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SEPTEMBER 2023



## AI Publishing Implications

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## COMING NEXT MONTH

The October *Publish* will take a look into distribution trends and options. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

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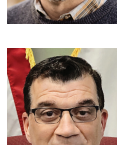
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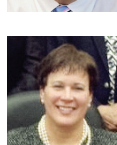


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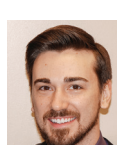
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## 2024 ACP BOARD OF DIRECTORS – AT-Large Director Nominees

- ✓ **Shane Goodman** – Big Green Umbrella Media, Johnston, IA
- ✓ **Joe Nicastro** – New View Media Group, Budd Lake, NJ
- ✓ **Jane Quairoli** – Kapp Advertising, Lebanon, PA
- ✓ **Cory Regnier** – Citizen Publishing, Windom MN
- ✓ **Carol Toomey** – Action Unlimited, Concord, MA
- ✓ **Rick Wamre** – Advocate Newspapers, Dallas, TX

The above nominees are presented for the six ACP Board of Director positions whose 2-year terms will commence on January 1, 2024. The official ballots will be sent via email to the designated contact person at each member publication on Monday, October 2, 2023 and must be returned by Monday, October 16, 2023. Election results will be announced no later than Tuesday, November 2, 2023 by email and in the November Publish.

# WRITING A WHOLE NEW CHAPTER

BY LOREN COLBURN

On behalf of an entire industry, I would like to take an opportunity to recognize and thank someone who has been a major player in writing so many chapters in the history of ACP, IFPA, AFCP and the free publication industry. August 31<sup>st</sup>, Barb Perry of Reminder Publishing officially stepped down from her position on the ACP Board of Directors in conjunction with her planned retirement. Barb has been involved in the industry longer than she would want me to mention here, but those years and our industry have seen great improvements from her efforts and involvement.

Barb is one of those people you meet in life that lights up a room when they enter. I'm not sure if it's her always present smile, skill at making everyone feel important or innate ability to see the positive in every situation, but I can tell you it was incredible to be around. Mix those people skills with a comfortable dose of self-confidence that allowed her to speak up with valued opinions and insights and you have a contributor and leader that helps drive positive outcomes.

We are going to miss our regular involvements with Barb as a board member and industry associate, but the friendship she has built with so many of us will endure the test of time. That same healthy self-confidence we experienced also allows Barb and her husband Steve Gillis, to bravely start an entirely new chapter in their lives as they head off



Barb Perry receiving the ACP Distinguished Service Award from Joyce Frericks in May 2023.



Barb Perry in her role as 2023 Conference Chair

to live in Spain and experience a whole new culture and lifestyle. I'm not quite sure how we will fill the void left by such an amazing participant, but I am sure that Spain will be a much better place with the addition of Barb and Steve. I guess Oprah Winfrey was talking about Barb when she said, "The biggest adventure you can take is to live the life of your dreams."

Barb Perry – we wish you and Steve all the best as you write your newest chapter in your journey and want to thank you for including us in so many of the chapters you have written so far along the way. ■

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## AI – MAKE MY AD BETTER



BY MANUEL KARAM

When I was growing up my mom used to watch a lot of *Star Trek: The Next Generation*. This wasn't the original with Captain Krik, but the one with Patrick Stewart playing Jean-Luc Picard, which ran from the late 80's into the 90's. Besides encountering the usual alien races like Klingons and Romulans I remember the characters frequently hailing the "computer" for anything they needed. The computer was invisible, ready by voice command, and could do most things when asked like provide information, play music, generate food, fire weapons, and even perform complex equations and analyses about the ship or outer space. Sometimes the computer was wrong, and the characters would need to step in to override the technology to get the job done right. But most of the time it was a seamless interaction and in many ways without knowing it, we were offered a glimpse of what artificial intelligence might be someday.

Until recently, my experiences with something like the computer on *Star Trek* were mostly *Siri* mishearing me and calling the wrong person, or my kids/their cousins fighting over who could yell the loudest at *Alexa* to play the next song. But suddenly, things have changed, and technology is supposed to be able to learn, adapt and interact deeply with us. The sci-fi future is here.

So where do we start? Many of you have already tried some of the chat bots out there and have seen what they can do with content generation. In fact, this article was reviewed by ChatGPT before I sent it in to be published. I still wrote it on my own first, but a second set of eyes never hurt.

Let's turn to creative services because that may be where we end up seeing the greatest change in how we as publications operate. There's a QR code in this column that I very much

encourage you to scan and watch. Believe me, it's worth your time. It's less than 20 minutes long and centers on what AI can achieve in Adobe Photoshop. Imagine starting with an image and having almost unlimited capabilities to edit, add, remove or otherwise adjust the file to what you want it to be. A little scary? Sure. But can creative teams use this to make their lives easier and delight your customers? Absolutely.

I asked the managers of our creative department for some other specific ideas on how they could use AI for newspaper, magazine and penny saver ads. First, they thought of taking poor quality logos that customers provide (or told you to grab from their website) and asking an AI tool to turn it into a high-res file for publication. They also suggested taking an ad that came in at the wrong size and instantly converting it to the correct one. Lastly, and some of the team are already doing this, they thought AI could be used to generate interesting headlines or body copy, especially under pressure on deadline day.

These are minor things, but they could save your team hours of work every week. They're probably also barely scratching the surface of what AI can do for you and your customers. We'll have to see where this takes us but for those of you that get the reference, we seem to be going "boldly where no man has gone before!" ■

<https://www.youtube.com/watch?v=D5ScjMRqD3M>



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BY DOUGLAS FRY

# PRESENT LIKE A CAKE BOSS

**D**on't you just love the safety briefing presented by flight attendants after the aircraft cabin door is closed but before you can leave the gate? Usually, this exercise is tedious causing most people to turn up their music, read their books with more alacrity, or examine the seatback pocket. I have yet to meet anyone that doesn't know how to operate a seat belt. And yet, we spend loads of time listening to "slide the metal tab into the slot tightening low and tight around the hips." Frequent fliers simply ignore these instructions and hope for a speedy departure.

Don't get me wrong, I understand the need for the safety briefing. In case of an in-flight emergency it is vital to know where the exits are, how to inflate the under seat life vest, or which lights to follow on the floor to reach an exit. However, presentation is key to making this otherwise tiresome address more interesting.

By now I think everyone has seen at least one video of Southwest flight attendants make the pre-flight safety briefing using several different cartoon voices or acted out with the moves of an exotic dancer. I haven't been on one of those flights but I keep hoping to.

The words are always the same, it's the presentation that makes the difference. As we make presentations to our customers do we drone on and on with memorized pablum? Do we sound like the boring flight attendant or do we try to make it interesting to the customer? Are we really thinking about what is best for the customer and what we can do to make our presentation more interesting?

When I taught presentation skills many years ago I tried to explain that the presentation was much more important than the content. To illustrate that idea I had a beautiful cake on the podium. I would ask one of the more irksome or inattentive students if they would like a piece of the cake.

No strings attached. No one ever refused my offer. I would then reach into the cake with my bare hand and grab a chunk of cake smashing it on a clean plate. As I offered the nasty looking cake to the student they generally recoiled, suddenly deciding they didn't want the cake after all.

