

August 2024
INFORMER



**Community
Papers of
Michigan**



Your Communities Are Important *Show Some Pride*

From The Executive Director, **Don Rush**

I worked in the community newspaper business for almost 40 years. Week in and week out for nearly 2,000 editions of our paid circulation newspapers and free Total Market Coverage shoppers, I did my part to get the papers out the door, on time and at a profit.

During this time one quality became apparent to me. From ownership on down, we produced the highest quality papers with the highest profits when we were all on the same page of caring for our community. That one quality we shared was Civic Pride.

Whether you publish 100 percent advertising publications, or a newspaper (or both) having civic pride within your walls is paramount to make a profit.

So, imagine my chagrin when a few months ago I read a “*Building Main Street, Not Wall Street*” column by John Newby which stated in the lead paragraph, “Civic pride at the local level is crucial for the health and vibrancy of small communities. However, many small communities face significant challenges due to local apathy—a lack of interest and participation in local governance and community activities. Local apathy manifests in various ways, such as low voter turnout in local elections, minimal participation in community events, and a general disinterest in local governance. This is not uncommon in small communities. For instance, a study by the National Civic League found that voter turnout in local elections in the United States often falls below 20%, particularly in non-presidential election years . . .

“Low participation rates in local elections and

governance can lead to unrepresentative and ineffective local governments. Without broad-based civic engagement, elected officials may not adequately represent or address the needs and concerns of the community. Apathy leads to the neglect of public services such as schools, parks, and infrastructure. Communities with low civic engagement often face challenges in maintaining quality public amenities due to limited advocacy and oversight. “



“Apathy contributes to social fragmentation, where individuals feel disconnected from their neighbors and community. This can lead to increased crime rates, reduced mutual support, and a lower overall quality of life.”

In his column, Newby also states the obvious. Communities with higher amounts of civic pride are communities with citizens living better lives.

The communities where I “served” (via our publications) all had considerable amounts of volunteerism, participation in local service groups, youth sports, government and support of local businesses. Residents not only read our publications, but many times they also thought of these papers as “their” papers. They took ownership in us, as we

took ownership in how our communities fared.

It got me thinking, how can Community Papers of Michigan members use this information to become more profitable? You know your communities better than I, however, think about keeping your people educated about community endeavors – elections (sections of who is running and ballot proposals), volunteer opportunities (park cleanups, raking leaves or shoveling snow for senior citizens), or other points of pride your community can partake.

The other week, while reading *Editor & Publisher*, this headline caught my eye: “... **Study shows what makes a successful community newspaper**”

Bob Sillick wrote: “With more community newspapers — often weeklies — closing their doors, the publications still surviving are seeking the secret sauce/winning formula to sustain themselves financially and continue to serve their communities.”

And, funny enough, one of the characteristics of successful community newspapers, was “Most publishers and editors were deeply committed to their communities.”

In the weeks to come, local community schools will open their doors to students, there are elections and many other opportunities where your publications can make a difference, can build civic pride and maybe bring in more revenue.

Let members know how you achieve community, or civic pride. Drop me an email, DonRush@CPapersMI.com



By
Mark W.
Rummel
Fenton, MI

YOU'D BETTER SHOP AROUND:

WHAT'S IN A NAME ??

This stuff came first, but Jell-O was marketed better

Leo Hirschfeld was no dummy. Among his lifetime achievements was his invention of the Tootsie Roll, with sales of \$467 million each year. But one of his earliest creations didn't fare as well.

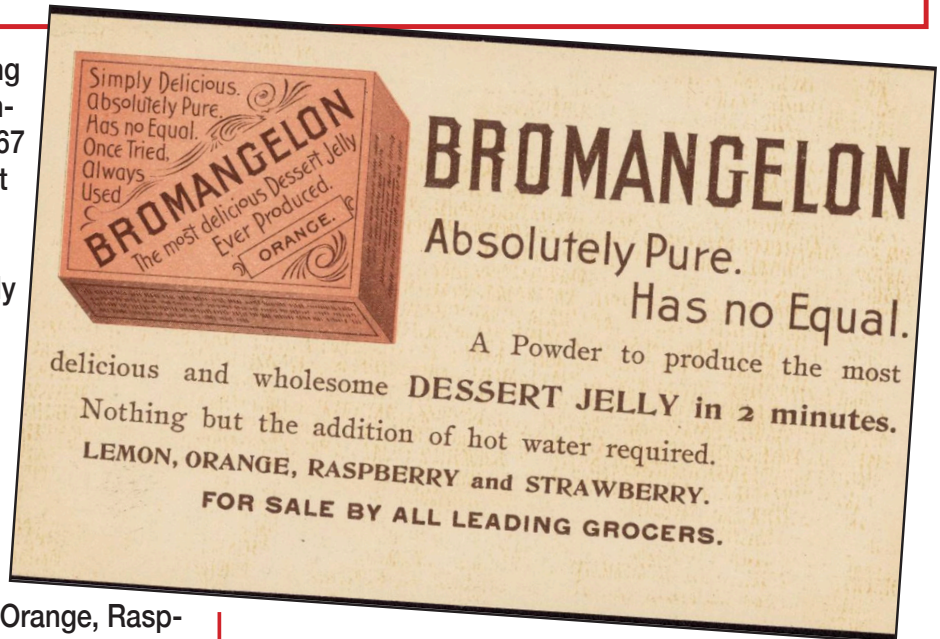
Hirschfeld figured how to successfully invent a gelatin dessert powder about 1895 — which could allow millions of frazzled housewives to create a fun dessert treat in just minutes. Today, we call this type of dessert “Jell-O” — but we can't get ahead of the true story.

