and your message. Also gives psychological impacts associated with specific colors.



HOT OFF THE PRESSES

BY LEE BORKOWSKI (AS TOLD BY CATHY CROSBY)

In 1967 Jim and Cathy Crosby started a shopper in West Des Moines. Shoppers weren't exactly new to the greater Des Moines market. In fact, Jim was familiar with three publications in the area – the South Side, Northwest and Northeast shoppers. Seeing an opportunity, Jim came to Cathy and said he thought they needed to start a shopper. He thought his background in selling quality printing and Cathy's secretarial background would be a good fit. And together with two small children in tow (ages 3 and 2 months), they started a plan to launch a publication.

They were going to need some seed money to get started, so Jim and Cathy conducted a feasibility study. They did this by driving around in Jim's car, making note of the businesses that were there and assigning an expected ad size to each. For example, Jim felt the banker was good for a page and the hardware store a half. He rolled his projections into a proposal and made a presentation to the local banker. It must have been a great proposal because he walked out with a \$2,500 loan which was a huge amount of money back in the day.

The Crosby's named their publication The Valley Shopper. For the first five years the shopper was located in the basement of their home. Cathy and Jim were the only two employees. Zoning laws being what they were they couldn't put the business name on their garage entrance – so they had a sign that just read "The Shopper". People found them and the business grew.

Their first issue they included a welcome message that let the readers know what they could expect from Jim, Cathy, and the Valley Shopper and stated that they hoped all would accept the publication and welcome it into their home.

Jim took to the streets selling and Cathy handled all things clerical. Her slogan was - I'm here night and day.... call anytime! One morning at 5AM the phone rang. She breathlessly answered it: "Valley Shopper" and the voice on the other end asked "am I too late?". She assured the gentleman that he wasn't but went on to say "But, you're a bit too early!" They both had a good laugh over that one. You may wonder what was so urgent that he needed to call at 5AM....he had a sow that he wanted to sell and she was set to farrow.

Remember I said this was a family business....here's proof. One day Cathy was changing her infant and the phone rang. The three year old answered the phone: "Valley Shopper". Apparently the caller indicated they wanted to place an ad. The young child said "just a moment while I get a want ad card". When Cathy finally broke free and took over the call, she let the caller know that the "receptionist" was only 3 years old. The caller was amused to say the least – and complimentary as to what a good job she did handling the call.

The family worked hard and the business prospered. After five years, the Crosby's rented a building and added some staff members. One of the first people they hired was someone to build a carrier system.

Of course family was the cornerstone of the shopper industry and the Crosby's were no different than any others. Everyone had a job to do. Both daughters had routes to deliver. One day the girls had a dance lesson so Cathy decided to start delivering their routes for them. She happened to be driving her Lincoln Continental. While making a delivery a gentleman stopped her and said, "Is that your car?!?".

"Yes, it is" she told him. "And, if you delivered The Shopper you'd have one too!"

Years later a lady called late one day to say she had yet to receive her paper. Jim took the call and said "no problem, we'll drop one off on the way home". When he arrived at her house with the paper she was shocked. She said "you mean to tell me a publisher would make a home delivery?!". Jim responded "this one would!"

Employees were like family. And, they were treated as such. Cathy proudly shared that they never had to fire or lay anyone off. Most interesting to me was a story she shared about the time they achieved their first 100-page paper. This was in the early 1980s. Cathy suggested that they give each employee a crisp \$100 bill to celebrate such an achievement so they did. The staff was stunned at their generosity.

Industry associations and the friendships made through them were an important party of the Crosby's success, too. Both Cathy and Jim enjoyed getting together with other publishers to share ideas and learn new ways to grow their business. The national conventions were especially looked forward to, in large part, because of their locations. Most shopper publishers were from the heart of the Midwest and the east coast. So, meeting locations tended to be in warm locales. The Crosby's made a lot of friends over the years and Cathy still stays in touch with many of them.

Jim served as the president of NAAP (which is now ACP) from 1981 to 1982. Back in the day, when technology was lacking, if a member had a problem you flew out to them and helped them solve it. A member in North Dakota was struggling. Even though it was wintertime, and he

A WALK DOWN MEMORY LANE

wasn't feeling the best, Jim boarded a plane and helped them solve their issues. While there and immediately upon getting home he felt even worse. He went straight to the hospital and had major heart surgery.