After their refusal I would take a cake knife and cut an appealing slice of cake, placing it carefully on a new clean plate. When I offered this fresh piece to the same student they gladly accepted. What made the difference? The content of both pieces of cake was exactly the same. The amount of cake was pretty much the same. And yet, one was rejected while the other was willingly reached for. Just so you know, I always had enough cake for all the students to enjoy after class.

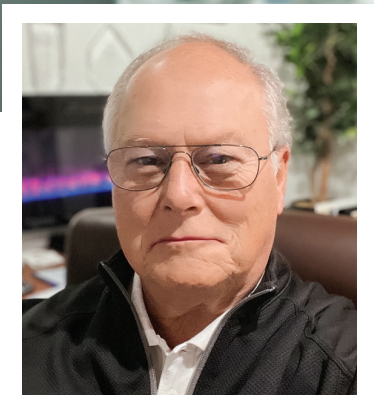
The difference with the cake and the safety briefing is simply presentation.

So, here comes the One Thing for you this month. How can you make your presentations and interactions with your customers more interesting? Opening your folder and showing the latest statistics proving your publication is the best investment is sure to cause your customers to become immediately drowsy. Presentation is the key. Make yours memorable. ■





Photo Credit: Stokkete/shutterstock.com



BY LOREN COLBURN

## ARTIFICIAL INTELLIGENCE... IS IT REAL?

The whole concept of “artificial intelligence” is hard for me to get my head around. We have all gotten used to computers being able to perform calculations, store information and perform rapid searches across the vast internet. But to have the computer able to think like a human (or better than a human) conjures up memories of HAL from the 1968 movie, 2001: A Space Odyssey. If that rings a bell, you probably remember the introduction of the Texas Instruments handheld calculator to do our math calculations back in 1970 or 1971. If I remember correctly, the big fear was that the next generation would not be able to perform basic math because of these calculators.

We seemed to safely survive the introduction of electronic calculating, so the personal computer was the next big thing. Commodore intro-

duced the VIC-20 in 1980 to address the home market with an affordable but limited unit. That paved the way for the 1982 introduction of the Commodore 64 which transformed the home computer world selling over 17 million units! It was this unit that began the desktop publishing craze with the introduction of The Print Shop, Paper Clip and The Newsroom software and was sure to revolutionize print products everywhere!

The World Wide Web introduction in 1991 set the stage for competition to develop functional Web browsers between Netscape’s Navigator and Microsoft’s Internet Explorer. By 1996, Netscape had built an 86% market share when Microsoft started integrating its browser with its operating system. By the year 1999, Microsoft had turned the tables on Netscape, building a 75.4% market share and forcing Netscape to sell to America Online and open source its browser by creating Mozilla Organization (eventually morphing into the Firefox browser).

After the world didn’t explode with all the Y2K fears on January 1, 2000... we were free to focus on our fears over data protection, financial security, identity theft and privacy invasion!

The next 20 years presented some challenges for these issues, but in spite of all the creative attempts of Ransom Software, The Nigerian Prince, and Fake Online Dating Profiles, the internet continues to grow. As of 2022, there was 4.95 Billion (DataReportal, 2022) active internet users worldwide, which equates to a 62.6% penetration rate. Information access dominates why people say they use the internet, whether it is searching specific information, up to date news, or finding “how to” instructions. Mix in a heavy dose of listening to music, watching favorite movies or shows or placing a video call or chat. Then expand the access from just your computer to your phone, tablet, television and Alexa-enabled device and the average American spends 6 hours 58 minutes online per day.

The next big challenge on the horizon appears to be artificial intelligence (AI). Will AI cause mass unemployment as it replaces jobs it can capably perform (possibly better than the humans it replaces)? Will the average high school physics student be able to get instructions to build an atomic bomb? Will a super computer somewhere get out of its creator's control and activate a "doomsday" scenario to eliminate humans? Will AI produce biased outcomes based on the historical biases of the organization that provides the biased dataset it operates on? Many of these fears have been acknowledged as legitimate concerns by experts in the field who are currently advocating for regulations and accountability in AI development.

The consequences of the threats presented by uncontrolled AI development certainly present far greater risks to all of us than the lights going

out on January 1, 2000. An understanding of the threat of misuse presents the responsibility and need to address the development issues now rather than trying to put the genie back in the bottle down the road. I would like to believe that developers would take responsibility on their own, but I would also like to believe people would never do evil things to other people and I am disappointed on that front at least daily.

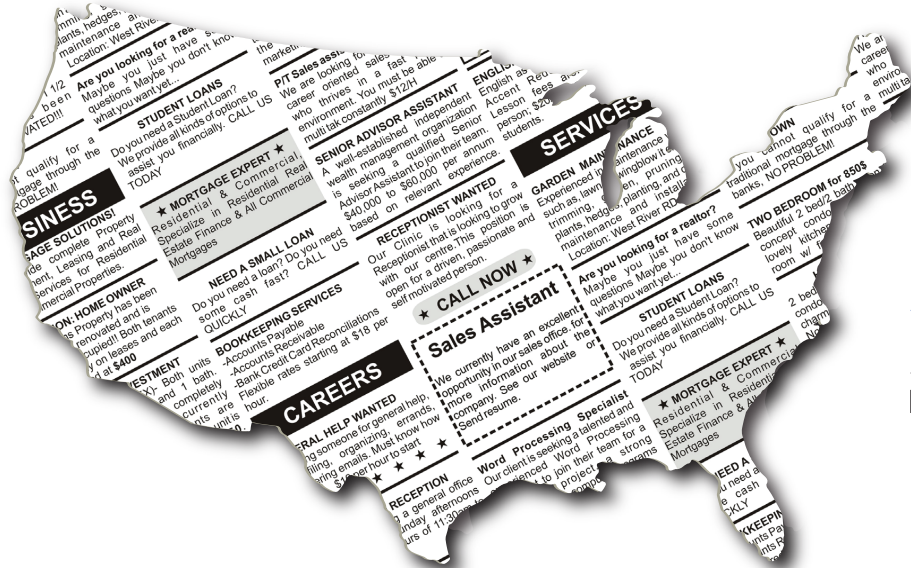
In our industry, we need to advocate for copyrights on the content and images we create to protect our work from uncompensated duplication. We need to advocate for traditional journalistic integrity and substantiation for information published on the internet as well as penalties for information that is not truthful. Gathering local information comes at significant expense. Having that information shared or duplicated without participating in

the gathering expense is wrong and if ignored, will lead to the elimination of local information gathering over time. The line between regulation and over-regulation is a fine one, but one that we constantly need to strive for in order to protect ourselves from ourselves. It's sad that it's necessary but there is always someone who will try to take advantage of others in their quest to get something for nothing.