He named his treat “Bromangelon” and offered it in four flavors — Lemon, Orange, Raspberry and Strawberry. Sales grew quickly, initially selling at 10 cents per package (or about \$3 each today.)

RIGHT OFF THE BAT, folks loved “Bromangelon” as a dessert — but they also had difficulty pronouncing its name. Hirschfeld added Cherry, Peach and Chocolate flavors by 1910... but a competitor was on the horizon.

Jell-O was created and trademarked in 1897, two years after Bromangelon had been invented. It was only a minor success until 1904... when the company realized they could improve sales with a new marketing and advertising strategy. Jell-O used illustrated ads in Ladies Home Journal, featuring a kid-centered message. They gave away sample packets of Jell-O — and sales soon reached \$250,000 a year, which is almost \$9 million today. And it had that easy-to-pronounce name.

Bromangelon would never reach that level of popularity or sales volume, and it faded away by the 1930s.



We could say Bromangelon didn't taste as good as Jell-O and other competitors. We could say maybe Jell-O was easier and faster to prepare. We could even say Jell-O's catchy name was more fun to pronounce.

BUT THE TRUTH IS, better advertising is what made Jell-O successful and what made Bromangelon fail, pure and simple.

By targeting housewives and children with a colorful package and clever marketing, Jell-O was the winner. The name Bromangelon didn't lend itself to warm and cuddly memories, and today's \$750 million in annual sales proves Jell-O is our most-popular gelatin dessert.

So, being first doesn't always bring success. The Bromangelon story proves that. The right combination of concept, quality, packaging, distribution, marketing and price all are part of success. And always remember this advertising truth: **THE NAME MATTERS.**

Mark has worked at papers in Saginaw, Port Huron and the Thumb Area since 1972, plus served on the CPM Board. He and wife Sally even worked for The Walt Disney Company. They also opened and ran a successful restaurant for 17 years. He's retired in Fenton, Mich. MarkWRummel@gmail.com



Enhancing Your Sales Presentations: Key Strategies for Success

Media Sales Coach
Ryan Dohrn

Let's focus on putting some sparkle and shine on the presentations you make to your customers. This isn't a conversation about slide decks or how to use Zoom effectively. Instead, we're focusing on the three main components of every sales call that you need to polish to really shine.

SETTING AN AGENDA

Every great sales call has an agenda. It sounds simple, but many sales calls lack this essential element. Instead of beginning with small talk, get straight to the point. If you've known someone for years, feel free to ask about their personal life. However, if you're meeting someone new, they likely want to get down to business.

Here's a simple yet effective agenda structure for your ad sales training:

1 Success Stories: Start your sales call by sharing success stories of other businesses similar to your prospect's company. This builds credibility and sets a positive tone for the meeting.

2 Prepared Ideas and Pricing: Come prepared with ideas, recommendations, and pricing. This shows you're ready and serious about helping them, and it can speed up their decision-making process.

3 Evaluation Process: Let them know it's okay to take time to evaluate your proposal. This reduces pressure and builds trust. Even if they say no, assure them that you'll continue to work together in the future.

USING LOGO SOUP

To add some shine to your media sales training, use "logo soup" in your presentations. This means showcasing a slide filled with logos of the companies you work with. While some industries require permission to use logos, most do not. Displaying these logos immediately establishes credibility and demonstrates the trust other companies have in you.