Cathy shared that Jim was very creative. Good with the written word and very, very particular. He won many honors at state and national for his award winning ideas. He was one of the first publishers to organize a football contest that encouraged readers to go into every store and complete an entry. Jim did more than just devise the contest. He went to a local bakery and purchased empty bakery boxes, decorated them, and supplied to the stores so they would all have an attractive ballot box. He took the same amount of care with the many ad award entries they submitted over the years.

Another contest that brought up a fond memory for Cathy was when the West Des Moines Chamber had a contest to decorate your door for Christmas. Jim covered the door in red paper and greenery and adorned it with a large Christmas stocking. Cathy took it one step further by adding the words "Sock It to Me Santa!" That saying was a nod to Laugh-In,

a very popular TV show at the time. They won the contest.

Cathy shared other interesting memories too. One time a customer told her that he wanted his classified ad in the front of the paper. Cathy handed him a copy of the paper and indicated he should open it up. He turned it so that back was to him and began to thumb through back to front. She pointed that out and said many readers went through the paper the same way. She told him that they didn't classify their ads to ensure people went through the full paper. He ended up agreeing there was no bad position.

Another time a group of school kids came through to tour their facility. One young man (9 to 10 years old) commented that they must have a lot of money. Cathy shared with him that there were a lot of costs associated with putting out a paper. Rent, taxes, wages, supplies, printing, delivery fees, etc. After all of that you are left with "profit". She asked if he knew what "profit" was. And, he said "yes, that's the man in the Good Book!"

The last cute story I'll share right now involved a time when Jim had taken the negatives to the Perry Daily Chief to have the paper printed. The

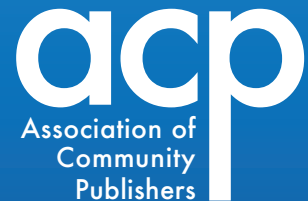
job was done, he put the negatives on the front passenger seat and loaded the printed papers into the back of the van he was borrowing from a local businessman. On the way home he threw a cigarette out the window. An ember flew back in and set the paper on fire. Jim was able to extinguish the fire without getting too badly injured but the papers were a loss. So, he headed back to Perry and asked them to reprint. The papers were a little late that week!

In 1981 a businessman from California who previously bought and sold funeral homes to build chains branched into the shopper industry. This person ended up buying all four of the shoppers surrounding Des Moines and Jim and Cathy ran the group. Unfortunately Jim passed away while on Christmas holiday in Hawaii in 1986. As you can imagine Cathy and the girls miss him very much. Cathy wonders what life would be like had he lived and wonders if they would still be in the publishing business. As she said, you have to change with the times – so she knows the business would look different. I have no doubt the Crosby's would have changed with the times and continued to be leaders in the industry. ■

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““ Overture, curtain, lights
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This is it, we’ll hit the heights
And oh what heights we’ll hit
On with the show, this is it!

— “Overture,” theme to the Bugs Bunny show

BY JIM BUSCH

I am sure this month’s opening quote will inspire a chorus of “Okay Boomer.” For those of us of a certain age, this song will bring back fond memories of watching Saturday morning cartoons in our PJs while eating a bowl of cereal. It wasn’t nostalgia that led me to choose it though; this quote perfectly describes the excitement leading up to an ACP Conference and Trade Show. I have had the honor of playing a small part in these national conferences for almost two decades and I am always impressed with how well these events come off. Those who haven’t been part of a conference team, don’t realize what a daunting challenge organizing and presenting a conference presents. The planning team is responsible for creating a program that is both informative and enjoyable and comes in under budget. They must find a location that suits the needs of the group and is affordable. They need to recruit speakers, trainers, and vendors who can provide information that addresses the needs of the audience and helps them and their publications to become more successful. Since all work and no play makes a conference a dull time, so the planning team must come up with a schedule of fun after-hours networking activities. The planning process begins years before the conference. While the ACP leadership and staff spend countless hours working on an upcoming conference, much of the work is done by industry volunteers. These people already have demanding and more-than-full-time jobs but, they also devote many hours to providing their peers with a great conference experience. The planning process begins years before the conference’s opening ceremonies. The hard work and the creativity this group of people brings to our industry conferences have helped the association’s members survive and thrive in very difficult times. When you are at the Charlotte Conference and you see Doug, Cassey or any of the ACP staff and volunteers who made this tremendous event possible, shake their hand and thank them for their efforts. *On with the show—this is it!* ■