In conclusion, I'm convinced there are both good and bad inherent in artificial intelligence and the old saying "garbage in – garbage out" is still applicable. It's up to us to make sure the safeguards are in place to utilize AI to expand human capabilities in a positive way rather than to eliminate humans in the process. Another old saying that still rings true is "the best things in life are free", which reminds me of the importance of, "if it's free, buy it!" ■

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## ARTIFICIAL INTELLIGENCE AND THE COMMUNITY PUBLISHING INDUSTRY

To illustrate the depth and objectivity of artificial intelligence (AI) when it is applied to writing, we decided to ask ChatGPT several questions that related to the community publishing industry. The following are the questions and responses we received from the first pass on each question!

***What implications does artificial intelligence have for the community newspaper business?***  
*(the following response was generated by ChatGPT)*

Artificial Intelligence (AI) has significant implications for the community newspaper business, both positive and challenging. Here are some of the key implications:

**1. Content Generation:** AI can be used to automate content creation, including generating news articles, summaries, and even localized content for specific communities. This can help community newspapers produce more content with less manual effort, potentially increasing their output and coverage.

**2. Personalization:** AI can analyze user data and behavior to deliver

personalized news content to readers. This customization can enhance user engagement and loyalty by providing relevant news that aligns with individual interests.

**3. Data Analysis and Insights:** AI can be employed to analyze large volumes of data, such as readership patterns and demographics, to identify trends and preferences in the community. These insights can help publishers better understand their audience and tailor content accordingly.

**4. Enhanced Journalism:** AI tools can assist journalists in research and fact-checking, helping them find rel-



Photo credit: Stokkete/shutterstock.com

evant sources, data, and information faster. This can lead to more accurate and in-depth reporting.

**5. Automated Translation:** For community newspapers serving diverse linguistic communities, AI-powered translation tools can help translate content into multiple languages, broadening the publication's reach and accessibility.

**6. Social Media Management:** AI can aid in managing social media platforms by suggesting optimal posting times, identifying trending topics, and automating responses to readers, enabling better community engagement.

**7. Advertisement Targeting:** AI can analyze user data to deliver targeted advertisements, which can lead to more effective ad campaigns and increased revenue for community newspapers.

**8. Challenges with Misinformation:** As AI-generated content becomes more sophisticated, there is a risk that AI could be misused to spread misinformation and fake news. Community newspapers will need to be vigilant in verifying the sources and accuracy of AI-generated content.

**9. Job Displacement:** Automation through AI could potentially lead to job displacement for certain roles within the community newspaper industry, especially in content generation and data analysis.

**10. Ethical Considerations:** Implementing AI in journalism raises ethical concerns, such as data privacy, bias in algorithms, and transparency in how AI-generated content is presented to readers.

**11. Technical Barriers:** Small community newspapers may face challenges in adopting AI due to the costs associated with acquiring and implementing AI technologies.

Overall, AI presents both opportunities and challenges for the community newspaper business. Publications that effectively leverage AI to enhance content creation, reader engagement, and business operations are likely to stay competitive in the evolving media landscape. However, it's essential to address ethical concerns and ensure that AI is used responsibly to maintain trust with readers and the community.

*How will artificial intelligence impact business to business sales? (the following response was generated by ChatGPT)*

Artificial intelligence (AI) is already transforming various aspects of business-to-business (B2B) sales and is likely to have significant impacts in the future. Here are some ways AI will influence B2B sales:

**1. Improved Lead Generation and Prospecting:** AI-powered tools can analyze vast amounts of data to identify potential leads and prospects more efficiently. AI algorithms can help sales teams target the right customers, predict customer behavior,

and prioritize leads based on their likelihood to convert.

**2. Personalization and Customer Experience:** AI can analyze customer data, interactions, and preferences to create personalized experiences for each prospect or client. Through chatbots, virtual assistants, and recommendation systems, AI can provide tailored solutions, answering questions, and addressing concerns in real-time, which enhances customer satisfaction.

**3. Predictive Analytics:** AI can analyze historical data and buying patterns to make accurate sales forecasts. Sales teams can utilize AI-generated insights to better understand customer needs and optimize their strategies accordingly.

**4. Sales Process Automation:** AI can automate routine tasks like data entry, follow-up emails, and appointment scheduling, freeing up sales representatives' time to focus on building relationships and closing deals.

**5. Sales Content and Proposal Generation:** AI can assist in creating personalized sales content and proposals for different prospects. This can lead to more relevant and persuasive sales materials.

**6. Price Optimization:** AI can help businesses optimize pricing strategies based on market trends, competitor pricing, and customer behavior, enabling them to offer competitive yet profitable deals.

**7. Sales Forecasting and Inventory Management:** AI-powered tools can analyze demand patterns, inventory levels, and other factors to optimize inventory management and ensure products are available when customers need them.

**8. Enhanced Customer Relationship Management (CRM):** AI can integrate with CRM systems to provide real-time insights about customer interactions, history, and sentiment. This assists sales representatives in understanding their customers better and building stronger relationships.

**9. Voice Assistants and Conversational AI:** As voice assistants become more sophisticated, they can handle

# AI FEATURE

B2B sales interactions, providing quick information, processing orders, and answering inquiries through voice-enabled interfaces.

**10. Competitive Analysis and Market Intelligence:** AI can continuously monitor and analyze competitors' activities, industry trends, and market changes, empowering businesses to make informed decisions and stay ahead in the competitive landscape.

However, it is important to note that while AI brings many benefits, it also raises ethical and privacy concerns, particularly when dealing with sensitive customer data. Businesses must ensure they use AI responsibly and transparently to build trust with their customers.

In conclusion, AI is set to revolutionize B2B sales by enabling more efficient and personalized interactions, streamlined processes, data-driven decision-making, and improved customer experiences. Embracing AI can give businesses a competitive edge and position them for success in the evolving sales landscape.

***How will artificial intelligence impact advertising graphic production? What are some of the challenges and considerations.***  
*(the following response was generated by ChatGPT)*

Artificial intelligence (AI) is already making a significant impact on advertising graphic production, and its influence is likely to continue growing in the future. Here are some ways AI will impact advertising graphic production, along with associated challenges and considerations:

**1. Automated Content Generation:** AI can analyze data and user preferences to create personalized and relevant advertising content automatically. This includes generating graphics, images, and even entire ad campaigns tailored to specific target audiences.

**2. Image and Video Editing:** AI-powered tools can enhance images, remove background clutter, and create visually appealing videos.

This enables advertisers to produce high-quality content efficiently and cost-effectively.

**3. Design Assistance:** AI tools can offer design recommendations, layout suggestions, and color palettes based on user preferences and design trends. This can assist graphic designers in creating more compelling and engaging ads.

**4. Personalization:** AI can leverage user data to dynamically personalize graphics in real-time, ensuring that each viewer sees content most relevant to their interests, location, or behavior.

**5. A/B Testing and Optimization:** AI can conduct automated A/B testing of different ad creatives to identify the most effective versions, leading to improved conversion rates and ROI.

**6. Predictive Analytics:** AI can analyze historical ad performance data and industry trends to predict the success of specific ad elements, aiding advertisers in making data-driven decisions.

## **Challenges and Considerations:**

**1. Data Privacy and Ethics:** The use of AI in advertising graphic production requires collecting and processing vast amounts of user data. Advertisers must ensure they comply with data privacy regulations and use AI responsibly to avoid ethical concerns.

