



Community Papers of Michigan

INFORMER

July 2016

mifreeads.com



OUR DATA SPEAKS VOLUMES

The Celebration Continues... July is Free Community Paper Month!

Industry insiders know and recognize the valuable service free community papers provide to readers and advertisers but all too often in the hustle and bustle of today's fast paced world we become so wrapped up in publishing that those important facts get overlooked.

For the benefit of publishers of this valuable service, and for future generations of community paper publishers who will follow, it's important to remind those we serve of our important role in the community.

PaperChain is the common link between all the national, regional and state free community paper organizations which makes it the logical choice to lead the charge to organize a recognition and celebration of our grassroots industry.

The PaperChain members believe the noble mission of Free Community Papers fits perfectly with the national celebration of freedom the United States so proudly enjoys.

The concepts of freedom, liberty and the rights we hold so dear provide the nation's community papers with the perfect backdrop to remind the country of the valuable services we bring to millions of homes each week.

In the spirit of independence and freedom celebrated nationwide every July we need your help to spread the word and demonstrate the reach of our industry. We encourage you do this by joining with other free papers nationwide through a celebration of the Free Community Paper Industry during the entire month of July.

Here are few things PaperChain and MFCP can offer to help you with your

celebration;

Shown below is the Free Community Paper Month Logo. Please use this logo often on your mast head, folios, promotional ads, articles and as fillers throughout your paper leading up to and during

be posted as the creative materials get updated.

We encourage all free paper publishers to put together a prize package for their readers to be able to enter and win locally. It doesn't need to be extravagant, but we know prizes always peak reader interest.

Publishers are asked not to alter the Free Paper Month logo, but please use it often. We encourage you to localize the ad and draw your reader's attention to the important role your paper and staff play in this industry and how this industry stimulates the local and national economy.

We are all so very busy these days but we also encourage you to brainstorm with your staff and find ways to use the month of July to highlight your publication's accomplishments and the many ways your publications help drive and support the local economy.

The 2016 celebration is only as big as you choose to make it. Ask your town fathers, city council and county government to consider taking action on a local proclamation formally recognizing Free Community Paper Month. Suggested proclamation verbiage can also be found at <http://paperchain.org/freepaper-month.html>.

Your paper has made a great investment in your community and this industry. Only you and your staff can help us bring that story alive to your readers in this consolidated industry-wide effort.



the month of July. For original artwork and PDF's of the artwork visit

<http://paperchain.org/freepaper-month.html>

Also shown are sample ads from previous years of the celebration. Check back from time to time as new ads will

To download the artwork for Free Community Paper Month go to:
<http://paperchain.org/freepaper-month.html>

SAVE THE DATE!



TUESDAY **September 13** 2016

CPM's General Membership Meeting - 12:30 PM

Kellogg Hotel & Conference Center - East Lansing, MI

This meeting is FREE to CPM Members.
Lunch will be provided followed by a Roundtable Discussion.

Invitations will be mailed to each voting member of our association.

Please RSVP by Monday, Aug. 15, 2016.

(Once we have a count, we will provide specifics of the meeting to all attendees)

Creative Thoughts For Savvy Publications



By Bob Berting
Berting Communications

In today's newspaper work place, expanding opportunities and challenges are good for creativity. In truth, great ideas are universal and in most cases, the greater the idea, the more universal it could be.

The Size Of The Publication

Does the size of the publication have much to do with the size of the idea? Not much! After all, many times we know the greatest ideas are created by just 2 people working together—the advertising salesperson and the graphic artist. The large publication can provide more resources for people, but size can also mean bureaucracy. For example, many newspaper ad departments are largely open and free with no elaborate offices. The idea is to build your publication without sacrificing your freedom.

The Creative Outlook

Graphic artists at publications should have the right attitude, not a style. This

attitude should be a combination of curiosity and sensitivity. In other words, there must be an instinctive interest and curiosity in the business world as it is... ..and the sensitivity to reflect the world as it is—in their work.



Presentation Prospects

Most advertising sales presentations are heavy with newspaper industry jargon... and sometimes out of date. If the prospective client finds themselves listening to a 30 minute opening, before the actual campaign presentation, they might wish they were listening to another competitor. This opening could involve extensive interviewing of the prospect and asking a laundry list of questions, which is bad, because most companies have a website which will provide most of the information needed.

