

Publish

SEPTEMBER 2024

Promoting Shop Local

THE ASSOCIATION OF COMMUNITY PUBLISHERS

acp



Make An Impression

Publication Printers_{corp.}

Quality Web Printing

pubprinters.com

Publish

PUBLISHED BY
Association of Community
Publishers, Inc.

EXECUTIVE DIRECTOR
Douglas Fry

8119 Circuit Rider Path
Cicero, NY 13039
Office: 877-203-2327

Email: Loren@communitypublishers.com
Douglas@communitypublishers.com
Cassey@communitypublishers.com

ADVERTISING CONTACT
Douglas Fry
Douglas@communitypublishers.com

EDITORIAL CONTACT
Loren Colburn
Loren@communitypublishers.com

DESIGN AND PRODUCTION
Design2Pro
www.design2pro.com

Howard Barbanel
516-860-7440
Email: howard@design2pro.com

Publish is a monthly publication dedicated to covering the people, events and companies that are the community publishing industry.

Nothing may be reprinted in whole or in part without permission of the publisher.

Publish is mailed free of charge to community publications all across North America. Other businesses may subscribe for \$20 annually.

Publish is not responsible for unsolicited manuscripts. All letters and photos received become the property of the publisher.

Cover Photo by:
James Kirkikis



IN THIS SEPTEMBER ISSUE...

- 7 FROM THE TOP by Manuel Karam
MAKING TIME FOR YOUR CUSTOMERS
- 9 THE ONE THING by Douglas Fry
TEACH WITH PATIENCE
- 11 PERSPECTIVE by Loren Colburn
RECOGNIZING SPEED BUMPS
- 13 BUY LOCAL FEATURE by Loren Colburn & ChatGPT 3.5
PROMOTING "BUY LOCAL" IN YOUR COMMUNITY
- 16 BUY LOCAL IMPACTS by AMIBA
**THE LOCAL MULTIPLIER EFFECT: HOW INDEPENDENT LOCAL-
LY OWNED BUSINESSES HELP YOUR COMMUNITY THRIVE**
- 20 **ADDITIONAL RESOURCES**
- 22 A WALK DOWN MEMORY LANE by Joey Young
**JOEL KLAASSEN – A TRUE BELIEVER IN COMMUNITY
PUBLISHING**
- 23 TRAINING by James A. Baker
**8 MANIPULATIVE NEGOTIATION TACTICS AND HOW TO HAN-
DLE THEM.**
- 26 RISING STAR by Payton North
**PRESERVING THE PRESS: EDUCATING YOUTH ON PRINT
NEWS MATTERS NOW MORE THAN EVER**
- 27 AD-LIBS by John Foust
GET PROSPECTS INVOLVED IN YOUR PRESENTATIONS
- 28 GRAPHIC HOOKS by Ellen Hanrahan
COUPON ADS
- 29 **BUSINESS & SERVICE DIRECTORY**

COMING NEXT MONTH

In the October issue of *Publish* will take a look at presidential candidate's stand on small business issues. As always, we will also cover the people, information and issues influencing the community publishing industry.

Struggling to Find Good Graphics Help?

We've Got You Covered!



Is it getting harder and harder to recruit, train, supervise and retain affordable high-quality graphic designers? Get off the frustration train. Simplify your life. Leave the design work to us and use your time for revenue enhancement and editorial improvement.

Try us out for free! We'll produce a few days of your ads and/or editorial pages for absolutely no cost and no risk whatsoever!

Most ads produced the same day! World-class editorial design. We've got you covered from cover to cover all at prices **50-70% less** than in-house and even less than most freelancers.

- 100+ Full-time designers on staff.
- Simple flat-rate pricing with no extras whatsoever.
- Our 20th Year serving the industry.
- 315+ newspapers and magazines designed each week.

- ✓ **FREE** stock photography.
- ✓ **FREE** changes and corrections.
- ✓ **FREE** charts and infographics to embellish your stories.
- ✓ **FREE** unlimited spec ads.
- ✓ **FREE** e-book files.
- ✓ **FREE** posting and uploads to your CMS.
- ✓ **FREE** design of your promotional, marketing and media kit materials.
- ✓ **AND MORE!**

Design2Pro

20th
ANNIVERSARY

Call us today to get started and see how much you can save.

Howard Barbanel, 516-860-7440 • Howard@Design2Pro.com • www.design2pro.com

2024 ASSOCIATION OF COMMUNITY PUBLISHERS BOARD



PRESIDENT
Manuel Karam
Featured Media
1471 Route 15
Avon, NY 14414
manuelk@featuredmedia.com
585-226-8111



PAST PRESIDENT
John Draper
The Free Star
P. O. Box 277
Pipestone, MN 56164
jdraper@pipestonestar.com
507-825-3333



Michael VanStry
Coastal View News
4180 Via Real – Suite F
Carpinteria, CA 93013
News@coastalview.com



FIRST VICE PRESIDENT
Joyce Frericks
Star Publications
522 Sinclair Lewis Avenue
Sauk Centre, MN 56378
joyce@saukherald.com
320-352-6577

AT-LARGE DIRECTORS



Jocelyn Engle
Engle Printing & Publishing Co.
1100 Corporate Blvd.
Lancaster, PA 17552
JREngle@engleonline.com
717-278-1349



SECOND VICE PRESIDENT
Lisa Miller
New Century Press
P. O. Box 28
Rock Rapids, Iowa 51246
lmiller@ncppub.com
712-472-2525



Shane Goodman
Cityview
8101 Birchwood Court, Suite D
Johnston, IA 50131
shane@dmciview.com
515-953-4822

EXECUTIVE DIRECTOR



Douglas Fry
ACP
104 Westland Drive
Columbia, TN 38401
Douglas@communitypublishers.com
877-203-2327



SECRETARY
Farris Robinson
Clay Today
3513 U.S. Hwy 17
Fleming Island, FL 32003
Farris@claytodayonline.com
904-264-3200



Cory Regnier
Citizen Publishing
260 10th Street
Windom, MN 56101
cory@windomnews.com
507-831-3445



Cassey Recore
ACP
8119 Circuit Rider Path
Cicero, NY 13039
Cassey@communitypublishers.com
877-203-2327



TREASURER
Greg Birkett
Dubuque Advertiser
2966 JFK Road
Dubuque, IA 52002
gbirkett@dubuqueadvertiser.com
563-588-0162



Carol Toomey
Action Unlimited
100-1 Domino Drive
Concord, MA 01742
carolaction@aol.com
978-371-2442



Loren Colburn
ACP
7719 Japine Dr.
Liverpool, NY 13090
Loren@communitypublishers.com
877-203-2327

2025-2026 ACP Board of Directors – Officer / Director Nominees

ELECTED POSITIONS

President: Joyce Frericks – Star Publications, Sauk Centre, MN

First Vice President: Lisa Miller – New Century Press, Rock Rapids, IA

Second Vice President: Farris Robinson – Clay Today, Fleming Island, FL

Secretary: John Draper – The Free Star, Pipestone, MN

Treasurer: Greg Birkett – Dubuque Advertiser, Dubuque, IA

EARNED POSITION

Past President: Manuel Karam – Featured Media, Avon, NY



The above nominees are presented for the open ACP Board of Director positions whose 2-year terms will commence on January 1, 2025. The official ballots will be sent via email to the designated contact person at each member publication on Tuesday, October 1, 2024 and must be returned by Friday, October 11, 2024. Election results will be announced no later than Friday, November 1, 2024. ■

TURN YOUR
PUBLICATION
INTO A
**DIGITAL
AGENCY**
FOR \$99/MO

JANUARY SPRING + ACP
Exclusive Partnership

- ✓ Special Pricing
- ✓ Build a Digital Revenue Stream
- ✓ Full Back Office Support
- ✓ Real-Time Reporting
- ✓ Sales Execution

Exclusively available to ACP members, create a digital income source that complements your print services for your customers!

January Spring handles the hard work while you enjoy the benefits. They're your full back office support team, from initial pitches to sales to renewals. Offering group training programs for your team, this enables you to learn alongside peers for maximum support during the training phase.

For ACP members, there's a special offer of a three-way split monthly fee for the first year, minimizing your costs to kickstart your journey.

For more information, call ACP at 877-203-2327 or email office@communitypublishers.com



january spring

FRESH AIR FOR
DIGITAL MARKETING

JanuarySpring.com



UNITING FOR
SUCCESS

communitypublishers.com

MAKING TIME FOR YOUR CUSTOMERS



BY MANUEL KARAM

For many years we've relied on the same bank for our primary checking, line of credit and capital loan needs. The salesperson and our president have a good relationship and we've even partnered with them for a side investment project out of town. Overall, we are happy with their service and are not actively looking to replace them for our banking needs.

The other day our relationship got a shot in the arm. The bank appointed a new president and his first order of business was to visit their "top" customers in the region. Are we a "top" customer? I had no idea, but it was nice of them to think of us that way. We spent time in our conference room discussing what's going on at our company, gave him a tour of our facility and then we went out to lunch. The new president expressed his gratitude for our business many times and shared that he intends to send us more printing work for business cards, envelopes, folders, etc., as they undergo a branding update. Overall, he was a great represen-

tative of his organization, made us feel valued, and deepened our relationship with the offer to do business back with us.

This visit got me thinking, when was the last time we've done something similar with our customers? Have any of you done something like this recently? If you have, I commend you for finding the time while being short-staffed and busy. If you have not, would now be a good time? Many of you are not new to your leadership positions but does it hurt to do a check in at least once a year with your top customers?