**2. Lack of Creativity:** While AI can automate design tasks and offer recommendations, some argue that it may lack the human touch and creativity needed to produce truly unique and innovative advertising concepts.

**3. Over-reliance on AI:** Over-reliance on AI-generated content may lead to a lack of diversity and originality in ad campaigns, potentially making them less impactful and memorable.

**4. Cost and Accessibility:** AI tools and technologies can be expensive, limiting access to smaller advertisers with limited budgets.

**5. Training and Skill Development:** Advertisers and graphic de-

signers need to learn how to use AI tools effectively to take full advantage of their capabilities, which may require training and upskilling.

**6. Misinterpretation of Data:** AI algorithms are only as good as the data they are trained on. If the data is biased or flawed, it could lead to inaccurate recommendations or misinterpretation of audience preferences.

**7. Regulatory Challenges:** As AI-generated content becomes more prevalent, there may be debates and discussions around ownership and copyright of such content.

Overall, while AI offers tremendous potential to revolutionize advertising graphic production, it is essential to strike a balance between automation and human creativity. Advertisers should leverage AI as a tool to enhance their capabilities rather than relying solely on AI-generated content. Moreover, ethical considerations and data privacy must be at the forefront when utilizing AI in advertising to build trust with consumers and stakeholders.

***Where does AI source its information?***  
*(the following response was generated by ChatGPT)*

AI, including the GPT-3.5 model like me, sources its information from the vast amount of text data it has been trained on. In my case, I've been trained on a diverse range of internet text, including books, articles, websites, and other written content up until my last training cut-off in September 2021. This training data allows me to generate text and provide information on a wide variety of topics.

It's important to note that while AI models like me can provide information based on patterns learned from the training data, we don't have a real-time connection to the internet or the ability to access new information or events that have occurred after our training cut-off. This means that any information we provide might not be up-to-date with the latest developments beyond that point. ■

# COPYRIGHT OFFICE ISSUES GUIDANCE ON COPYRIGHTABILITY OF AI-GENERATED CONTENT

BY DYAN FINGUERRA-DUCHARME  
AND FELICITY KOHN

The following article is reprinted with  
permission from Pryor Cashman LLC.

On March 15, 2023, the Copyright Office issued registration guidance on works containing material generated by AI. According to the Copyright Office, the guidance was prompted by the fact that it is regularly receiving applications for works claiming copyright in AI-generated material, as well as works containing human-authored elements combined with AI-generated material.

Human authorship is a prerequisite to registrability. However, a work containing AI-generated material may also contain “sufficient human authorship to support a claim,” the Office said. In that case, the human-authored aspects of the work, which are “independent of” the AI-generated material would merit protection. For instance, an original selection and arrangement of AI-generated material may be protectable. Likewise, an artist may sufficiently modify material originally generated by AI such that the modifications qualify for copyright protection.

Thus, works containing AI-generated material may be registrable,

but that determination necessitates a “case-by-case” inquiry. “The [Copyright] Office will consider whether the AI contributions are the result of ‘mechanical reproduction’ or instead of an author’s ‘own original mental conception, to which [the author] gave visible form,’” the Office said.

The guidance also impacts copyright applications as well as existing registrations for works containing AI-generated material. Applicants are required to expressly exclude AI-generated content that is more than *de minimis* from their applications, and should provide a brief description of the included AI-generated content. Importantly, applicants who have already submitted applications for works containing AI-generated material should confirm that they adequately disclosed that material and if not, take steps to correct the information so that the registration remains effective. Likewise, supplementary registrations must be submitted for existing registrations where the application failed to disclose the existence of non-*de minimis* AI-generated material. The

Office clarified that “[a]pplicants who fail to update the public record after obtaining a registration risk losing the benefits of the registration.” The Office may take steps to cancel the registration, or a Court may disregard such a registration in an infringement action if the Court concludes the applicant knowingly provided the Office with inaccurate information, and the accurate information would have resulted in the refusal of the registration.

## Resources

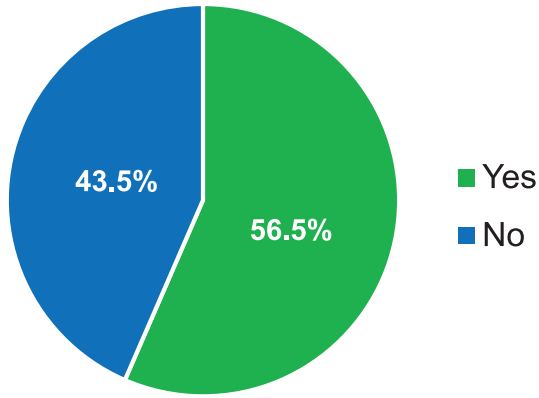
- Copyright Registration Guidance: Works Containing Material Generated by Artificial Intelligence
- US Copyright Office – Copyright Basics <https://www.copyright.gov/circs/circ01.pdf>
- US Copyright Office – Works Not Protected by Copyright <https://www.copyright.gov/circs/circ33.pdf>

*Original Article:*  
<https://www.pryorcashman.com/publications/copyright-office-issues-guidance-on-copyrightability-of-ai-generated-content>

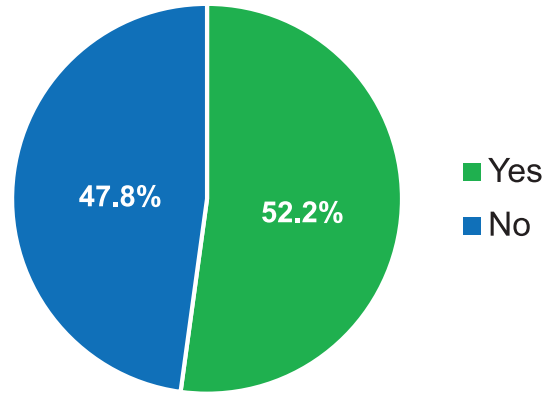
# THE SURVEY SAYS...



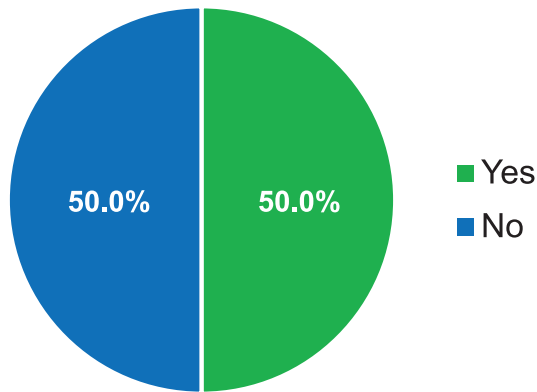
Do you include a copyright notice in each issue of your print publication?



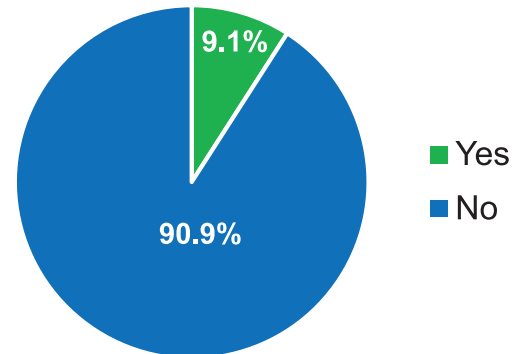
Do you include a copyright notice on your website?