The critical element of creative advertising

Whether a movie turns out to be good or bad, depends on the director, the cast, the story, the music, and editing.

Successful ad campaigns are strategy, execution, marketing, creativity, graphic art, and copy.... everything is critical. One slip up, one second rate element, and a planned campaign can turn into a probable disappointing flop.

Today's Newspaper Advertiser

Today's advertisers are very knowledgeable. They know advertising, inside and out. They study it in books. They get on the internet constantly, and attend seminars by leading advertising experts. With knowledge comes cynicism. For this reason, campaigns which are designed for the creative satisfaction of the newspaper graphic artist many times do not work...as are campaigns designed to win awards. The customer is looking for results, not overly designed ads.

The Bottom Line

It's not easy to be trusted anymore... you have to get things right, time after time, time after time. In the customer's eyes, you have to be a trusted advisor that tells the story of their business. The reality is that you must be absolutely trusted and absolutely believable.

Bob Berting is a professional speaker, advertising sales trainer and publisher marketing consultant who has conducted over 1500 live seminars, tele-seminars and webinars for newspaper sales staffs, their customers, and print media associations in the U.S. and Canada. His newest offer for the newspaper industry is a package of his two e-books "Dynamic Advertising Sales and Image Power" and "Advanced Selling Skills For The Advertising Sales Pro". Both books can be ordered on his website www.bobberting.com individually for 19.95 or both for 35.00. Contact Bob at bob@bobberting.com or 800-536-5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250.

Common Sense Pays Off

Industry takes note of “self made” publisher who succeeds by following his instincts, instead of jumping on latest trends



Kevin Slimp
The News Guru

Doggone that Joey Young. And doggone that Al Cross, too.

While we’re at it, doggone the managing editor of that daily in Tennessee and the journalist from the metro paper who kept me up last night.

I should have known better. After several long days, punctuated by late-night car shopping for my son who had a “fender bender” two weeks ago, the necessity of a good night’s sleep could not be overstated.

It’s my own fault. After more than 20 years of column-writing, visiting newspapers and sticking my nose in just about every crevice of the journalism world, I should know better than to get online at night when I need sleep.

It started innocently enough, when I shared a blog post by Joey Young, a young (30ish) publisher in Kansas. The post titled “Editor & Publisher Is Starting To Get It: Invest In Your Print Product,”



Joey’s blog is getting a lot of notice on social media and by industry experts.



Joey Young takes great pride in his staff and the products they’ve created in Kansas. His methods are getting a lot of notice throughout the industry.

sounded so much like a column I wrote three weeks ago I couldn’t help but take a peek.

Joey is starting to get noticed, and for good reason. I remember when he came to me three or four years ago at the MFCP Convention in Des Moines and asked if we could spend some time discussing his plan to get into newspaper publishing.

He was convinced others weren’t making smart moves and newspapers could attract a significant number of readers and make a profit, if given the chance. He asked for my advice and he took copious notes.

It’s not unusual for publishers to ask my advice. Over the past year, conventions have begun scheduling “20 Minutes with Kevin” sessions, where I visit one-on-one with publishers who schedule a block of

time. In most cases, time runs out before I get to all the publishers.

At a newspaper convention in South Dakota a couple of months ago, a very successful young publisher, unable to get a spot on the one-on-one schedule, pulled me to the side and asked a very direct question about an important part of his publishing operation.

I take it very seriously when a publisher asks my advice. It’s easiest to give the popular answer. But the popular response isn’t always the best advice.

“I want your advice on something, and I want to know what you really think.” I could tell he had given serious thought about the question before posing it to me.

He asked how much emphasis should be given to the digital side of his newspaper. I could tell he really wanted to know my thoughts.

I paused, making sure I was giving him solid advice, then told him what I would do.

“Then that’s what I’ll do!” he responded.

I take it very seriously when a young or veteran publisher asks my advice. It’s easiest to give the popular answer. But the popular response isn’t always the best advice.

So when Joey Young asked for my help at MFCP, I didn’t take him lightly. Little did I know he would, in just a few years, run multiple successful newspapers, both free and paid. Now I notice groups ask Joey to sit on their panels and speak with his fellow publishers about how he created successful, loved and profitable products.

I won’t spend any more time writing about Joey’s blog, other than to let you know it can be found at newspaperdisruptor.com.

Some won’t like it, so tread carefully. Joey doesn’t have anything to sell you. He will just share what is working so well for him in Kansas.