POSITIONING YOURSELF AS AN ADVISOR

Throughout the sales call, position yourself as an advisor rather than just a salesperson. The moment someone perceives you as merely trying to sell something, they might put up a wall. Instead, focus on helping and advising

them. Avoid saying, "I'm not trying to sell you anything," because it's usually not true and can come off as insincere. Instead, emphasize that you're there to help. Share recommendations based on your experience with other clients, and always position yourself as a peer who is there to provide valuable advice.

PSYCHOLOGICAL SHIFTS

Understanding how people perceive salespeople can significantly impact your approach. Due to popular media portrayals, people often have a negative view of salespeople. By positioning yourself as an advisor, you shift the dynamic to a peer-to-peer relationship, making it easier for them to trust you and your recommendations.

FINAL THOUGHTS

Adding sparkle to your sales presentations isn't just about having a polished slide deck. It's about setting a clear agenda, showcasing your successful client relationships, and positioning yourself as a helpful advisor. Remember, most sales happen because of recommendations, and people generally don't mind buying—they just hate being sold to.

If you're interested in more detailed steps and strategies, we offer comprehensive ad sales training and media sales training webinars. We'd love to help you and your team enhance your sales calls and achieve greater success.

Never forget if sales was easy everybody be doing it and they are not. This is a great career than feed your family for a lifetime. – Ryan.

Ryan Dohrn is a seasoned global sales and marketing advisor with 30 years of experience, having guided over 200 companies across 15 industries. He holds a Psychology of Leadership Certification from Cornell University, has trained more than 30,000 marketing and sales professionals, and has been featured in USA Today, CNN, and Forbes.com. Ryan is a multiple best-selling business book author, an Emmy winner, and his strategies have generated over half a billion dollars in revenue for his clients. Proudly a military dad, Ryan has been married for 29 years. He has a passion for good coffee, 80s rock music, and helping others succeed. Learn more about Ryan at <http://RyanDohrn.com>

In the past I have shown various ways to create distinctive, flexible and multipurpose borders. This month I have examples showing real ads that ran in our publications. Here are some...

Real Borders

Ad Talk

with Ellen Hanrahan

When I created borders for articles in the past it was a way to generate ideas for holidays or special occasions. Not all the borders 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 I never even mentioned — which are part of so many ads.

When I was considering some ideas for this month, I ran across a number of distinctive borders of the 2x2 and 2x3 size variety, that would work very well! Of course, as always, your ideas for articles will help me determine what's most relevant to you!

These ads are shown at 74% 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 in the Lotus Salon ad calls attention to the special in a more attention-getting, and actually more real-life way, too.

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, but again, too much of a good thing can be bad.

If I am going to use black or dark grey for contrast, I'll pair it with a larger area of white. Reverse ads can be tricky and at times even more difficult to read.

Even the standard frame of the ad at the top of column three takes on a more unique look when paired with an over-sized graphic.

Enjoy the Savings!
\$12 Haircut Special
 with Cassandra
 Call today for your appointment with Cassandra



100 E. COMMERCE BLVD · SLINGER 262-555-5555
 *Offer good through June 15, 2008

Add a little glamour to your summer fun!
\$25 partial highlight special with Cassandra*
 Call today for your appointment—262-555-5555




*Offer good through June 30, 2016
 100 E. COMMERCE BLVD · SLINGER

New Location
 Opening August 1

FULL SERVICE SALON

Manicure and Pedicure Special
\$52
 REGULAR \$64
 OFFER EXPIRES 8-30-16



LOTUS STUDIO
 157 NORTH MAIN STREET
 DOWNTOWN WEST BEND
 262-555-5555

Sunshine Cleaning Services LLC

BUSINESS AND RESIDENTIAL
 Weekly · Bi-Weekly · Monthly
 Call 262-555-5555, ask for Kriss

ST. JOHN'S UNITED CHURCH OF CHRIST-SLINGER

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



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Thank You

American Legion Auxiliary is appreciative to all who supported "Poppy Day" on behalf of all veterans, past and present who defend our country. And to The Hartford Booster for their advertisement.

Nothing is a success without such volunteers as Lillyann Baird, Jeannette Kroening, Lois and Don Ehley, Rita Williams, Ron Milner, Sue and Dick Beine, Dorothy Beine ...and the following merchants who allowed us space Hahn True Value, Allison's Sentry, Rueben's County Market, K-Mart, and Hansen's Piggly Wiggly, Slinger.



Snowbirds*
 can stay in touch
 with the community!

www.Booster-Ads.com

*Folks who head south for the winter!



RN/LPN

Immediate part-time position available for our busy, solo practice. Duties include patient interviews, procedure assist, blood drawing and patient related phone calls.