If yes, does the copyright notice state "written permission required" ?

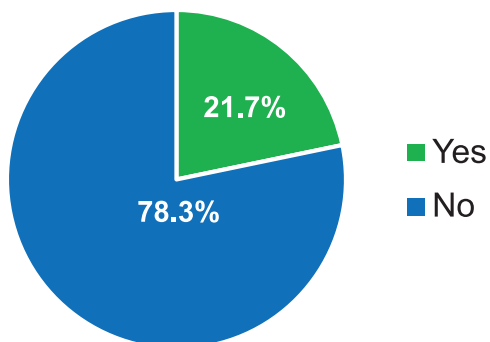


Have you ever had to legally pursue protection of your copyright on created content?

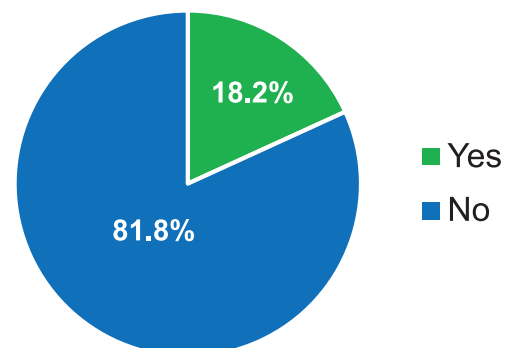


**30.4%** have applied for a trademark on their company logo or publication name!

Have you ever had anyone legally pursue protection of their copyright on created content you used?



Have you ever used an AI website (like ChatGBT) to generate content for your publication?





# WHAT IS DALL-E AND HOW DOES IT WORK?

(THE FOLLOWING RESPONSE WAS GENERATED BY CHATGPT)

**D**ALL-E is a neural network-based generative model developed by OpenAI. It is an extension of the GPT-3 architecture designed specifically for generating images from textual descriptions. The name “DALL-E” is a combination of “Dali” (after the surrealist artist Salvador Dali) and “Pixar’s WALL-E,” reflecting its ability to create imaginative and diverse images based on textual prompts.

DALL-E operates on a similar principle to text-based models like GPT-3, but instead of generating text, it generates images. It combines techniques from both language models and image synthesis models to achieve its remarkable results.

Here’s how DALL-E works:

**1. Training Data:** DALL-E is trained on a large dataset that consists of pairs of textual descriptions and corresponding images. These pairs provide the model with examples of how certain descriptions are associated with particular visual elements.

**2. Architecture:** DALL-E utilizes a combination of a generative adversarial network (GAN) and an autoencoder. The generator part of the GAN is responsible for creating images from text descriptions, while the discriminator part assesses the quality of the generated images compared to real images. The autoencoder component helps the model learn a compact representation of images, which aids in the generation process.

**3. Text-to-Image Synthesis:** Given a textual prompt, DALL-E processes the input using its neural network architecture. The model then generates an image that corresponds to the description provided in the prompt. The generated image is refined iteratively to improve its quality.

**4. Creative Output:** One of the unique aspects of DALL-E is its ability to generate highly creative and novel images based on unconventional or even surreal prompts. It can blend concepts, objects, and ideas in unexpected ways, leading to imaginative and often whimsical results.

**5. Controlled Generation:** DALL-E also supports controlled image generation. You can provide specific constraints or instructions in the textual prompt to guide

the image generation process. For example, you could request an image of a “red apple with butterfly wings,” and DALL-E will attempt to produce an image that meets those criteria.

It’s important to note that DALL-E’s performance is not perfect, and it sometimes generates images that are inconsistent with the textual prompts or that exhibit artifacts. However, its ability to generate coherent and creative images from text inputs represents a significant advancement in the field of AI-generated art and image synthesis.

***Editor’s Note:** The following first set of pictures were generated from OpenAI’s DALL-E, which is an AI system that will generate realistic images and art from a description. These illustrations were the selected results of eight inquiries that cost a total of \$ .13 per generation, or \$1.13 total with sales tax for all eight attempts. Each generation produced 4 options to select from and took less than 5 seconds to generate each set of images. The heading for each was the actual wording request that was entered to generate the picture. The downloaded files produced were all high resolution (1024x1024), PNG files.*

*To compare OpenAI’s DALL-E outputs to an alternative image generator, we asked Microsoft Bing’s Image Creator to produce images from the exact same commands. The second page of images were the selected outputs from those produced by Image Creator. These images were all produced at no cost as the service is free of charge to individuals who have a Microsoft account. Image Creator delivered high resolution (1024x1024), JPEG files.*

*The process to develop the images were identical in both, as were the time to produce outputs. We will let you judge the image differences.*

**To access OpenAI:**  
<https://openai/chatgpt>

**To access Image Creator:**  
<https://www.bing.com/create>

## OPENAI DALL-E IMAGES



3d rendering of a red apple sitting on a green table



3d rendering of a community newspaper on a kitchen table next to a cup of coffee, light blue background, digital art



Photo of a Woman in a beauty salon under a hair dryer



An Andy Warhol style painting of a llama with a hat on



A high quality photo of a border collie with a yellow canary sitting on its head



High quality photo of a white tail deer drinking from clear blue water in the mountains

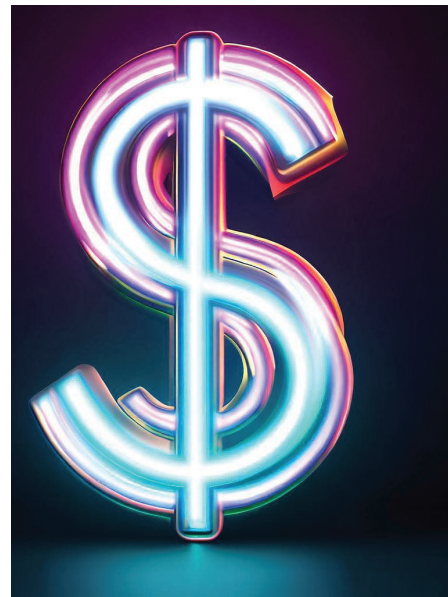


Photo of a whole pizza with peperoni on a white table



A smooth 3d neon lit dollar sign

MICROSOFT BING IMAGE CREATOR IMAGES



## MEMBERS IN THE NEWS

# THE CORONADO NEWS JOINS THE SAN DIEGO COMMUNITY NEWSPAPER GROUP



[SAN DIEGO, CA, July 24, 2023—] In an era of dwindling trust and declining subscriptions, the fate of traditional daily newspapers hangs in the balance.

Now, three local community publishers – San Diego Community Newspaper Group, The Coast News Group and The Coronado News – have formed a story-sharing and advertising partnership that reaches more than 200,000 weekly print readers and more than a quarter million monthly online readers.

From Oceanside to east of downtown San Diego to Coronado, these publishers offer local, regional and national advertisers some of the most affluent households not just in San Diego County but across the country.

“The demand for accurate and in-depth community news is at an all-time high and this partnership is a big win for our readers. Plus, a stronger paper creates more reader engagement in print and online allowing us to deliver more value for advertisers,” said Chris Kydd, associate publisher of The Coast News Group.