Now on to Al Cross. After posting a link to Joey’s blog on my blog, I heard from Al Cross, who became familiar with Joey’s rise in the community newspaper world a while back. Most of you know Al, but for those who don’t, he is the director of the Institute for Rural Journalism and Community Issues at the University of Kentucky.

I suppose it’s only natural, since Al and I both grew up in the mountains of Kentucky and Tennessee, we went around several twists and turns during our conversation, agreeing that Joey and his newspapers have a great future. Our thoughts then turned to our news-



Wainwright’s Roger and Peter Holmes

papers closer to home.

With 1:00 a.m. nearing, I summed up my thoughts: “Al, I just care so much about these newspapers.”

I wasn’t surprised by Al’s response, “I care about these newspapers, too.”

Times are a’changin’ in Canada

During a recent trip with my best friend to Western Canada, I was pleasantly surprised to hear from so many newspaper friends who learned I was in the area. In town after town, they welcomed us. A few drove hours to take us to dinner. Some brought gifts of local books, maps and homemade jams and gins.

My old friend, Roger Holmes, is a living newspaper legend in Canada and a graduate of the Newspaper Institute. I could write a dozen columns about his groundbreaking work, including developing the first affordable direct-to-plate system for community newspapers way back before anyone was giving much thought to direct-to-plate.

Not realizing we would be driving through his home of Wainwright, Alberta, we made a stop to

visit his newspaper. Peter, his son and general manager of Star News Publishing, was the first to see us coming through the large windows. He rushed out to meet us, took us through the facility, then called several of the staff together.

“Do you know who this is?” he asked them. “This is the guru of the newspaper industry. This is Kevin Slimp!”

It’s no wonder everyone says Canadians are nice.

I learned I missed Roger because he was in Moose Jaw, looking over the daily paper there, which he had just purchased. He didn’t stop with Moose Jaw, apparently.

Peter explained they had just purchased two dailies, one major weekly, six small community weeklies and a number of specialty products in Alberta and Saskatchewan from one of the large national corporations, allowing these papers to operate locally. He showed me their newest press and we looked over their print products.

It’s no wonder I feel so much enthusiasm concerning our industry. About the time I get discouraged by something that is going on in the world of journalism, it’s time to hit the road and be reminded of the great things taking place in our business.

Joey Young gives us all hope. So does Roger Holmes. So does Peter Holmes. So does the young publisher in South Dakota and the managing editor in Tennessee. It’s becoming increasingly obvious Al Cross and I aren’t the only ones who care.



Al Cross

Register Today!
newspaperinstitute.com
 October 5-8, 2016
 University of Tennessee

Web design is BIG business

...even for small publishers

Introducing:



*Learn how to profit from selling
websites to your advertisers at:
SiteSwan.com*

A typeface chosen for an ad is as important as the right artwork in creating a clear, cohesive and organized ad...

Just my Type



Previously we've looked at terms that are a part of every graphic designer's vocabulary. This month you will see how some of these "terms" work.

Type used correctly is hard work. Here's a challenge—try to create an ad using only type! You have to convey the message relying not on just the words, but the feel of the type to create a "voice."

Many years ago, I was in a session at a Design Conference—*The Art of Typography*. Let me share a few essential type elements:

Tracking provides a way to control the spacing between the letters in a group of letters, a word, or a group of words. In most programs, positive numbers increase the space between the letters and negative numbers decrease the space.

The Art of Typography default tracking

The Art of Typography +30 tracking

The Art of Typography -30 tracking

THE ART OF TYPOGRAPHY uses a lot of tracking to add a little elegance. I chose small caps, but see how the lower case letters would look as well:

The Art of Typography

It really depends on usage. When the letter forms become too hard to read, you've crossed a line because you have tampered

with the legibility of the type which will—repeat after me—impede readability!

Kerning provides a way to adjust the space between a pair of letters to make them visually "fit." I used kerning to adjust the quote marks to fit closer to the period in that last sentence. Here are more common examples:

Travel Water WATER Vote 100%
Travel Water WATER Vote 100%

Had a little trouble with this one because *InDesign* sort of kerns pairs automatically on the fly, so had to take off the kerning. I hate when software programs get smarter! There are some subtle differences, but various typefaces set differently, and the larger the point size, the more obvious these "spaces" become. Try setting some words with your type and see what happens.