I'm not necessarily advocating for a sales call. Perhaps simply taking an interest in what your customer has going on would be all that's necessary. In this age of emails, systems, software, and even AI, it's easy to forget that local relationships drive our businesses. By making the effort to connect with our customers personally, we can strengthen ties and find success together. ■

Somebody once said...

“As consumers we have so much power to change the world by just being careful what we buy.”

Emma Watson

Proud to be the expert media financial valuation resource for the FORBES 400 List of America's Richest People 2015 - 2024

KAMEN & CO. GROUP SERVICES, LLC
Media Appraisers, Accountants, Advisors & Brokers



626 RXR Plaza
Uniondale, New York 11556
Phone: (516) 379-2797
Cell: (516) 242-2857
E-mail: info@kamengroup.com
www.kamengroup.com

Kevin B. Kamen
President/CEO

ACP CONFERENCE TESTIMONIALS

Getting new ideas and learning how other publishers operate is extremely important. The other publishers at ACP events are always willing to share.

It provides a unique opportunity to network with others that do what you do, but don't compete in the same market, AND...every problem you are experiencing has already been solved by someone you will meet at conference.



2024 Norfolk ACP Conference Attendees



Supercharged Local Ads at Scale with AI & Human Touch

We enable you to unlock 1,000s of local display & video ads from you most loyal local SMB advertisers without any effort.



Profitable
from Day 1



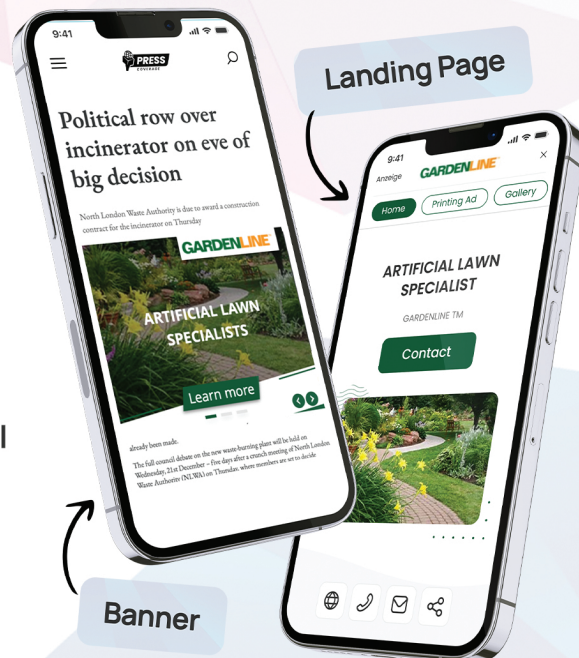
No internal
overhead



Scalable



CPMs of
£15+



Get Your Free Demo: cs@smartico.one

www.smartico.one



BY DOUGLAS FRY

TEACH WITH PATIENCE

at hand at you. It wasn't unusual to have a piece of chalk or an eraser go whizzing past one's ear. Fortunately he was a better mathematician than he was a pitcher. We should have received hazard pay.

Mr. Brattonia was the Russian, Drafting, and Driver's Education teacher. I had him for Driver's Ed. I took the class during summer vacation even though I knew Mr. Brattonia was a harsh task master. His method of correction, as the student driver negotiated the roads, was to punch him or her in the shoulder if they did something he thought wrong.

I watched from the back seat as he punched a girl in the arm because she got too close to the white line. Not being an expert driver I also received my fair share of punches. My parents asked me why it appeared I had turned out for the football team because of all the bruises on my right shoulder. Again, we should have received hazard pay.

Last of all was Mr. Stelson, the World History, Social Studies, and Wrestling coach. His teaching style was "confrontational." If we were discussing the hot topic of the day in class, such as the Watergate scandal, he would always take up the opposite side of an argument. If you couldn't hold your own against Mr. Stelson, he would belittle you to

the point of embarrassment at best and tears at the worst. My older brother and sister had him for Social Studies and warned me about his challenging professorial techniques.

During the course of the school year I learned that he liked the confrontation more than the teaching so one day in class we were discussing the famine happening in sub Saharan Africa. When he said, "Why should I care about someone on another continent not having enough to eat?" I spoke up stating that everyone in the world deserved food, shelter, and safety. He responded telling the class that I was weak and without self preservation instincts. What got into me next was powerful enough that I still remember the words I used, "If you do not respect the basic human rights of every person then you must have a warped sense of values." You could have heard a pin drop. He simply responded by

saying, "It appears we have woken Mr. Fry from his slumber." Maybe he did.

The question is, "Did these techniques help the students learn any faster or better?" The simple answer is "No."

As we work with new people in our organizations do we help them or do we belittle them? When we are working with the new hire in production do we teach them or do we grab the mouse away from them when they don't do what we, with our years of experience, would do? When the new sales rep comes in asking for help with a customer do we tell them we'll handle that customer from then on, essentially jerking the customer away from them?

Take your time with new hires. Be patient with them. Help them understand what you want from them. Give them specific, achievable objectives. Otherwise I have a good mind to punch you in the shoulder. ■

High School was a formative time in my life. I'm pretty sure it was in yours too. I think the things I learned most from my teachers was how NOT to teach a concept to someone. Since we all teach in one way or another it might be instructive to consider a couple of my favorite ways not to teach.

Let's start with Mr. Daniels. He was my instructor in both Algebra and Geometry. He was without a doubt one of the most brilliant people I have ever met. He could write a theorem on the chalkboard using both hands at the same time. His left hand would write the Statements and his right hand would write the Reasons. It was an amazing thing to watch.

But with all that brilliance you had to stay on your guard at all times because you would undoubtedly come up short of his high expectations. If you answered a question incorrectly he would lose patience and literally throw whatever was close



Print's not dead, it's

READ™

Based on national surveys
of 39,977 people
conducted by
Circulation Verification Council

76.7% Report Regularly Reading an ACP Member Publication!



The Association of Community Publishers

For a PDF of this ad you can drop your logo into and run in your publication, contact the ACP Office at: office@communitypublishers.com



Photo Credit: Roman Samborskyi / shutterstock.com

PUBLICATIONS LISTED FOR SALE

KAMEN & CO. GROUP SERVICES, LLC
516-379-2797

info@kamengroup.com

www.kamengroup.com

Need to have your publications financially valued correctly?
Want to sell your title? Contact our firm confidentially.

Southeastern, Michigan well branded weekly broadsheet community paid newspaper with a most attractive Seasonal magazine published in what CNN Money Magazine once called one of the "Best Small Towns to reside in the USA." Printing press and realty associated with title optional.

Trucking free distribution Magazine delivered at rest stops, gas stations, via US Mail and online. Title serves the trucking & heavy equipment and service trades in business since 1966. Great opportunity for growth; Midwest and East Coast saturation.

Kentucky 3,300 weekly paid community newspaper recognized as the "Oldest Newspaper in Kentucky" and rich in content. Adjudicated; loaded with legal advertising and home of Secretariat, Big Red, ninth winner of the Triple Crown.

Kansas weekly paid community newspaper in business 50-plus years and the official newspaper of the county, several towns, school, fire and library districts with little competition. Significant ad lineage; talented staff to remain on if requested.

Georgia Lake Country weekly community paid newspapers and several free distribution glossy magazines within a bustling attractive market. Outstanding growth potential; near major auto, corporate and educational landmarks!

Chicago, Illinois Jewish Home Newspaper. Ownership recently relocated and ceased production. Free mailed distribution with assorted bulk drops at synagogues, kosher butchers and markets.

KAMEN & CO IS PROUD TO BE THE EXPERT MEDIA FINANCIAL RESOURCE FOR FORBES 400 LIST OF AMERICAS RICHEST PEOPLE. 2015-2024



Join an association with successful people who do what you do!



Call us today!
877-203-2327

www.communitypublishers.com/membership

RECOGNIZING SPEED BUMPS!



BY LOREN COLBURN

I got to thinking the other day about all the old school management phrases I have encountered over the years. There were some I incorporated into my management routine and some that I never got comfortable with. Examining the ones that I did embrace was an interesting exercise and one I would recommend for everyone. Think about it, we all have those repeated phrases we use to make a point. They come in all shapes and sizes, all complexities and all areas of business. The people you have worked with for some time can probably help you with that list. Here are a few that I grew up with (and if you ever worked with me, you'll be nodding your head on several):

- Hire people who are smarter than you.
- We need to do more with less.
- Leadership is not a popularity contest.
- Trust, but verify! (thank you Ronald Reagan)
- We're not reinventing the wheel here.
- It's business, not personal.
- People leave managers, not companies.

- If it ain't broke, don't fix it.

Some of those have been useful over the years and some I don't hold very much stock in. What I have found is that none of them are 100% always the right way to go. Knowing when to apply them, and when not to apply them is what differentiates excellent managers from poor managers.

The one I have embraced ever since my early manager days is believing in the dangers of the "we've always done it this way" syndrome. A Google search will quickly convince you that it is thought to be the most dangerous phrase in business! I've always stressed to the people I've managed that it is an invalid reason to support any activity. I would stress the need to focus more on the reason behind what we do, to understand clearly our "why" for doing it and to examine if there are new or different ways to get it done.