Experience in clinic setting, internal medicine or surgery helpful.

Please call 262-555-5555 and ask for Diane.



Final Thoughts

I tried to provide real-life samples from the ads that were published. Creative concepts to ad design can include dingbats, transparencies and overlapping elements to call attention to, and make an ad more visually interesting as well as effective.

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!

Until next month...!

I was a student, an art teacher, a graphic designer, a writer and again a student. For info, PDFs of articles, or have ideas or comments, e-mail:
hanrahan.ln@att.net Ellen Hanrahan © 08/2024

An updated look at Affinity

Is it finally time to make the switch from Adobe InDesign to Affinity Publisher?

By Kevin Slimp

Back in “the day,” I used to write quite often about software. I still do, now and then. But like everything else, there seem to be fewer choices owned by more prominent vendors, leaving less to write about these days.

A few years ago, I wrote about a new software package product by Affinity. At the time, I wrote that Affinity Publisher – as well as Designer and Photo – weren’t ready for prime time. There were several tools unavailable that were necessary for the type of work newspapers do, and several features just felt a little clunky.

Affinity Publisher (an application similar to InDesign) has come a long way since then, and most of the issues I had with the application in version 1.x have been addressed in version 2.5. Before you cancel your Adobe licenses, read the rest of this

column. I’m not suggesting that everyone go out and replace InDesign, Illustrator, and Photoshop, but Affinity Publisher might be the right tool for some of my readers.

Over the past few weeks, I’ve run into two newspapers that are using Publisher for page and ad design. When I asked how it was going, both told me it was going well. There are slight complications related to the learning curve of the new application, but overall, things seem to be going well.

I’ve found a few areas where Affinity Publisher doesn’t quite match up with Adobe InDesign, but for many, they won’t be dealbreakers:

- **When users cancel their Adobe licenses**, all those great fonts disappear. It might not seem like a big thing, but the fonts alone make the subscription price of Adobe software worthwhile to me. I remember when newspapers paid thousands of dollars for an Adobe font license.
- **Affinity Publisher doesn’t have libraries.** It has assets. This was another dealbreaker in early versions of Publisher because assets couldn’t be listed alphabetically, meaning finding a graphic



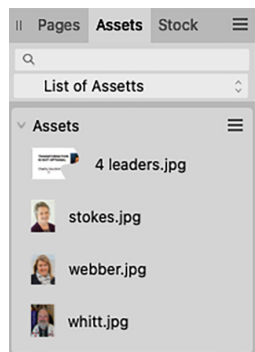
Opening InDesign files in Affinity Publisher works well, but isn't seamless. You'll notice that some of the items from the InDesign document (left) moved or disappeared when the file was opened in Publisher (right).

or text in the asset manager could be very cumbersome. The good news is that assets can now be listed alphabetically. Honestly, assets don't work as well as libraries, but they will work well enough for many users who haven't become addicted to working with libraries.

- **Data-merge**, a feature I use daily in InDesign, is available in Publisher but is much “clunkier.” Many InDesign users don't use data-merge, but it's something to consider for those that do.

- **I'm just not a fan of Affinity Photo.** It does some things well, but I don't get the same results with CMYK images, which I've come to rely on from Photoshop. Affinity touts its ability to open InDesign (INDL) files and does an admirable job. In two tests I ran using newspaper pages from InDesign, however, quite a few things moved around or went missing altogether. It's probably not a dealbreaker, but it's something to be aware of. Opening InDesign files in

Publisher is not as seamless as some might expect. I could write pages on this topic, but most readers would probably prefer an abbreviated review, so here goes. I like Affinity Publisher. I like it very much. However, I'm not canceling my Adobe subscriptions to make the switch. Why? More than any other reason, I've learned to use Adobe software from years (okay, decades) of use. There is a learning curve when moving to new applications that should be considered. Is it worth retraining



Publisher uses “Assets” rather than “Libraries.”

see Affinity on next page ▶

Affinity (from previous page)

a staff to move from a software that works very well to a new application to save \$69, \$99, or \$300 per month? For some, the answer is “yes.” For others, the cost to li-

cense software is a drop in the bucket compared to other costs.