Julie Main, whose newspaper group of eight titles has grown to be the largest independently female owned and operated newspaper group in San Diego County, noted this partnership will allow small businesses to afford to advertise because they will have the option to buy into their target communities. Meanwhile, larger corporate accounts can buy at a wholesale price for the whole circulation network.

“We are absolutely thrilled to be working with two amazing, well-respected newspaper publishers,” said Paul Huntsman, owner of the Coronado News.

“Readers in Coronado now will have access to additional in-depth and feature stories throughout the San Diego region, and our advertisers will have a broader reach to other communities across greater San Diego.”

### UNSUNG HEROES OF GRASSROOTS JOURNALISM

The partnership comes as The San Diego Union-Tribune was recently sold to an out-of-state hedge fund company renowned for its cost-cutting measures and downsizing strategies at other papers it has acquired. The takeover resulted in the U-T losing its longtime editor and publisher while numerous veteran key staff members accepted buyouts.

Enter the three community newspapers, the unsung heroes of grassroots journalism.

These publications have embraced a different approach to news delivery, catering to specific neighborhoods and serving as the voice of their readership. Their direct delivery to high demographic zip codes has cultivated a strong bond with the communities they serve.

#### Consider:

- San Diego Community Newspaper Group has eight publications that are directly delivered to more than 130,000 homes in high demographic communities of La Jolla, Pacific Beach, Point Loma, Ocean Beach, Downtown San Diego, Mission Hills/Hillcrest, La Mesa, College Area, San Carlos, Del Cerro, Allied Gardens and Granville area.
- The Coast News Group has two news publications reaching 70,000 weekly

print readers and placed in 530 racks across nine communities in North County.

- The Coronado News delivers 9,500 copies every Friday to every home and business in Coronado, and another 1,500 copies are distributed to retail outlets in town.

### RETAINING COMMUNITY TRUST

The combined reach of the three community publications is three times greater than the paid circulation of the Union Tribune.

Unlike their ailing daily counterparts, community newspapers have managed to retain a sense of trust and authenticity. Their commitment to local stories, highlighting the triumphs and challenges unique to each community, has garnered widespread appreciation and support. The readers eagerly anticipate each edition, savoring the engaging content tailored to their specific interests.

This network seeks to expand the reach of community newspapers, incorporating additional zip codes and ensuring market saturation for readership and advertisers. By pooling resources and expertise, these publishers aim to provide advertisers with an unprecedented opportunity to target audiences with precision, maximizing their reach and impact.

With their strong readership, loyal following, and market saturation in high demographic areas, they offer a compelling alternative for both readers and advertisers alike. By embracing the power of community, these newspapers breathe new life into the fading tradition, paving the way for a vibrant future of trustworthy and locally centered news.

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## KEVIN KAMEN AGAIN CHOSEN BY FORBES

Uniondale, New York – For the tenth consecutive year Kevin Kamen, Founder & CEO of New York-based Kamen & Co Group Services, LLC – a multi-media valuation, accounting, and brokerage firm has been selected to assist the wealth reporters at FORBES as they determine the financial value of the Richest Americans within the multi-media sphere. Chase

Peterson-Withorn, the editor for Forbes, personally reached out to Mr. Kamen and thanked him for his assistance in analyzing, calculating, and forecasting the wealth of specific media billionaires. He wrote Mr. Kamen, “Thanks again for all your help, Kevin. It’s always so nice when expert sources like you are willing to help out and teach our journalists a

thing or two!” Forbes wealth reporter Jemima McEvoy, also wrote Mr. Kamen, stating, “You’re amazing! Thank you so much for your help!” The Forbes 400 listing is scheduled to be published in late September/October and the significant contributions and hard work of Mr. Kamen will be acknowledged by Forbes in that issue.

## ADDITIONAL RESOURCES

### California Business Journal – Article

#### 5 Industries That Will Be The Most Heavily Impacted By AI

By Joanie Moretti

This article lays out a logical argument for why certain industries will be more impacted than others with the growth of AI. Quick, easy read makes this worth an informational walk through.



### Cointelegraph – News Article

#### AI is coming for your job: What industries will be affected?

By Luke Huigsloot

This article delivers some solid statistical support for AI's impact on various industries. Great chart breaking down work time distribution by industry and potential AI impact.



### Vault.com – Blog Article

#### What Does Artificial Intelligence Mean for the Creative Industry?

By Rob Porter

This article looks at the human contribution to art that is not available from AI. Without bashing either side of the argument, it offers a realistic compare and contrast view of this sensitive issue.



### TheStreet – Article

#### These Are the 34 Jobs Researchers Say Are 'Safe' From Artificial Intelligence (And Who's At Risk)

By Jena Greene

A straight forward list of 34 jobs that have the least amount of the job with opportunity for robots to perform. It also has a list of the 14 jobs with the highest potential to be replaced by AI.



### ZDNET – Article

#### The best AI art generators: DALL-E 2 and fun alternatives to try

By Sabrina Ortiz

If you need a plain language look at five AI image generators – look no further. Complete with tested pros and cons points, pricing breakdowns and sample screenshots, this article will save you lots of research.



# ADDITIONAL RESOURCES

## TechRepublic – Article

### 7 Best AI Art Generators of 2023

By Madeline Clarke

Although they may be compensated by the vendors they include, this a comprehensive list of some of the most advanced AI art generators. More in-depth and technical than the prior article, worth looking at for serious users.



## DATAECONOMY – Article

### Photoshop AI generative fill: Check out Adobe’s latest AI feature

By Eray Eliaçık

For heavy Photoshop users, this article looks at the Generative Fill feature Adobe has added to Photoshop. According to Adobe, it’s “the world’s first ethical text-to-image generation tool.”



## Built In – Blog Article

### 19 AI Content Generators to Know

By Ellen Glover

This article offers a very thorough list of AI content generators. Capable of generating anything from an email message to a book, they are presented with a summary and video link to make exploring easy.



## Search Engine Journal – Article

### The 10 Best AI Writers & Content Generators Compared

By Shelly Walsh

Offering an assortment of content generators to compare by their outputs generated on the same topic. This article will save time if considering locating and testing various AI content sources.



## Newest addition for your “Advertiser Help Page” Listings

## Hearst Bay Area – Blog Article

### Newspaper Advertising: Why Print and Digital Complement Each Other

By Kayly Lange

This article provides solid backing to the ability of print ads to produce a higher return on investment than email, paid search and social media advertising. Although produced by a newspaper company – solid info here.



## JUST FAKE IT

BY DEB WEIGEL

I guess you could say my career started back in 1973 when I was a senior in high school at Beckman in Dyersville and there was a coop program where you could find a job and get out of school for an hour and earn credits while working. I worked at the Dyersville Commercial, a local newspaper that published weekly. I started out as a typesetter on a Compugraphic machine and basically just typed, typed, typed! To this day I love to just type on my computer! I also was in charge of circulation and made all the address changes, etc. Back then I don't remember any promotions to get people to subscribe, because basically almost every household did.