THE IMPORTANCE OF THINKING SMALL



BY JOHN FOUST
GREENSBORO, NC

You may have heard about Volkswagen's initial ad campaign. At a time when big gas guzzlers were the norm on the roads, a European carmaker had the seemingly impossible job of convincing North American consumers to buy smaller cars. With direction from the Doyle Dane Bernbach ad agency, one of their first print ads featured a small photo of the VW Beetle, surrounded by a sea of blank space. The headline read, "Think small," and the text explained the benefits of a car with easy maintenance and good gas mileage. Sales sky-rocketed and VW became a marketing sensation. Years later, *Advertising Age* magazine named it the best ad of all time.

Little things make a big difference. We all know what a typographical error can do to a message. A misplaced comma can throw an advertised product's price off track by thousands of dollars. A misspelled name in an obituary can cause heartache and bitterness for a grieving family. And rushed – or neglected – proofreading can result in mistakes that are ridiculed for years.

I remember seeing a full-page ad for a local furniture store. Art and copy were provided by a national manufacturer, with room for each store that used the ad to insert its own logo and address. But in this instance, the bottom of the ad read, "Name of Store, Address, City." The ad had made it all the way through the placement process, without anyone catching the error. A make-good wouldn't have captured the same audience, because the ad appeared in a special section.

Details matter. A sales person sits across from three people at a conference table. Introductions are quickly

made, but the sales person doesn't write down the names. Or the sales person receives a business card from each person, but doesn't place the cards in left-to-right order on the table. Then in the middle of the presentation, he or she calls someone by the wrong name. That kind of mistake can doom a sale.

Have you ever wondered why airlines send luggage to the wrong airports? Maybe the problem starts at check-in. Each airport has a three-letter code. Get one letter wrong, and a suitcase ends up in Orlando (MCO) instead of Kansas City (MCI). Or it goes to Boston (BOS) instead of Boise (BOI). Or it lands in Mendoza, Argentina (MDZ) instead of Harrisburg, Pennsylvania (MDT).

We hear a lot of talk these days about "thinking big" and "shooting for the stars." Those are good things. But along the way, I encourage us – all of us – to tighten our focus. Let's remember the importance of the day-to-day details of our work and our relationships with others. Let's make sure every ad – and every ad schedule – is checked for errors. Let's make sure to arrive on time for appointments. Let's leave the best parking spaces for customers, when we visit an advertiser's place of business. Let's take time to say, "Thank you."

Let's think small. ■

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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

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 05/2023

The Design Process can be simple or complicated. Unfortunately, there is no “one size fits all,” because each customer/client has their own specific message. At times, the process can be streamlined, but each advertiser has a customized message to tell.

I’ve been trying to “declutter” my life and I came across some early articles of mine and thought I would share, visually, what goes on in my head. So with some help from *Rube Goldberg*,* here goes my visual interpretation of the Design Process.

Concepts & Analysis: In other words—information. What does the advertiser need to create the best message for their business. What’s the purpose of the ad—size, color, season. If it’s support material or marketing collateral, what is the budget, when is it needed, what is the message. No matter the type of advertising, who is the target audience. Most of this information can be gathered from the advertiser or sales rep.

The more information you have at the start, the easier it will be to avoid any mistakes or delays. Changes or alterations in the job can be more costly and time-consuming as it nears completion.

Think Tank: Armed with the background information, you can now concentrate on refining the concept—generating ideas to help reach the intended audience.

What typefaces, graphics, photos will you need. More importantly, what are the size constraints and don’t forget readability and legibility.

Are there product photos? Is there even room for other art.

Since I am “old school,” I still use pencil and paper to make some rough sketches to get a better idea of placement within my borders.

Large ads aren’t always easier.