If Affinity Publisher were a vastly superior product to InDesign, I wouldn't

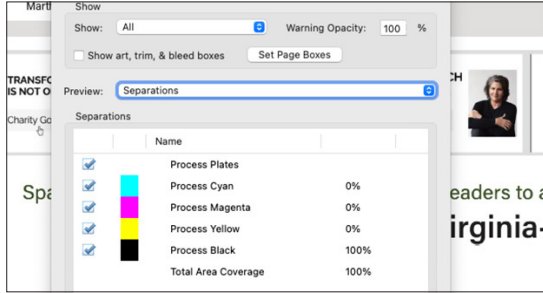
hesitate to switch, much like when many of us switched from Quarkxpress or Pagemaker to InDesign. However, the only advantage of moving to Affinity software is the monthly subscription savings. For some, that's reason enough. I sincerely hope the move works out well for those who make the switch. Heck, it will give more fodder for my future columns, and I always like that.

When I led my first Affinity webinar four years ago, I had more than 200 newspapers

attend. I'm sure some of them have begun using Affinity apps in the years since then. If you're one of those papers that made the switch, please write and let me know how it's going.

Serif, a British software company, developed the Affinity suite of products in

2017. In March 2024, Serif was acquired by Canva, known for its online design platform. Through August 15, 2024, buyers can purchase Affinity software for \$83 (US), half the usual price (\$165 US). A 6-month free trial of Affinity software is available at affinity.serif.com.



In my tests, black ended up on the correct plate when pages were export to PDF from Publisher.



Kevin Slimp is a popular consultant, advisor and trainer in the newspaper industry. From 1997-2018, Kevin directed The Newspaper Institute of The University of Tennessee. He currently serves as CEO of Market Square Publishing and Chief Guru at NewspaperAcademy.com.

Kevin Slimp, "The News Guru"
kevin@kevinslimp.com



There are
28 MILLION
Small Businesses
in the US

Nearly
40%
still do NOT have
a website

NOW is the Perfect Time
to Join Our Website
Reseller Program

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

- **SiteSwan is the Perfect Fit**
SiteSwan websites are affordable, beautifully designed, fully responsive, search engine friendly and only take minutes to build.
- **Complete Web Design Business-in-a-Box**
We're more than just a website builder. We provide everything you need to build a profitable web design business.

Contact us today! www.SiteSwan.com



Ad - Libs

BY JOHN FOUST

Sometimes It's Good To Create A Stir

My wife and I have family friends who told us about their boating experiences in northern Virginia. They had a pontoon boat which was docked at a local lake. During the cold months, they used a device called a dock bubbler to keep the water around the boat from freezing.

As they explained it, a bubbler, also known as a de-icer, features a perforated hose connected to an air compressor, which is placed along the bottom of the lake next to the dock. The hose releases air bubbles that push up warmer water from below, which in turn, creates an area of unfrozen water above the hose.

In simple terms that my non-scientific brain can understand, the water won't freeze when it's constantly in motion while warmer water is circulating.

This talk of dock bubblers and constant motion reminds me of a conversation with Matthew, who oversees an ad team. "We fight against complacency all the time," he said. "Once a salesperson makes a sale and the ads start running on a regular schedule, there might be a tendency to move that client to the back burner. And before you know it, a lot of time can go by without any meaningful contact. During that lapse, there's a good chance that our advertiser is hearing from other media outlets. When that happens, we want our advertiser to remember all the good reasons they are running with us.

"Our solution is to keep things stirred up – in a good way, of course," he explained. "It's all about staying top-of-mind with



advertisers. If we fade into the background after the sale, we're not providing good service."

Let's take a look at two fundamental ways to keep things stirred up:

1. FOCUS ON THE BUSINESS. "The first action step is to continually monitor the results of their ads," Matthew said. "What's working? What could work better? What products are moving? Which ads are resonating with readers? Are competitors changing their messaging?"

"Then it's important to work together to conduct periodic reviews and adjustments. Show your advertiser that you're always thinking about them and how to make their ads more productive.

"And don't wait until the eleventh hour to talk about contract renewals. I've seen that happen, and it's not a pretty picture. It sends the message that we're disorganized or not paying attention. If we're doing our job the right way, contract renewal time usually goes much smoother."

2. FOCUS ON THE PERSON.

Matthew mentioned the old saying: "People won't care how much you know until they know how much you care."

Relationships count. Years ago, I saw a bumper sticker that read, "The best vitamin for making friends is B1." In our world, this could be delivering extra tear sheets to display in store windows – without being asked. And it could be taking time to say "hi" and sincerely ask how their kid's soccer team is doing.

Turn on your customer service bubbler. You'll prevent freeze-ups and keep things moving.

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



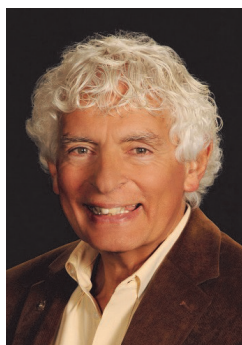
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