By critical analysis of the "why", we can make a solid assessment of if what we are doing is the best way to get to the desired outcome. There may be many times that the current way of doing something is still the best way and there is no reason to change. The important point being for people to understand the true reason that each part of the process was in fact part of the process. The issue really

is more about avoiding the dangerous assumption that things are static in the process, and it will continue to always be the best way to do something. That "why" analysis needs to be a constant part of the culture you create.

My explanation to people centered around building an awareness of all the things in their day that were "speed bumps" to getting things done. To be tuned into that little voice in your head and recognize each time you think, "this is a pain in my butt." I used the analogy of thinking like it was your first day at work – asking yourself why we do something this way. It is like the first time you drive to work and there is a dangerously sharp curve in the road you didn't know was there. You realized you were going a bit too fast into the curve, and it made you quite uncomfortable. By the end of your first couple weeks driving that route to work, you don't even think about that dangerous curve anymore, you are so used to it that it has disappeared. You need to think like it's your first day, aware of those "speed bumps" and "sharp curves". Always asking yourself what could be adjusted or changed to smooth the process.

The last hurdle that each "adjustment" to the process needs to clear is how will it impact the product, customer, reader, other

departments, etc. Changes that make things easier, faster, better for us may not improve things for the other areas of the business and moving the problem or "speed bump" to a new location, doesn't really solve the problem. Having a product that loses value or benefit to your customer because it was easier to produce is never an acceptable outcome.

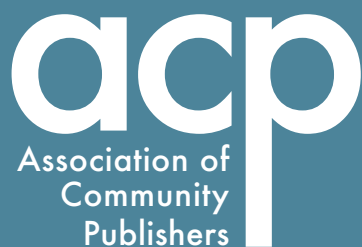
I challenge each one of you to approach work tomorrow like it was your first day and make a mental note of anything you encounter that makes you think "that's a pain in my butt." Then investigate if there is some way or some thing that if adjusted, might make the process better for everyone. The thing you need to make sure of is that it improves things for all components of the business. If it works, you will also be able to send us a note and tell us how reading *Publish* proved the benefits from, "Print's not dead, it's READ!" ■



The center of community publication peer-to-peer networking!



Thursday Discussion Calls
Annual Leadership Retreats
Annual Conference & Trade Show
Join People Doing What You Do!



For More Information: www.communitypublishers.com / 877-203-2327

PROMOTING “BUY LOCAL” IN YOUR COMMUNITY

BY LOREN COLBURN & CHATGPT 3.5

Main Street businesses have had a tougher than normal, uphill battle to maintain market share in recent years. Between the covid pandemic and Amazon’s 247% sales growth to \$575 billion, local merchants often struggle to keep their doors open. Since local merchants are the life blood of community publications, we need to do everything possible to promote the concept and benefits of “buy local” in our markets.

Playing a crucial role in promoting local businesses and encouraging readers to buy locally may be the most important part of maintaining healthy publications. We need to leverage our unique position within the community and our ability to effectively communicate with local residents, to foster support for the local merchants and ultimately the local economy. With the assistance of ChatGPT 3.5, here are some of the unique strengths community publications need to leverage in promoting “buy local” programs within their markets (yes, even artificial intelligence knows how good we are).

COMMUNITY PUBLICATIONS UNIQUE POSITION

- 1. Trust and Credibility:** Community publications are typically regarded as trustworthy sources of information within their communities. They have built credibility over time by accurately reporting local events, information and news. This trust extends to their endorsements and recommendations of local businesses, making readers more inclined to support those businesses.
- 2. Local Expertise and Insight:** Many publications employ jour-

nalists and editors who are familiar with the local landscape. They understand the unique challenges and opportunities faced by local businesses. This local expertise allows them to tailor their coverage and messaging to resonate with their audience, highlighting why buying locally is beneficial.

- 3. Targeted Audience:** Community publications have a targeted audience composed of local residents, business owners, and community leaders. Unlike national or global media outlets, they focus specifically on issues and events that matter to their readership. This targeted approach ensures that messages about supporting local businesses reach those most likely to act upon them.
- 4. Community Connection:** Community papers play a vital role in building and maintaining community connections. They often serve as a forum where residents discuss local issues, share opinions, and celebrate achievements. By promoting local businesses, publications reinforce the idea of community pride and encourage residents to invest in their local economy.
- 5. Multichannel Presence:** In addition to their print editions, many community publications have online platforms and active social media accounts. This multichannel presence allows them to reach a wider audience beyond their traditional readership. They can use digital tools to amplify their messages, engage with readers in real-time, and create interactive content that promotes local businesses effectively.

- 6. Advocacy and Influence:** Community newspapers can use their editorial sections to advocate for local businesses through opinion pieces, editorials, and guest columns. They can highlight the economic, social, and environmental benefits of supporting local businesses, influencing public opinion and policy decisions that impact the local economy.
- 7. Promotional Opportunities:** Community publications offer advertising options that are affordable for small and medium-sized businesses. They can create specialized advertising sections or features dedicated to local businesses, helping them gain visibility and attract customers within the community.
- 8. Education and Awareness:** Community publications are in a unique position to educate their readership about the importance of buying locally through informative articles, interviews with local business owners, and educational campaigns. By explaining the direct benefits of supporting local businesses—such as job creation, community development, and sustainability—they empower consumers to make informed purchasing decisions that consider impacts well beyond convenience and price.

Overall, community publications need to take advantage of your deep roots within the community, your credibility as trusted sources of information, and your targeted messaging to effectively promote the concept of buying from local businesses. By doing so, you contribute to building and maintaining the economic vitality and resilience of your local community.

It's up to us to provide the readers!



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.

Print's not dead, it's

READ™

The next question we have to consider is what specific actions can community publications do to take advantage of these unique strengths in promoting and facilitating a “buy local” mentality within their communities? Again, with the assistance of ChatGPT 3.5, we identified the following 10 activities that your publications can utilize to facilitate readers utilization of local merchants.

WHAT CAN YOUR COMMUNITY PUBLICATION DO?

1. Highlighting Local Success Stories:

- **Inspiration and Aspiration:** By featuring success stories of local businesses, publications can highlight how community support has contributed to their growth and success. This not only celebrates local entrepreneurship but also inspires other businesses to strive for similar achievements.
- **Building Community Pride:** These stories create a sense of pride within the community, encouraging residents to support businesses they see as integral parts of their local identity and economy.

2. Community Profiles and Features:

- **Building Familiarity and Trust:** Regularly profiling local businesses allows publications to showcase their products, services, and the stories of the people behind them. This builds familiarity and trust among residents, who are more likely to support businesses they feel connected to or know more about.
- **Highlighting Unique Offerings:** Publications can spotlight the unique aspects of each business, distinguishing them from larger, non-local competitors and emphasizing the value of supporting local diversity and innovation.

3. Advertising and Promotion:

- **Affordable Reach:** Community publications provide cost-effective advertising options that help local businesses reach a broad local audience. This includes traditional print ads as well as digital advertising through their online platforms.
- **Special Features and Sections:**

Publications can dedicate specific sections or features to local businesses, such as "Local Business Spotlight" or "Shop Local Guide," further enhancing visibility and encouraging patronage. (Make sure you look into last month's Women Run Businesses promotion detailed in Publish Magazine.)

4. Event and Promotion Coverage:

- **Community Engagement:** By covering local events like farmers' markets, craft fairs, or business promotions, your publication can inform residents about opportunities to support local vendors directly.
- **Encouraging Participation:** Coverage encourages community members to participate in these events, fostering a sense of community spirit and reinforcing the economic impact of local support.

5. Educational Articles:

- **Informing Consumers:** Articles that explain the economic benefits of buying locally – such as job creation, environmental sustainability, and community development – educate readers about the broader impact of their consumer choices. According to the American Independent Business Alliance, "on average, 48% of each purchase at local independent businesses was recirculated locally, compared to less than 14% of purchases at chain stores and 1% from online purchases."
- **Empowering Decision-Making:** By providing information, newspapers empower consumers to make informed decisions that align with their values of supporting local businesses.

6. Local Economic Analysis:

- **Informing Public Discourse:** Analysis and commentary on local economic trends underscore the significance of local businesses in driving sustainable economic growth. Small Business Administration (SBA) data shows that small businesses create about 65% of all new jobs.
- **Advocating Support:** This commentary can advocate for policies and practices that support local businesses, influencing public opinion and policy decisions.

7. Editorials and Opinion Pieces:

- **Influencing Public Perception:** Editorials

allow community leaders, business owners, and residents to share perspectives on the benefits and importance of buying locally.

- **Catalyzing Action:** Opinions can inspire readers to rethink their shopping habits and actively choose to support local businesses, contributing to a stronger local economy.
- ### 8. Collaboration with Local Chambers:
- **Amplifying Efforts:** Partnerships with local chambers of commerce or business associations amplify promotional efforts, leveraging combined resources for more impactful campaigns.
 - **Joint Initiatives:** Collaborative campaigns, features, and events strengthen the collective voice advocating for local businesses, enhancing community engagement and support.
- ### 9. Consumer Awareness Campaigns:
- **Promoting Conscious Buying:** Campaigns focused on consumer awareness raise consciousness about the impact of purchasing decisions on the local economy.
 - **Practical Guidance:** Tips and guides on how to identify and support local businesses empower consumers to make intentional choices that benefit their communities.