Those were the days when ashtrays were all over the desks and smoke was heavy. I didn't smoke but they were also the days when the paper went to press everyone gathered at the corner bar to celebrate another paper went out! There also might have been times when a glass of wine would be found in our top right desk drawer as well. Those were the days!

From there I traveled to Charles City to live with my older brother and sold advertising for the Charles City Press. That was short lived as the love of my life "Tiny", proposed to me there and I moved back to Dyersville. The next 10 years of my life I took a break from the newspaper industry and worked at a high school and a LP gas company.

And then one day it happened. A gentleman walked in and wanted to sell me an ad for the LP gas company in the Eastern Iowa Shopping News. We got to talking and I mentioned that I used to work in composition years ago while in high school. I didn't buy an ad but he returned the following week to ask me if I'd work for him. I'm like, but I don't know



Deb Weigel receives A.A.E. Certification from TLI Dean, Rob Zarrilli at the 2018 conference in Baltimore.

anything about composition anymore and all the new technology that came with it. He said "that's ok, just fake it!" He said he liked my personality and wanted me to be the comp manager and take over while the present manager was on vacation and when she got back she would be working under me???? Now what did you say????

Well it just so happened that Tiny and I had just purchased an acreage about 3 miles out of Edgewood where the Shopping News was located and Tiny just took a job in Edgewood. Sounded like an opportunity, so why not???

I have to tell you that old comp manager and her husband made my life hell for the first couple of months and I cried many nights wondering what the heck I was thinking taking this job??

Well she finally quit and at the beginning I was very honest with my employees and told them right up front I knew nothing about comp anymore and they would have to teach me. You can imagine the looks I got from them!

Well the "just fake it" manager got left go shortly after I arrived and they brought in a new female manager.

## A WALK DOWN MEMORY LANE

We got along well. And after she got married and drove for awhile from Cedar Falls she decided to quit because of the commute.

Well guess who was named the next General Manager? Yup, me.

Now the Eastern Iowa Shopping News, a weekly shopper, was owned by Woodward Communications out of Dubuque. Being owned by a larger corporation surely had its benefits and the leadership at the time was second to none and I learned so much and made such great life-long friends. They even financed my college education and I will be forever grateful. Gentlemen like Don Hanson, Craig Trongaard and George Louthain all influenced me to be the best manager I could be.

It was after being the manager a couple of years, probably in the early 1990's, I started attending conventions put on by Shoppers Guides of Iowa (SGI), now Midwest

Free Community Papers. These were phenomenal conferences where I met so many people in the industry who were willing to share their experiences with me. Friendships were built back then that I still have dear to my heart today.

It was after a couple of meetings that I was approached by Merle Been and Sid Blair asking me to be on the Board of SGI. I accepted and have been on the board of SGI and now MFCP ever since.

In 1999 Woodward bought the Dyersville Commercial and we closed our office in Edgewood and moved it to Dyersville. And guess what – about 3 people were still working there from the time I did in 1973. During the early 2000's I was promoted to Vice President of the Weekly Division for Woodward and started working out of the home office in Dubuque. In 2008 I started working for Community Media Group and was

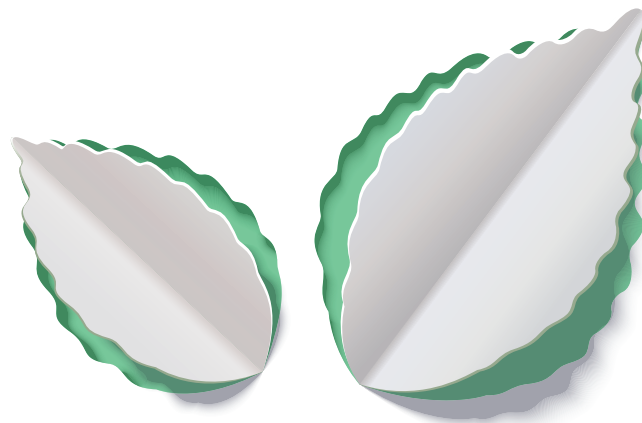
publisher for the papers in Oelwein, Independence, Vinton and Waverly. And I'm happy to say one of the people that was in the composition room that first day I admitted I knew nothing in Edgewood, I hired and is still employed there.

I was also asked to be on the Board of the Iowa Newspaper Association and did so from 2012-2018, Retirement on June 1, 2022 was my reward for all the years of working alongside such wonderful people.

30+ years of being on the board of MFCP and that will cease at the end of this year– it is an honor and privilege to have done so. This organization is one of the best things you can invest in. Please attend the conventions and make some of the best friends you will ever have, like I have done. I have been nicknamed “The Fun Factory” at these conventions and I need someone to take over that name!!! Will it be you? ■

# PAPER LOVES TREES

U.S. forests, which provide wood for making paper used to print publications like the one you're reading right now, have been growing by over 1,200 NFL football fields every day!



Discover the story of paper

[www.lovepaperna.org](http://www.lovepaperna.org)

Source: According to the UN Food and Agriculture Organization's 2020 Global Forest Resources Assessment, U.S. forest area expanded by an average of 605,000 acres per year between 1990 and 2020. An NFL football field is 1.32 acres in size.





# ARTIFICIAL INTELLIGENCE



BY MACKENZIE MCGRAIN –  
2023 RISING STAR

**I**n a fast-paced, growing world we often get tied up thinking about the future. As we move forward in our occupations and day-to-day lives, we sometimes overlook new opportunities.

When I first started learning about AI, I was honestly very hesitant to dive into all that it offers. What does this mean? Will AI replace human jobs? How will this change the personal connections in my life? It can be a lot to digest.

Artificial Intelligence is a tool that enables people to rethink how we interpret information, produce information, analyze data, and improve decision making. Does this mean we are incapable of completing simple tasks on our own? I don't think so. I believe AI is transforming into a very beneficial tool that we can use for the tedious, time-consuming tasks that we are assigned daily. It's important to understand that our human intelligence and social interactions cannot be replaced by a robot but rather aid our thought processes and problem-solving techniques.

AI comes in different forms that have become widely available in everyday life. Chat GPT, self-driving cars, and robotics are just a few forms of AI that we've been recently introduced to. Scary? Maybe. But if you approach the concept with an open mind and are willing to learn about everything that AI has to offer, I truly believe it can benefit one's day-to-day life. It's also important to look behind the outputs of AI and understand how the technology works and its impacts for this and future generations.