Production: This is the time that the “building” of the message begins, relying on the basic elements and principles of design. *Elements: Line, Shape, Space, Color, Texture, Size, and Value. Principles of Design: Contrast, Repetition, Alignment and Proximity (also Balance, Emphasis, Rhythm and Unity).*

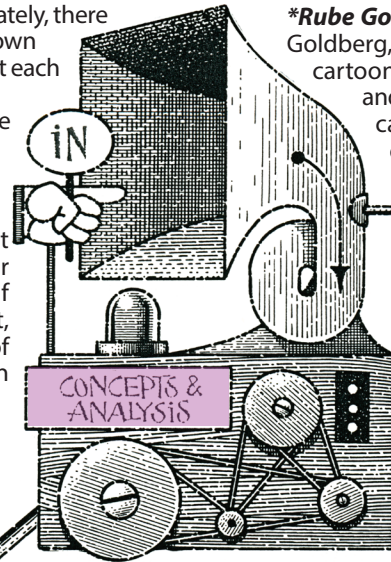
The bottom line is to generate advertising that’s reader-friendly, unified and memorable. In the past I’ve addressed each of the elements and principles and if you would like a copy, email me with “*Design Basics*” in the Subject line.

During the production phase I am able to call on my past experiences to help me decide what works (see “*Out: The Evaluation*” below) and repurpose graphics that I have saved.

Deadline: Not too much can be said here. There comes a point where the work must be finished. It is easier with years of experience, though.

Out: The Evaluation Whether you are working on print or digital publications, it’s always good to see how effective your design was. Did the ad stand out? Were you able to keep a unified, cohesive look to your message. At times, you need to check how other ads filled the page for you to make future adjustments, whether to keep text away from the borders or to make sure that your use of a reverse or screen did not become “muddy” on the printed page, or too overpowering on the digital page.

There are many factors in creating any visual message but readability and unity go a long way in clarifying the content.



***Rube Goldberg:** Reuben Garrett Lucius Goldberg, (1883–1970) was an American cartoonist, sculptor, author, engineer and inventor. He was known for his cartoons depicting complicated gadgets performing a simple task in an overly complicated (and impossible) way)

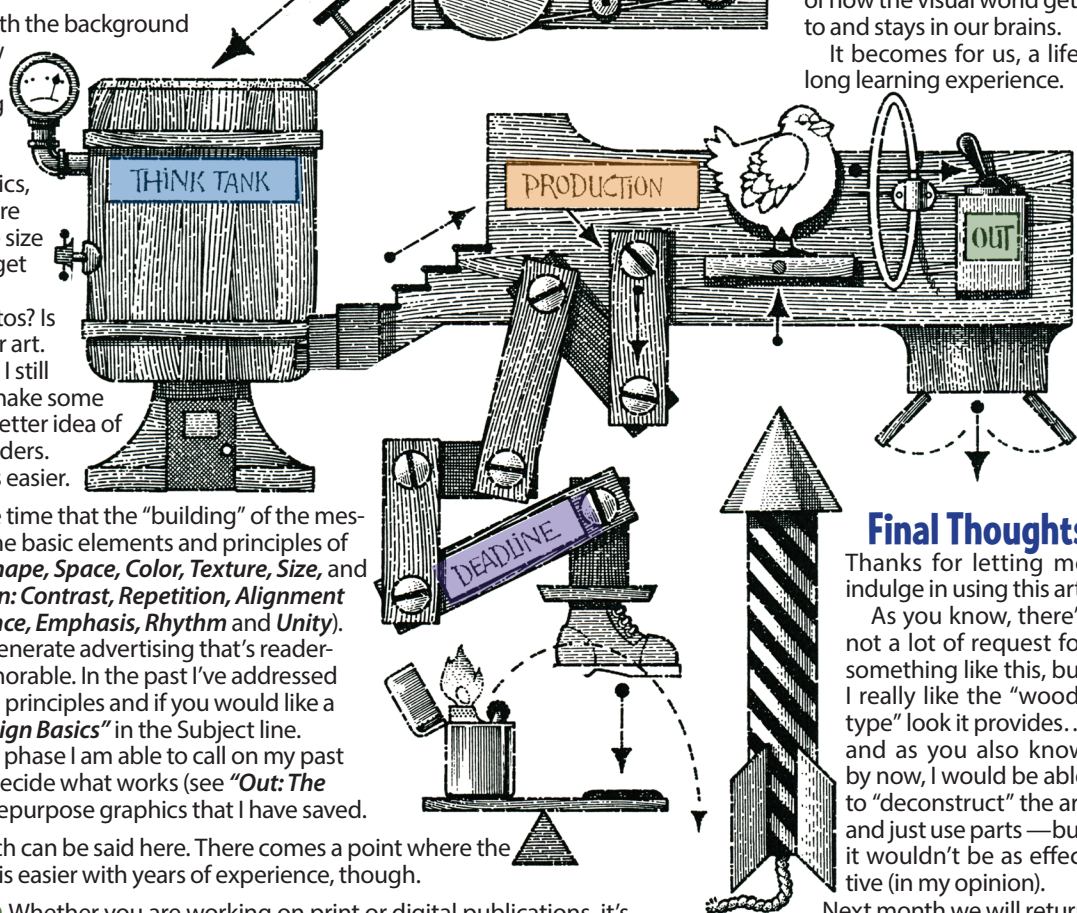
A Design Machine?