10. Online and Social Media

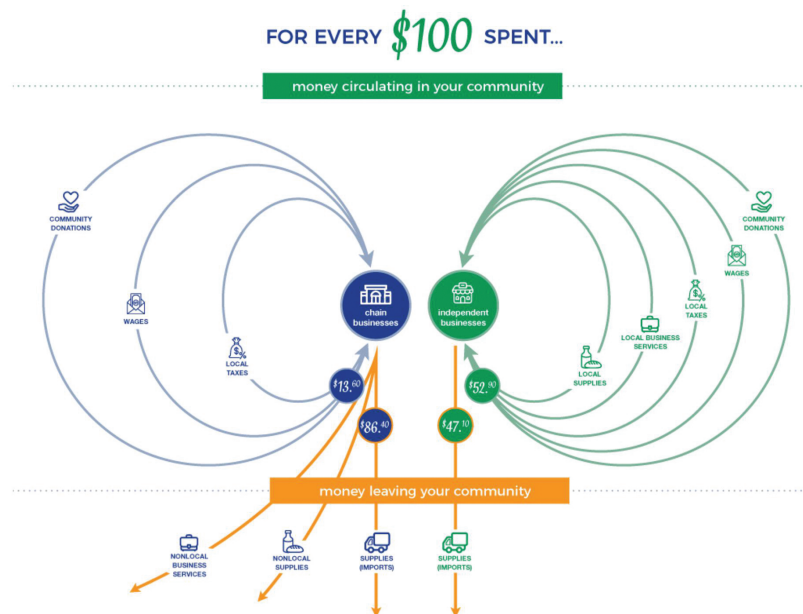
Presence:

- **Extended Reach:** Utilizing online editions and social media channels expands the reach beyond traditional print readership, engaging a wider audience in promoting local businesses.
- **Interactive Engagement:** Multimedia content like videos, live streams, and interactive posts deepen engagement and encourage direct interaction between businesses and consumers.

Through these comprehensive efforts, your publications not only can promote the economic benefits of supporting local businesses but also foster community cohesion and pride, reinforcing the interconnectedness between local commerce and community vitality. I don't think any of us would argue with the fact that healthy local merchants contribute to healthy local publications, something that is important to all of us! ■

THE LOCAL MULTIPLIER EFFECT: HOW INDEPENDENT LOCALLY OWNED BUSINESSES HELP YOUR COMMUNITY THRIVE

PROVIDED WITH PERMISSION FROM AMERICAN INDEPENDENT BUSINESS ALLIANCE (AMIBA)



WHAT DO WE MEAN BY THE LOCAL MULTIPLIER?

The Local Multiplier occurs when you spend your dollars at a locally owned and independent business instead of a chain store or online giant. Your dollars recirculate through your local economy 2-4 times more than money spent at a non-local company. As your dollars move through your community, the money generates more local wealth, charitable contributions, and jobs.

The exact amount of dollars recirculated by locally owned businesses varies by time, place, and industry. The numbers above represent an average of all Local Multiplier retail studies conducted by Civic Economic¹.

WHAT CAUSES THE LOCAL MULTIPLIER TO HAPPEN?

We can thank the actions of independent business owners for the Local Multiplier since they spend more of their revenue locally than chain stores and online giants. “Say you spend money at a local pharmacy,” explains local economist and author Michael Shuman². “Its employees then go to the supermarket, which might buy from a local farmer. The more times and the faster a dollar passes between hands without leakage, the more income, wealth, and jobs in a community.”

WHO MEASURES THE LOCAL MULTIPLIER?

Civic Economics has conducted studies across North America measuring the difference in local economic return between local independents and chain businesses. These studies measure the direct and indirect impacts of spending dollars locally to determine the base level of local economic activity that results from a purchase made at a chain and a local independent business.

Their first study, for the city of Austin, Texas, showed that an independent bookseller and an independent music seller returned more than three times as much money to the local economy as a proposed Borders Books and Music outlet would. Other Civic Economic studies mirrored what was measured in Aus-

tin, showing a much greater Local Multiplier for independent businesses than chains. On average, 52.9 percent of each purchase at local independent businesses is recirculated locally, compared to less than 13.6 percent of purchases at chain stores.

The Institute for Local Self-Reliance³ conducted its own study of the Local Multiplier in several small Maine communities. Their study examined how much of a dollar spent at a local independent store is re-spent in the local area as payroll, goods/services purchased from area businesses, profits spent locally by owners, and as donations to area charities. ISLR's study found that \$100 spent at local independents generated \$45 of local spending, compared to \$14 for a big-box chain.

DIG INTO THE DETAILS

As with many economic impact studies, researchers consider three types of impacts — direct, indirect, and induced.

- A direct impact happens through spending by a business. This spending includes business expenses such as inventory, utilities, and wages.
- An indirect impact measures how much money the first business spends at other area businesses.
- An induced impact includes the spending of income by business owners, employees, and other community members in their local economy. Money received thanks to the spending of that first business.

From Michael Shuman & Kate Poole, "Growing Local Living Economies: A Grassroots Approach to Economic Development" (BALLE, 2012)

The impact of local versus nonlocal spending is demonstrated in the chart below, which traces what happens to \$1,000 spent in an economy made up of local businesses versus one made up of nonlocal businesses. Let's assume that local businesses

spend 60 percent of all receipts locally, whereas nonlocal businesses spend 30 percent of their receipts locally.

In a local business economy, the first "round" of consumer spending leaves \$600 in the economy. This is then spent, again, on local businesses, leaving \$360 in the local economy. So at the end of round two, a total of \$960 has been spent locally.

As we follow this into successive rounds, less and less money stays local. By the end of round six, the first \$1,000 leads to \$1,430 being spent locally. The multiplier from this is thus 1.43.

In the nonlocal economy, the first round of spending leaves \$300, half as much as in the local economy. The second round leaves another \$90, and so forth. By round six, the total spent is a measly \$428. The multiplier is 0.43.

MEASURING THE LOCAL MULTIPLIER IN YOUR COMMUNITY

The Local Multiplier helps Independent Business Alliances (IBAs) make a strong case for their work. A community armed with this powerful local data can use it to make better-informed decisions about where they spend their money. This power includes the spending of citizens as well as local governments and other area institutions.

You may not need to do your own Local Multiplier study since the results are relatively consistent. Awareness of the Local Multiplier Effect has become more mainstream, so your community may already accept these results. However, a Local Multiplier study could be beneficial if you are having trouble making a case for your work.

Carrying out a Local Multiplier study does require a local sponsoring organization to recruit participation from independent storefront retailers. To learn more about working with Civic Economics, download this introduction to the process:

- <https://nebula.usimg.com/3115b84cc24d9bbcb-4301f8c113a4ad1?AccessKeyId=8E410A17553441C49302&disposition=0&alloworigin=1>

USING LOCAL MULTIPLIER DATA

"Local purchasing is the backbone of local economic development and, consequently, one of the first major activities of an Independent Business Alliance," said Shuman. "And the good news is that it's not difficult to do. The more consumers know, the more they choose local. A Shop Indie Local campaign is a terrific way of building public interest and confidence in a larger vision of a healthy, resilient local economy."

With any study conducted for your community, ensure the methodology (the explanation of how the authors figured out the results) is clear. Also, ensure your message is easy to remember. Saying, "independent retailers return more than three times as much money per dollar of sales than chain competitors," is a far more memorable phrase than talking in terms of percentages or comparing \$0.53 to \$0.14.

Another critical point to make when explaining Local Multiplier study results, \$0.53 of each dollar spent at a local independent does not "stay" in the local economy. The Local Multiplier means that local spending generates \$0.53 after additional spending cycles in a local economy (see Dig into the Details section).

You can also add, "buying remotely on the web creates almost no local benefit—just a few minutes work for a delivery person." You can add, "Spending at locally owned businesses generates ripple effects that create more local jobs and wealth." Calculating the added local wealth generated by a 10% shift to local independents is one tactic successfully employed by several communities. Finally, add a link to your study to offer a way for community members

BUY LOCAL IMPACTS

Impact of Economic Multiplier

	Local Business	Nonlocal Business	
Percentage Spent Locally	60%	30%	
Amount Spent	\$1,000	\$1,000	
Amount Spent in the Community			
- After Round 1	\$600	\$300	
- After Round 2	\$360	\$90	
- After Round 3	\$216	\$27	
- After Round 4	\$130	\$8	
- After Round 5	\$78	\$2	
- After Round 6	\$47	\$1	
Cumulative Local Spending			
- After Round 1	\$600	\$300	2.00
- After Round 2	\$960	\$390	2.46
- After Round 3	\$1,176	\$417	2.82
- After Round 4	\$1,306	\$425	3.07
- After Round 5	\$1,383	\$428	3.24
- After Round 6	\$1,430	\$428	3.34

From Michael Shuman & Kate Poole, "Growing Local Living Economies: A Grassroots Approach to Economic Development" (BALLE, 2012)

to dig deeper into the data.

VARIATIONS ON THE THEME

The size of the Local Multiplier Effect varies depending on the type of business. Restaurants and service providers generate a large multiplier because they are labor-intensive and, therefore, more business revenue goes to local payroll.

A 2002 study by Civic Economics analyzed the impact of a proposed Borders bookstore compared to two local bookstores in Austin, Texas. Researchers found that \$100 spent at Borders would circulate \$13 in the Austin economy, while the same \$100 spent at the local bookstores would circulate \$45.

Why the difference? Unlike Borders, the local bookstores had a high-level management team, used local business services, advertised locally, and enjoyed profits locally. The study suggested that every dollar spent at the local store contributed three times the jobs, income effects, and tax benefits to the local economy.