Either way you look at it, Artificial Intelligence is moving forward rapidly, and you can choose to accept it or ignore it. I'm excited to see what benefits AI can provide in my world! ■

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**“When patterns are broken,  
new worlds emerge.**

— Tuli Kupferberg

BY JIM BUSCH

The first rule of writing is “Write what you know!” I generally try to stick to subjects that I understand and where I have something worthwhile to offer. This subject of this month’s Publish is “Artificial Intelligence,” a subject that I quite frankly know nothing about. I don’t feel particularly bad about this gap in my knowledge because I don’t believe anyone, including the so-called experts in the field, knows anything about “AI.” It is simply too new and too different from anything that has come before to predict what impact this technology is going to have on every aspect of our culture. Right now AI is like a rocket sitting on the launch pad, once the countdown is done and they press the big red launch button, anything can happen. The mission may go off as planned, the rocket may blow up, or it might require course corrections. AI is analogous to Guttenberg’s invention of the printing press. All Guttenberg wanted to do was come up with a faster, cheaper way to print Bibles and increase his profits. In the end, his efforts jump-started the Renaissance and changed civilization forever. Not only did no one predict the huge impact the printing press would have on society but, people did not realize what was happening while in the midst of those changes. While it is impossible to foresee the shape of the changes to come, we can be certain that things will change. AI is likely to find a role in the physical production of our products, may be useful in managing our customer base, and could conceivably help generate ad copy for our advertisers. We are facing an era of uncertainty, rapid change, and opportunity. If you are unable to deal with this, it’s time to buy a buggy and join the Amish. The two keys to surviving and thriving in the age of AI are paying attention and being adaptable. As referenced above, AI is likely to shatter all of the familiar patterns forcing us to learn to find our way through many “new worlds.” Depending on how we view this evolving situation, it can be terrifying or exciting, perhaps a little bit of both; the one thing that won’t change is that remaining flexible and maintaining a positive attitude is critical to finding our place in this new world. ■

# THE IMPORTANCE OF TIME MANAGEMENT



BY JOHN FOUST  
RALEIGH, NC

**D**avid Ogilvy, one of the legends of the advertising agency business, was known for his extraordinary efficiency. I once read that he would often call a client and set an appointment for eight or twelve or twenty-one minutes of time. When the meeting started, he would place his watch on the table in front of him and finish his presentation at exactly the predetermined time. It was a dramatic and unique way to demonstrate how much he valued time.

Time is one of our most precious commodities. Once this moment is gone, it is gone forever. The best business people – the best salespeople – have genuine respect for the other person’s time.

I remember hearing stories about a particular ad manager who could have learned some time management lessons from Ogilvy. She was a notorious time thief.

One of the salespeople who worked in her department told me about the time she was supposed to join him in a meeting with a prospective advertiser. “It was going to take about thirty minutes to drive to his office,” he said. “Like we had planned, I dropped by her office forty minutes before the appointment, because that would give us a good cushion of time to arrive early. She was working at her computer and said, ‘I’ll be ready as soon as I finish this email.’ That took about twenty minutes and put us way behind schedule. Then she stopped in the break room to fill up her fancy stainless steel coffee mug before we left. By the time we got to the prospect’s office, he had been waiting for us for half an hour. I wasn’t surprised when he didn’t buy any advertising.

“That was her pattern of behavior,” he explained. “Everyone on the staff dreaded going to appointments with her. But the bad news didn’t stop with that. When she announced a team meeting, we never knew when she would show up. We’d have to wait there in the conference room, all the time knowing that she was trying to write one more email or make one more phone call before meeting with us. And she never made adjustments to make up for lost time, which threw all of our schedules out of whack for the rest of the day. The irony was that she would make sarcastic and critical remarks if others were late. She showed zero respect for anyone else’s time, which we saw as a sign that she couldn’t care less about other people. We felt like throwing a party when she left the paper to take a job in another industry.”

There we have it: two extreme examples from the advertising business. One from a legendary figure with a highly focused respect for time. And one from someone whose poor time management skills had a negative impact on everyone around her.

The point of all this is simple: Start on time, stay on track, end on time. Do that and things will run a lot smoother. ■

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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)*

# Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 09/2023

**Working with small space ads** can be a challenge. Not only do you have a limited amount of space, but how can you set them off from the other small ads on the page and yet create attention?

I have demonstrated seasonal ads before and will probably continue to show distinctive borders, but I ran across some "real life" borders that had run in our publications before.

Not all the borders that I created can be used in every circumstance. There are many factors involved such as size of ad, amount of text, requested artwork, etc. There are also the "coupon borders" which usually never get mentioned — but are nonetheless part of many ads.

So when I was looking for ideas for this month, I ran across a number of distinctive borders of the 2x2 and 2x3 size variety, and that's how I come up with ideas! Of course, you can always send me your ideas for articles as well (hint, hint)!

These ads are shown at 68% of the original size and include both 2x2 and 2x3 sizes. The ads in the first column have the

dashed-coupon border. However, the bottom ad has a fatter dashed-line and works because the ad itself does not have a lot of info. The "taped" note calls attention to the special in a more attention-getting way, too (I just may have to have an article on how to create "tape" and "post-it-notes" in the future).

The "St. John's" samples below, show the effectiveness of the ad in color and black and white. Limited budgets can still get the job done. Any black and white ad can benefit from a little color added to it, but again, too much of a good thing can be distracting.

Even the standard frame of the ad at the top of column three takes on a more unique look when paired with an oversized graphic. Take a few minutes to look over all the information (and size) presented, then design!

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**Welcome Sunday September 18**  
 Please join us for our worship service at 10am followed by a luncheon social in Fellowship Hall.  
 ALL ARE WELCOME  
 Call 262-555-5555 for more information. Located at the corner of Spur Road and Hwy 175 between Slinger and St. Lawrence

**ST. JOHN'S UNITED CHURCH OF CHRIST-SLINGER**  
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 ALL ARE WELCOME  
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## Final Thoughts

I tried to provide real-life samples instead of creating borders just for the purpose of creating borders.

A lot of approaches to ad design can include dingbats, transparencies and overlapping elements to call attention and make an ad more visually interesting. Even in the small space ads.

I can't say it enough—all of these borders can be saved into a library and later modified for multiple uses. Just consider the frame (border) of an ad to be part of the design itself and not just a "fence" to delineate the space!

An effective border can call attention to the ad as well as unify the content it holds.

*Until next month... and if you have any ideas for future topics, let me know!*

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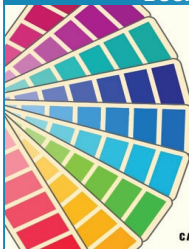


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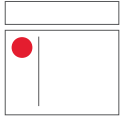
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## It's up to advertisers to provide a reason to respond.

---

**Encourage your advertisers to include the following:**

**Clear and Compelling Message:** The print advertisement should have a clear and concise message that instantly grabs the reader's attention. It should communicate the key benefits or unique selling points of the product or service being advertised. Avoid clutter and ensure that the main message is easily understood.

**Eye-Catching Design:** The visual design of the print advertisement plays a crucial role in its effectiveness. Use attractive colors, fonts, and imagery that align with the brand identity and target audience. Incorporate elements that create visual interest and draw the reader's attention to the ad. A well-designed layout should guide the reader's eyes through the advertisement in a logical and compelling way.

**Targeted Audience:** To make the print advertising effective, it is essential to identify and target the right audience. Understanding the demographics, interests, and preferences of the target market helps in creating tailored advertisements that resonate with the intended audience. Ensure that the content, language, and imagery used in the ad are relatable and appealing to the target audience.

**Call to Action:** Including a clear and compelling call to action is crucial to drive the desired response from the readers. Whether it's encouraging them to visit a website, call a phone number, or visit a physical store, the call to action should be prominent, actionable, and easy to follow. It should create a sense of urgency or offer an incentive to prompt immediate action.

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