Unfortunately it’s not real.

Truth is the knowledge needed to rely on creating effective advertising is a lot more challenging than this.

We haven’t even touched on the concept of visual literacy, which adds another aspect to an understanding of how the visual world gets to and stays in our brains.

It becomes for us, a life-long learning experience.



Final Thoughts

Thanks for letting me indulge in using this art.

As you know, there’s not a lot of request for something like this, but I really like the “wood-type” look it provides... and as you also know by now, I would be able to “deconstruct” the art and just use parts—but it wouldn’t be as effective (in my opinion).

Next month we will return from our Rube Goldberg fantasy to the real world. I purchased a new laptop (my old one was a 2008 model) and I need to transfer desktop to laptop! Also, there are new updates in the programs I use— what did I say before about a life-long learning process? So until then...

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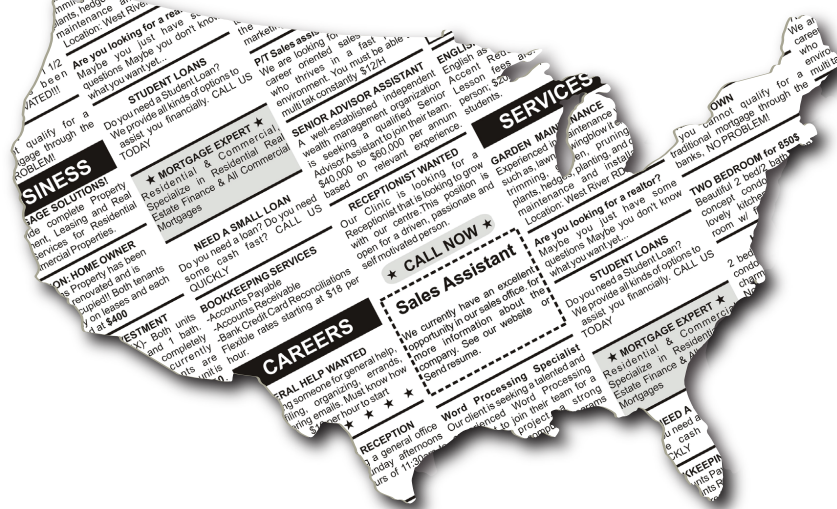
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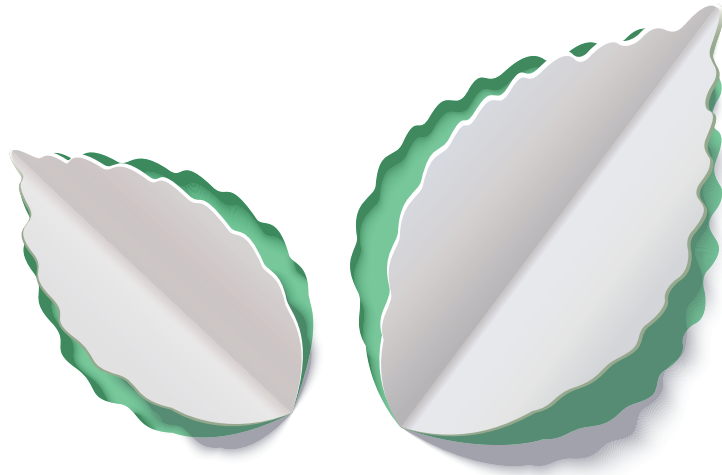
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