Unless a business sources an exceptionally high percentage of goods locally, most retailers create a more modest multiplier than restaurants. This figure does not mean restaurants are better for economic development than retail. Many retailers have sizable revenue and professional job oppor-

tunities essential to local economies.

It's helpful to be aware of these differences because the mix of businesses involved in a particular study will influence the results of a Local Multiplier study done for your community.

Written with support from the Resilient Local Economies internship program⁴.

MORE RESOURCES

• The Local Multiplier Effect – AMIBA:

- <https://amiba.net/project/local-multiplier-effect/>

STUDIES

• Alaska

- https://amiba.net/wp-content/uploads/2022/12/BuyAlaska_CED_BuyLocalReport.pdf

• Albuquerque, NM

- <https://nebula.usimg.com/b27901326cb9e65b017f31717b6a07a4?AccessKey-Id=8E410A17553441C49302&disposition=0&alloworigin=1>

• Cape Cod, MA

- <https://www.orelanscapecod.org/wp-content/uploads/2020/08/Local-Matters-Local-Impact-Report-2020-Love-Live-Local.pdf>

• Dane County, WI

- <https://danebuylocal.com/wp-content/uploads/2022/12/Dane-County-Indie-Impact-2022.pdf>

• Monadnock Region, NH

- <https://monadnockbuylocal.wordpress.com/wp-content/uploads/2014/11/monadnock-final-indie-impact-study1.pdf>

• Raleigh, NC

- <https://sboplocalraleigh.org/wp-content/uploads/2019/12/SL-Raleigh-Local-Impact-2018.pdf>

• Upper Valley, NH/VT

- <https://vitalcommunities.org/wp-content/uploads/2020/09/Vital-Communities-Indie-Impact-2020-FINAL.pdf>

• Utah Study Series

- <https://nebula.usimg.com/09d4a3747498c7e97b42657484cae80d?AccessKey-Id=8E410A17553441C49302&disposition=0&alloworigin=1>

• British Columbia, Canada

- <https://silkstart.s3.amazonaws.com/967cfe3b-7d18-4a4b-96a2-daf737cf7d2d.pdf>

• Indie Impact Study Series: A National Comparative Survey With The American Booksellers Association

- <https://nebula.usimg.com/89b2ca5bc8a89e0bd2d2a85fdd19aab1?AccessKey-Id=8E410A17553441C49302&disposition=0&alloworigin=1>

• The Civic Economics of Retail – Ten Years of Studies

- <https://nebula.usimg.com/eb1a35cadd85dd440dcba5cb1eba005e?AccessKey-Id=8E410A17553441C49302&disposition=0&alloworigin=1>

• Unfulfilled

- <https://nebula.usimg.com/7b8fb30e9622d83e1abf86f3d1626b6b?AccessKey-Id=8E410A17553441C49302&disposition=0&alloworigin=1>

For more information and resources from the AMIBA, go to: 🏠 www.amiba.net

1 <http://www.civiceconomics.com/indie-impact.html>

2 <https://michaelshuman.com/>

3 <https://ilsr.org/>

4 <https://amiba.net/resilient-local-economies-internship/>



Catalyzing Local Business

Understanding Monopolies

Understanding monopolies is important because they affect your business. This doesn't mean studying anti-trust laws or pouring through the history of monopolies. This simply means understand how they affect your business and learning to recognize the impacts from monopolies. When we understand this, we can catalyze for change.

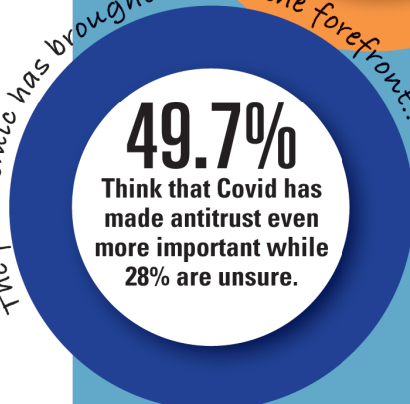
More than 400 businesses from across the country participated in the AMIBA survey to gage current awareness. Many organizations are working to level the playing field for local business along with AMIBA. As the national voice of local business, AMIBA brings genuine insight and your views to the policy table.

This survey is just the beginning of our work. The results are important because they show a serious concern about monopoly power but also a lack of awareness at the same time. That's where AMIBA comes in. Follow us in this journey as we shed light on the power and market control of monopolies, and catalyze local business to respond.

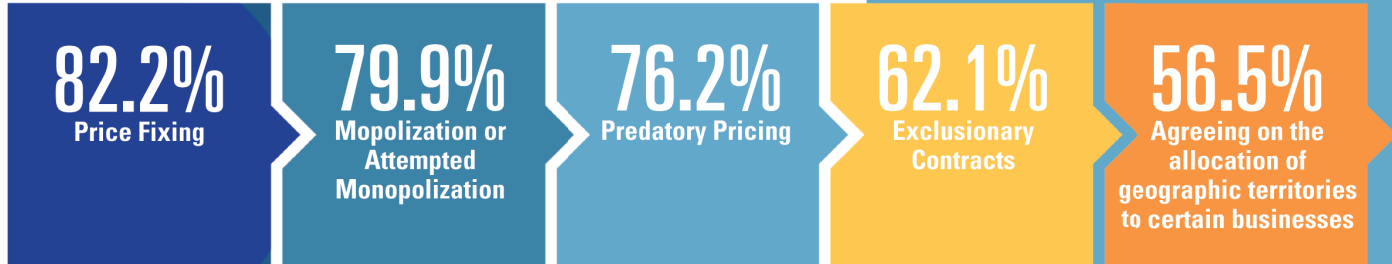
Antitrust laws are important to us...



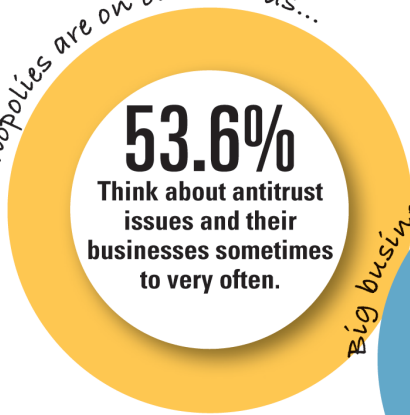
The pandemic has brought this to the forefront...



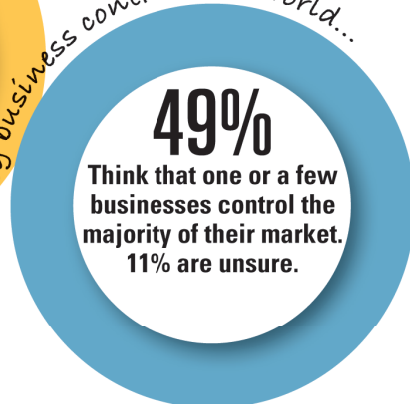
Antitrust violations respondents know about currently:



Monopolies are on our minds...



Big business controls our world...



Catalyzing to take action



Now that you know, what do you do? Join us in this work by subscribing to our Catalyzing Local Business Updates and let us know if you'd like to help. We're thrilled that 37% of respondents said a resounding YES to helping. We hope you will too.

Subscribe

<https://lp.constantcontactpages.com/su/u0MSjtN/WebSignup>

This study was conducted in May 2021 by the American Independent Business Alliance (AMIBA) as part of the Catalyzing Local Business Initiative. For more information, see www.amiba.net.

ADDITIONAL RESOURCES



AMIBA – Independent Business Promotions

2025 Choose Indie Local Campaigns

The American Independent Business Alliance invites businesses to partner with them on campaigns to promote your local independent merchants. From banks and restaurants, their options cover plenty of business types.

🏠 <https://amiba.net/choose-indie-local-campaigns/>



AMIBA – Downloadable Article

Six Common Mistakes That Kill Buy Local Campaigns

By Jeff Milchen and Joe Grafton

This piece reviews what makes some “Buy Local” campaigns survive successfully and others fade away sooner rather than later. Some great tips here to avoid some proven pitfalls.

🏠 <https://amiba.net/wp-content/uploads/2021/02/6-Common-Mistakes-1.pdf>



AMIBA – Website Link

Resource Library

A number of excellent AMIBA resources are available on their website. They run from infographic ads, guides, videos, posters and more. If you are considering promoting local, there is tons of useful material here.

🏠 <https://amiba.net/resources/#myaccount>



Civic Economics – Study Report

Unfulfilled – Amazon and the American Retail Landscape

By American Booksellers Association & Civic Economics

This detailed study offers some eye-opening statistics and information on the economic differences between purchases at Independents vs. chain stores vs. Amazon. Lots of quotable info here to help rally your local businesses.

🏠 <http://www.civiceconomics.com/unfulfilled.html>



Borrell Associates – Research Statistics

Summer 2024 Chart of the Week Series

Sponsored by Adcellerant

These charts offer detailed information from the surveys conducted by Borrell Associates on local business spending on all forms of advertising. There is both good news and bad news to be found here, but it is all worth tracking.

🏠 <https://borrellassociates.com/chart-of-week/>

ADDITIONAL RESOURCES

National Retail Solutions – Blog Article

Can Your Convenience Store Compete Against Chain Stores?

By Marko Georgiev

It's always important to stay informed on a broad range of retail subjects to be able to position yourself as a marketing expert with your advertisers. This article is a good overview for not only convenience stores but many small retail categories.

🏠 <https://nrsplus.com/blog/compete-against-chain-stores/>



American Express – Resource Materials

Show Love. Shop Small

From Small Business Saturday to resources for small businesses, there is some solid support here for small businesses. AmEx brings lots of resources to providing free signage and a weekly newsletter to educate merchants

🏠 <https://www.americanexpress.com/en-us/benefits/shop-small/#aboutshopsmall>



Metro Creative Services – Reference Materials

Monthly Calendar of Events and Promotion Opportunities

This link will provide information to help define prospecting areas for your sales team based on what is going on this month (like National Eye Exam Month), this week (like National Farmers Market Week) or this day (like National Fajita Day).

🏠 <https://mcg.metrocreativeconnection.com/publish/newmcc/calendar.php>



SCORE – Article

Top Trends to Pay Attention to for Business Owners in 2025

This article covers the top trends that small businesses will need to focus on in 2025. Each of these has the potential to make or break business success in the coming year.

🏠 <https://www.score.org/utah/resource/top-trends-pay-attention-business-owners-2025>



Newest addition for your “Advertiser Help Page” Listings

Trib Total Media – Blog Article

9 Creative Tips for a Successful Print Advertising Campaign

By Matt Miller

This article offers some solid advice to print advertisers on ways to make the most from your print advertising. These creative tips are short and to the point so that any advertiser can understand and benefit.

🏠 <https://mediakit.triblive.com/blog/9-creative-tips-for-a-successful-print-advertising-campaign/>



A WALK DOWN MEMORY LANE

INDUSTRY PIONEER

The community publishing industry lost a good friend in June this year. JOEL KLAASSEN, a true pioneer in the print industry died on June 29th in Decatur, GA. His story is one of inspiration and dedication.

JOEL KLAASSEN – A TRUE BELIEVER IN COMMUNITY PUBLISHING

BY JOEY YOUNG



HILLSBORO- Joel Klaassen has been in the print industry pretty much his entire life. He swept floors and helped with the press at the old Hillsboro Star-Journal as a child, helped start a free competitor to the Wichita Eagle called the Wichita Sun that lasted for about two years, and eventually started his own free newspaper in Marion County called the Hillsboro Free Press.

Klaassen, frustrated with the Kansas Press Association and several of their members who didn't like his inclusion as a free publication into their society started looking for alternative groups he could join to be among like-minded individuals which is how he found the Midwest Free Community Newspapers group.

He quickly started attending, vocally appreciating the free conferences and training the group was providing. Despite the over six-hour drive from Hillsboro to Des Moines, IA many times the whole Free Press

staff would accompany Klaassen to conferences.

Never a serious man, Klaassen was constantly telling jokes to staff members and folks he met through MFCP. A saying that is uttered in the Hillsboro office to this day is: "Two heads are better than one, unless one is cabbage," which was a favorite saying of Klaassen's when talking about collaboration on projects.

After several years of attending the conferences and interacting with the many members in MFCP, Klaassen joined the MFCP Board of Directors where he served for over a decade, often driving the furthest each time to participate in board meetings and conferences.

He often touted that the Hillsboro Free Press was the southernmost newspaper in the association and even managed to get a MFCP Board Meeting located in Kansas City so he wouldn't have to drive so far for once.

Klaassen always believed scale and availability made his product the best in his county and through MFCP he found a group of people who believed the same. Many of his favorite memories were from interactions he made at MFCP over the years.

Eventually, Klaassen sold his interest in his company to Joey Young and moved into semi-retirement, often coming to the office four-five times a week anyway. He and Young would travel together to MFCP conferences while they could.

In 2017, Klaassen was diagnosed with a rare brain disease that has robbed him of his mobility and forced him to eventually move to Atlanta, GA where he and his wife, Nancy, can live with their daughter and near better health facilities than he could get in rural Kansas.

Klaassen is a member of the Kansas Newspaper Hall of Fame and a 2021 recipient of the President's Memorial Award for Distinguished Service from MFCP.

By Joey Young who would have interviewed Joel for this project but due to his health he would be unable to respond to the questions. There is much I have missed with this report as it is based on some loose notes I have taken for Hall of Fame inductee presentations and memory. Joel loved MFCP and made it clear to me when I purchased his stake in the company that it was an organization to remain active in. ■



8 MANIPULATIVE NEGOTIATION TACTICS AND HOW TO HANDLE THEM

BY JAMES A. BAKER – FOUNDER, BAKER COMMUNICATIONS

A negotiation tactic, as compared to a negotiation strategy, is a single maneuver to be employed in the heat of battle; a move, countermove or adjustment employed as you work to gain the best possible outcome at any given moment.

Tactics may also be used manipulatively by another party, to move you from a position of safety to a place where you are more vulnerable to attack. As a negotiator, you must be prepared for such tactics at every turn.

Most tactics fall into one of five basic categories: Pressure, Delaying, Manipulative, Power (One-Up) and Collaborative. We will discuss some commonly used tactics, and how to identify and neutralize them to keep the negotiation on the principled track.

PRESSURE TACTICS

1. Deadlines pressure both parties in a negotiation to make choices and ARE USED TO CREATE MOVEMENT. DEADlines may be artificial or real. They can be external deadlines imposed by the other party or internal deadlines within your own organization. *“If I don’t get your order by Friday, I can’t guarantee the delivery you need.”*

- To neutralize the Deadline, test it. Ask questions to see how real and how firm it is. The person setting the deadline is counting on the fact that it’s human nature to believe dead-

lines are real. It is in your best interest to be skeptical. If you decide that the deadline is real, determine where it comes from, whether an extension is possible, and what the consequences would be of missing the deadline.

2. Competition is another powerful pressure tactic. When people are clamoring for the other party’s product, they can charge a more competitive price. When people are clamoring to sell to you, you can generally pay a lower price. The other party can “create” competition by saying, “We’ll have to send this out for bids.” They can also create a sense of competition by talking about previous orders with other companies or about what someone else is doing. *“I like your product, but Acme down the street sells almost the same thing for \$100 less. Can you match that?”*

- To neutralize this tactic, ask questions to find out as much information as possible about what the competition is offering. Is the product the same? Is it of the same quality? What are the payment terms? Are they adding more charges for delivery or packaging?

Be prepared when tactics are used on you by knowing what tactics are, what they look like, and how to diffuse them with this free guide.

DELAY TACTICS

3. The Limited Authority tactic creates a situation where the negotiator cites their limited ability to make a decision, creating a stall in the negotiations. The advantage of using Limited Authority is that it may lower your aspiration level. It also allows time to delay decisions. *“My boss will have to authorize this.”*

- The keys to countering this tactic are finding out who makes decisions and arranging a way to meet with them. It is important, when possible, to start negotiating with the individual who has final authority in order to prevent this tactic from being used. Try to find out what standards are used to determine whether an agreement will be authorized or not.

4. A similar and related tactic, the Missing Person tactic, occurs when the other party acts as if the Missing Person needs to be included in the deal, wouldn’t accept something you’re suggesting, or needs to be consulted on some detail. It’s not that the person you’re talking to wouldn’t like to continue the negotiation, but they say someone else needs to be involved. *“I can’t discuss delivery times because our scheduling manager is out for the rest of the week.”*

TRAINING ARTICLE



- Prior to negotiating, attempt to find out who makes final decisions regarding delivery times, price, payment terms, etc. You can also ask to set up a meeting with that person if the other party attempts to use this tactic.

MANIPULATIVE TACTICS

5. The Moral Appeal tactic is supposed to remind you that the goal of the negotiation is mutual satisfaction. It appeals to your sense of fairness. It includes any statement whose purpose is to get you onto the other party's side. "Let's be fair. You can't expect a firm price with the problems in the economy."

- Explain to the other party that the terms you have agreed to are in each other's best interests. Ask probing questions to find out what will happen to the other party. What is their underlying motivation?

6. Good Guy/Bad Guy - we have all seen this one used on police shows on television. One member of a negotiating team takes an extreme stand or radical position, making excessive demands and refusing to offer reasonable concessions. This tends to intim-

idate you, get you off-balance and lower your aspiration. Then the "Good Guy" comes into the act with conciliatory and soothing comments and a more reasonable offer. Even though the offer may still not be very good in absolute terms, it looks great in comparison to what the "Bad Guy" had to say. Often the natural impulse is to agree.

- Be careful not to be taken in by the Good Guy. While his offer may sound fantastic compared to the Bad Guy's, the terms may still be unacceptable. Find out more about the terms, and see if they are consistent with your objectives.

POWER TACTICS

7. Blanketing is generalizing: saying that everyone's doing it. Kids are experts at this tactic. However, it also appears frequently in business. The objective of the tactic is to create credibility and weaken the other side's position. "How can I continue to buy from you? Everyone else is lowering their prices."

- Use objective criteria to determine just what the correct (fair) provisions of your agreement

should be. For example: industry standards, rate of inflation, or standard profit margin. Also, ask questions to find out what the competition is offering or what deals have been drawn up with other clients. "Who is 'everyone'?"

8. Association is a tactic that may occur in conjunction with Blanketing. Many of the most successful sales people will use this tactic at the beginning of a sales call or a negotiation to enhance their credibility. Also known as "name dropping," this tactic is a popular way of increasing the other party's power in a negotiation. It can be blatant or subtle. It is most effective when true, but can be very manipulative when untrue. "This project reminds me of one I did for B.F. Goodrich."

- Ask the other party probing questions to find out what they did for the other companies. What terms did they agree to? How large was their order? Get as many details as possible about what they've done for them in the past.

With a basic understanding of the types of manipulative tactics and how they work, you can move to neutralize almost anything the other party attempts. Remember to keep working on a principled level and try for a win-win outcome.

Baker Communications offers leading edge training solutions for sales makers and sales managers that will help you address the goals and achieve the outcomes addressed in this article.

For more information about how your organization can achieve immediate and lasting behavior change that will uncover new opportunities, drive revenue, and boost your bottom line go to: <https://www.bakercommunications.com/selling.html>

SALES TRAINING

Available Whenever
Your Salespeople Are!



140 Individual Training Modules

Over 28 hours of sales training on all aspects of the sales process, available free to ACP member's whenever they are ready to learn!



MEMBER BENEFITS TO BUILD YOUR BUSINESS

For more information go to:
<https://www.communitypublishers.com/on-demand-training>



PRESERVING THE PRESS: EDUCATING YOUTH ON PRINT NEWS MATTERS NOW MORE THAN EVER

BY PAYTON NORTH

Each month, the Rising Stars gather on a Zoom call. Topics range from committee updates to discussion on upcoming events, but we always end on a lively discussion surrounding a rotating topic.

On a recent call, we discussed influencer Kelsey Russell teaching media literacy about newspapers and other media publications to people on TikTok. Russell works to teach younger generations through social media why it is important to read print and stay informed. The Rising Stars were asked if there was anything we should be doing to encourage younger generations to pick up newspapers, or where our responsibility as print organizations begins.

We talked about newspapers in education (NEI) programs, and the benefits those could bring. We discussed the potential for publishing companies to go to classrooms, host programs at libraries or local youth organizations, and teach the importance of local news or magazines. We brought up how our respective com-

panies could start TikTok accounts and get into the trends that the younger generations so often begin.

Sadly, every discussion led to something we all lack: resources.

I know my company would love to start an NEI program. Creating a curriculum with teachers that includes our local newspapers in the classrooms would bring our papers to an entirely different audience. It would be a unique opportunity to get feedback from a group who likely have never picked up our newspapers, unless they are checking out the comics page. It would also enforce the importance of media literacy and show students at a young age the benefits of being involved in their own communities.

However, creating a curriculum is hard work. Becoming a liaison between the company and various schools could be time consuming. Setting aside the additional hours to work on a project that we will not necessarily see the benefits of can be hard to justify in the world of “time is money.”

But at what point does the print industry need to take responsibility for what we can control?

There is so much uncertainty in print. Staying stagnant and continuing to do our jobs how they have always been done and using the, “well we just don’t have the resources, we don’t have the manpower,” excuse is not going to cut it anymore. We need to be creative – be nimble – and show our worth. We need to continue to earn our spots in our communities and meet people where they are.

I think the younger generation is ready to embrace the print industry. After all, vinyl records are back. Film photography has had a strong resurgence – especially in wedding photography. Not to mention digital cameras making their return; the camera quality is so much stronger than that of our iPhones.

If these forms of media can re-surge, why can’t print?

Again – I believe the younger generations are ready to embrace the print industry. We just need to show them the way. ■

GET PROSPECTS INVOLVED IN YOUR PRESENTATIONS



BY JOHN FOUST
GREENSBORO, NC

Back in my ad agency days, I remember hearing and reading about the importance of getting prospects involved in sales presentations. At that point in my young career, I had experienced the difficulty of getting – and holding – the other person’s attention in a sales conversation. So I decided to try that strategy in an upcoming sales meeting.

The prospective client was a residential real estate development company which was considering a new logo and print brand identity. They were testing the waters to see if there were any logo ideas that were better than the design they had been using for years. I had worked with them on a few other projects, so they agreed for me to develop something.

My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter tailored to look like the outline of a house. Sure, it seems trite and unmemorable now, but at the time I thought it was a unique concept.

On the day of the presentation, I arrived with the finished logo, a drawing pad, and black and red markers. The finished version stayed in my briefcase, while I handed the pad and the red marker to the prospect. I provided detailed instructions on how to draw the simple letter and roof outline. Then I gave him the black marker and asked him to fill in the other letters of the company’s name. We talked for a minute or two about the simplicity of the design and how it would communicate the nature of their business at a glance.

“ My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter tailored to look like the outline of a house. ”

That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process. I could tell that he had never before seen a presentation like

that. By the time I pulled the completed version of the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.

I wish I could report that my presentation convinced them to buy that new logo. But as it turned out, they kept using their old brand identity and later changed it to something which was designed by a family member. Those things happen.

Even though I lost the sale, I’ve never forgotten that day’s lesson. The things I had heard about getting prospects involved in presentations were right. The key is to get the other person involved physically and mentally. There are a lot of possibilities. You can ask him to find his spec ad on a mocked-up newspaper page. You can ask her to look up something on her computer. Or you can ask the group at the conference table to vote on which testimonial quote to feature first.

Selling and teaching have a lot in common. It’s the old Chinese proverb in action: “I hear and I forget. I see and I remember. I do and I understand.” ■

(c) Copyright 2024 by John Foust. All rights reserved.

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

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 09/2024

As I am sitting here putting this article together, I am reminded of how much technology has played a part in my career choice (which I no longer am a part of). Anyway, lost my internet on Wednesday (it's back!) and now I am dealing with re-establishing connected devices... fortunately it's the scanner and printer that are creating my stress. Thank goodness I need neither of them to develop this page. Still a pain for later today, however! There is also the myriad amount of changes made to my software to review and the strong possibility that we may be moving next year (not a big fan of steps and our 2-story house anymore). What ever happened to that fantasy of sitting in a rocking chair and relaxing during our golden years... myth!

So let's get to the topic at hand. Because of all the technology, it can be easier for almost anyone to create advertising, flyers, brochures... basically anything printed or online to create messaging. While it is easier to create these messages, there is a lack of understanding of the process and the basic fundamentals and principles of how it is perceived—the design process. Let's take a look at a simple coupon ad and how a few minor changes can help take it from "blah" to more effective.

Design or Decorate?

I've seen a number of client-created ads. It usually comes down to design... or decorate. There is a huge difference between these two applications. Design—to conceive, invent, contrive... to form a plan for. Compare that to decorate—to furnish or adorn... embellish, ornament.

Basic understanding of the fundamentals of elements and principles of design are lacking. Not just in client-based ads, but I am constantly aware of the distinction between the design/decorate conundrum as I look at a number of publications... free papers, newspapers, special tabloids, magazines, etc. Many of the ads are merely embellished—artwork or photos added wherever there may be room. Add to this mix some elaborate border and a few fanciful dingbats and you "decorate." The possibility that the message is unclear, even lost in this mix, defeats the purpose of the message.

Graphic design is the art of creating a visual communication and generating a positive response from your reader. Creating original, workable design solutions can be achieved... armed with the knowledge of the elements and principles of design. Design happens, whether planned or unplanned. Design by default or decoration will not generate the planned positive response needed from your audience.

Design elements and principles don't just fall into place; it takes work and dedication to find the information you need about becoming better and more skilled as a designer... about being visually literate and better able to understand and control the nuances that occur within the design of the advertising as well.

Step one: be able to tell the difference between design and decorate.

Subtle Changes are Important

Take a look at Donna's Hair Nook. In the top ad, the large floral-shaped graphic is out of place. It doesn't highlight anything important and actually interferes with the logo of the business. Use a floral shape but have it be a part of the presentation. I gave the floral shape more substance as well to anchor the hairstyle graphic. Underneath, in the 2nd ad, it helps to "punch up" the graphic. There was also more text added to the 2nd ad and using that floral shape (and moving the address from centered to a right-aligned position, we were able to carve out space and still have it unified with the rest of the information.

There were some minor changes in the text sizes as well to keep a more consistent look. Too many changes in text sizes can also create an inconsistency in the overall "readability" of the info as the eye will "bounce" from line to line rather than read the text as a unified block.

"Donna's Hair Nook" has also been centered over the discount information and we moved the graphic closer to the top with the floral shape. The coupon border has been given a slightly "bolder" feel to set it off from other ads on the page.

Celebrating 30 Years of Doing Your Hair Your Way!

Donna's Hair Nook

\$5 OFF
PERM OR HAIR COLOR
WITH COUPON*
*OFF REGULAR PRICE

\$10 Senior Citizen Haircuts
MEN & WOMEN—EVERYDAY!



5555 Washington Street West Bend 555-555-1234
(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)

CUSTOMER APPRECIATION SPECIAL!

Donna's Hair Nook

\$5 OFF
PERM OR HAIR COLOR
WITH COUPON*
*OFF REGULAR PRICE

\$10 Senior Citizen Haircuts
MEN & WOMEN—EVERYDAY!



New customers always welcome

5555 Washington Street West Bend 555-555-1234
(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)

CUSTOMER APPRECIATION SPECIAL!

Donna's Hair Nook

\$5 OFF
PERM OR HAIR COLOR
WITH COUPON*
*OFF REGULAR PRICE

\$10 Senior Citizen Haircuts
MEN & WOMEN—EVERYDAY!



New customers always welcome

5555 Washington Street West Bend 555-555-1234
(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)

I created the color ad to show how I would position the color. The first ad didn't really leave me a lot of choices, and would only add to distracting the reader. The difference between design and decoration can be subtle, but the impact on the reader can make it more memorable. More color does not always equal more attention to the ad, it's a balance between contrast, space and placement of the items within the allotted space. Designing means taking the entire space into consideration to create a unified message. Decorating is a way to fill the "empty" space created by not considering contrast, alignment, repetition and proximity.

Final Thoughts

The underlying structure of any visual communication has to be guided by the designer. Lack of forethought and planning creates its own design, and not in a good way. Try not to fill the void in any advertising space without considering the unity of all the elements and principles you've used.

Until next month!

Community Publications Business and Service Directory

ADVERTISING SERVICES & SOLUTIONS

CREATE. SELL. PROFIT.



METRO
metrocreativeconnection.com

DESIGN SERVICES

SUPER DESIGN & SUPER SAVINGS



Outstanding Creative Page and Ad Design.
Savings of 50-70%! Vs. In-House.

Design2Pro 20th Anniversary

Howard Barbanel / 516-860-7440 / Howard@Design2pro.com

DIRECT RESPONSE PRINT AD PLACEMENT

Instead of running a tired house ad, **increase revenue** with a great looking ad from one of our national or regional brands.

Call to sign up - no charge
860-379-9602 | **MediaBids**
Performance Print Advertising

APPRAISALS & BROKERING

Newspapers
Magazines - Shoppers
Book Publishing

Confidential
Customized - Comprehensive

KAMEN & CO. GROUP SERVICES
516-379-2797 WWW.KAMENGROUP.COM
For more information - see our ad in this issue.

DIGITAL MARKETING

SMALL PUBLISHER BREAKS \$800,000 MARK IN NEW DIGITAL SALES



The story and text message are now LEGENDARY.

A small publisher in the South with three reps partnered with us to grow her digital revenues - the goal was to double their money.

By partnering with our team of digital experts, benchmarks were set, and sales calls were made. What unfolded in about eight months is a testament to B2B collaboration - and the "legendary text" to our Vice President is real.



adcellerant

If they can do it, why not you? Scan the QR code to book a demo.

INDUSTRY COMMUNICATION

Publish
MAGAZINE

Loren Colburn
877-203-2327

Loren@communitypublishers.com

AUDIT & READERSHIP STUDIES



CVC Audits and Readership Studies

Third Party Print & Digital Verification
Increased Exposure to Media Buyers
Learn What Your Readers Want
Call 800-262-6392 or visit www.cvcaudit.com

DIGITAL REVENUE CONCEPTS

START A BUSINESS DIRECTORY WEBSITE

ideal directories

Launch your BIG idea today!

Perfect add-on to your Wedding & Home Improvement Special Sections

www.idealdirectories.com

From the owners of Page Flip Pro & SiteSwan

INTEGRATED SOFTWARE SOLUTIONS

INNOVATION. LONGEVITY. SERVICE.

Find out why our customers call us "the best tech support team" and say "we wish we could contract with SCS to support all our products."



phil@newspapersystem.com
800-568-8006

COMMUNITY PUBLISHING

YOUR MESSAGE HERE!

Douglas Fry

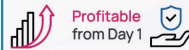
877-203-2327

Douglas@communitypublishers.com

DIGITAL SMART ADS

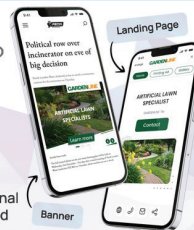


Best digital ads + landing pages for regional advertisers



Profitable from Day 1

No internal overhead



LEGAL ADS

Column

Reduce costs on legals. Outsource affidavits. Delight customers.

www.column.us



CUSTOMER RELATIONSHIP MANAGEMENT

ARE YOUR MEDIA SALES...

HELP YOUR TEAM...



Just floating?



Soar instead.

ASK-CRM ASK-CRM is a newspaper-centric CRM tools to streamline media selling designed to maximize your sales efforts.
robin@ask-crm.com, 301.800.2275, www.ask-crm.com

DIGITAL MARKETING

FRESH AIR FOR DIGITAL MARKETING

WE DO THE SALES & OPERATIONS HEAVY LIFTING

New digital revenue in 90-days

Proven go-to-market approach

3 to 5 x margin

January Spring

MEDIA CONSULTING

Design. Content. Ideas. Software. Training.



Creative Circle MEDIA SOLUTIONS

Providing the knowledge, experience and technology to help publishers grow and thrive!

401-455-1555

www.creativecirclemedia.com

DESIGN SERVICES

ADROITSQUARE

Ad Design - Print/Digital/Video
Pagination/Design/Layout
Turnkey Specialty Publications/Magazines
Prepress Services

ADROITSQUARE.COM
919-653-8160 | hello@adroitsquare.com

DIRECT MAIL AND PRINTING

Direct Mail?

Turn-Key Saturation Direct Mail Programs
• Easy • Fast • Profitable

jeff@ultimateprintsource.com 909-947-5292 x-320

www.UltimatePrintSource.com

MEDIA SELLING SOLUTIONS

SRDS

Part of Adwanded Group

Enhance Your SRDS Profile

Michael Forgash
917-885-9793

michael.forgash@srds.com

Your Go-To Guide for Community Publication Business and Service Support

Community Publications Business and Service Directory

MERCHANT CARD PROCESSING

Payment Processing



MSG PAYMENT SYSTEMS

msgpay.com/publishing

PUBLICATION PLANNING



AdforceX

The first name in publication planning.

- Open issue template.
- Import ad list. Place ads.
- Open in InDesign®.
- Place editorial.
- Have coffee.

info@cognitiveinc.io



PUBLISHING SOFTWARE



THE NEWSPAPER MANAGER

How Publishers Profit

CRM · SALES · PRODUCTION · BILLING
INTEGRATED MARKETING

Ph: 954-332-3204 | KCASKEY@mirbeltechnologies.com

www.newspapermanager.com

PRINTING - FULL SERVICE

We specialize in the art of printing!

Newspapers * Publications * Shoppers
Catalogues * Magazines * Directories * Coupn Books



205 Spring Hill Road, Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com

PUBLICATION PRINTING



Publication Printers^{corp}

Quality Web Printing

pubprinters.com

SOFTWARE SYSTEMS FOR PUBLISHERS

Anygraaf

The choice of the professionals

The versatile software developed by Anygraaf's personnel has altogether over 500 customers: newspapers varying from small local papers to newspapers with more than one hundred editors, printing offices, news agencies, image agencies and book publishers.

www.anygraaf.com

1-240-238-4140

PUBLIC SERVICE PROVIDER



Champion Respect / End Abuse

Get your publications involved today!

media@safesport.org

720-531-0344

PUBLICATIONS PRINTING

Cummings

Publication Printers Since 1914

- | | |
|-------------|--------------------------|
| ✓ MAGAZINES | ✓ GUIDEBOOKS |
| ✓ JOURNALS | ✓ HIGH QUALITY |
| ✓ CATALOGS | ✓ SHORT-RUN PUBLICATIONS |

800-647-0035

CUMMINGSPRINTING.COM

SOFTWARE SYSTEMS FOR PUBLISHERS



Track everything
with sales:
Advertiser emails, Bills,
Marketing, Forecasts and Proofs

303-791-3301
FakeBrains.com

PUBLICATION DELIVERY

VERICAST

DELIVER YOUR PUBLICATION
FOR A FRACTION OF THE COST
OF SOLO MAIL AND EXPAND
YOUR REVENUE POTENTIAL!

VERICAST SAVE DIRECT MAIL
IS THE SOLUTION.

CONTACT US NOW TO SAVE
ON POSTAGE & DRIVE REVENUE!

860-930-7286

david.cesaro@vericast.com



PUBLISHING SOFTWARE

- | | |
|--------------------|----------------------|
| × FULLY INTEGRATED | × DIRECT MAIL |
| × EASY TO USE | × COMMERCIAL BILLING |
| × AFFORDABLE | × GENERAL ACCOUNTING |
| × FREE DEMO | × PAYROLL |



603-323-5077 WWW.MERRSOFT.COM

STRATEGIC MEDIA PARTNER

We
Support
Local
News.

POP MOUNT

www.popmount.com
Danielle 480.298.7937



Still the brightest idea
to build any business!



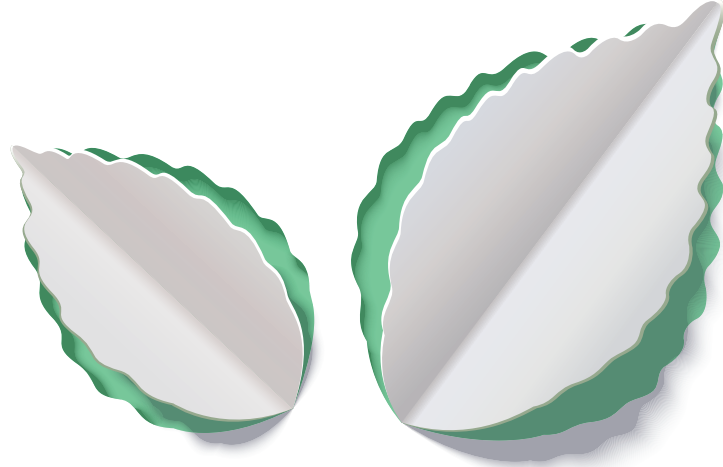
Advertising
In Print Publications



If you believe this message - you should join this association!

www.communitypublishers.com/why-join-acp





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

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.





Publish
8119 Circuit Rider Path
Cicero, NY 13039

Publish is a monthly magazine produced by the Association of Community Publishers.

The mission of *Publish* is to cover the people, companies and events that shape the community media industry - one issue at a time.

Mark Your Calendar Now!

You won't want to miss this celebration!

acp

75

ANNIVERSARY
YEARS

MOBILE
ALABAMA

Conference & Trade Show
September 11-12, 2025