Leading (pronounced *ledding*) adjusts the distance between the lines of type—measured from baseline to baseline. Programs usually default to *Auto Leading*, which is based on a percentage of the type size.

For example, this text is 9.5-point *Myriad Pro SemiCondensed Italic*, set with auto leading, which turns out is 11.4 point. Not too bad, but I've chosen 10.25-point leading for my paragraphs, so you see a slight difference between this and the previous paragraph.

But what if I decided to emphasize some words or even a word, like DESIGN (made it 11-point instead of 10), somewhere in the paragraph—well it really messes up my paragraph leading in the first and second lines. You be in charge of the leading... in this case, the computer isn't that smart!

For a professional look, always assign a specific leading to the paragraph. Depending on the typeface, your leading may vary. A typeface with short descenders can have the leading set tighter. If I had my leading set to 9-point, I would write it like this 9/9 (9-point type with 9-points of leading). This paragraph is set this way and as you can see, it's just a little too close for easy reading.

HEADLINE TEXT SET IN ALL CAPS CAN HANDLE TIGHTER LEADING BECAUSE THERE ARE NO DESCENDERS. THE LARGER THE TYPE, THE TIGHTER THE LEADING. THIS IS 9/8, BUT DON'T EVER SET ANYTHING THIS LONG IN ALL CAPS BECAUSE IT'S A PAIN TO READ!

Dashes Whew! Back to normal paragraph styles. OK, there are three types of dashes; **hyphen** used between parts of a compound word or the syllables of a divided word.

En dash a line longer than a hyphen, about the width of the letter N. Used primarily to indicate a length of time.

Em dash about the width of the letter M. Used in a sentence to set off a thought or a change in thought without using a comma or colon.

State-of-the-art hyphen

8:30am-5:30pm En dash

Typography essentials—they're back!

Em dash usage. Sometimes these dashes have a letter space before and after—I add just a little space—I kern them!

Hanging punctuation If you create call outs or pull quotes, you'll want to hang the punctuation for a professional look. The top version is typical; the bottom version shows an understanding of typographic details.

"Hanging punctuation adds a more professional look to your text"

"Hanging punctuation adds a more professional look to your text"

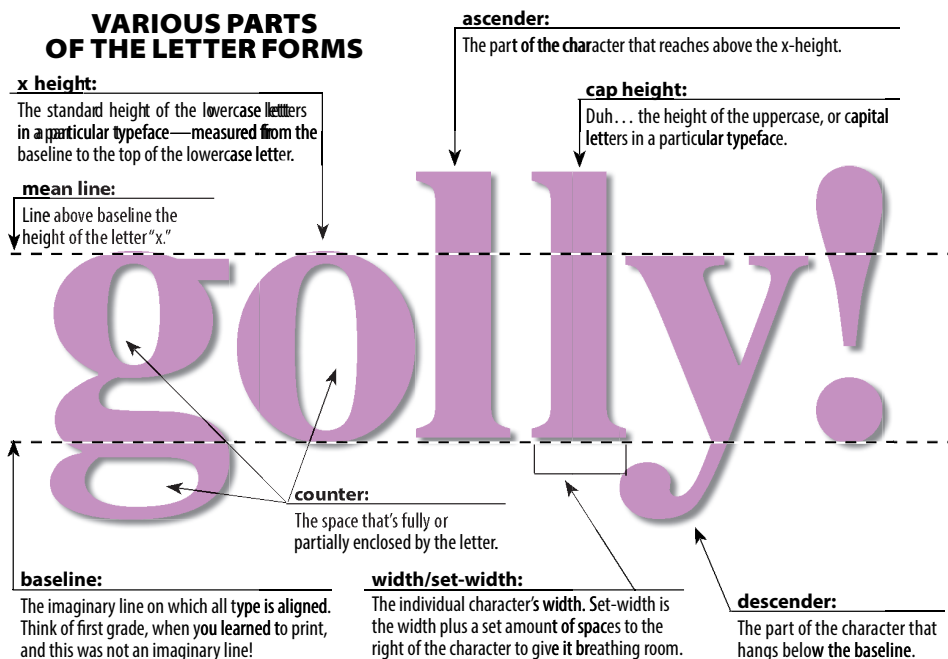
The bottom hanging indent is easily achieved by using the "indent to here" function in either *QuarkXPress* or *InDesign*. Put your cursor after the first quote mark and press **Command-I**.

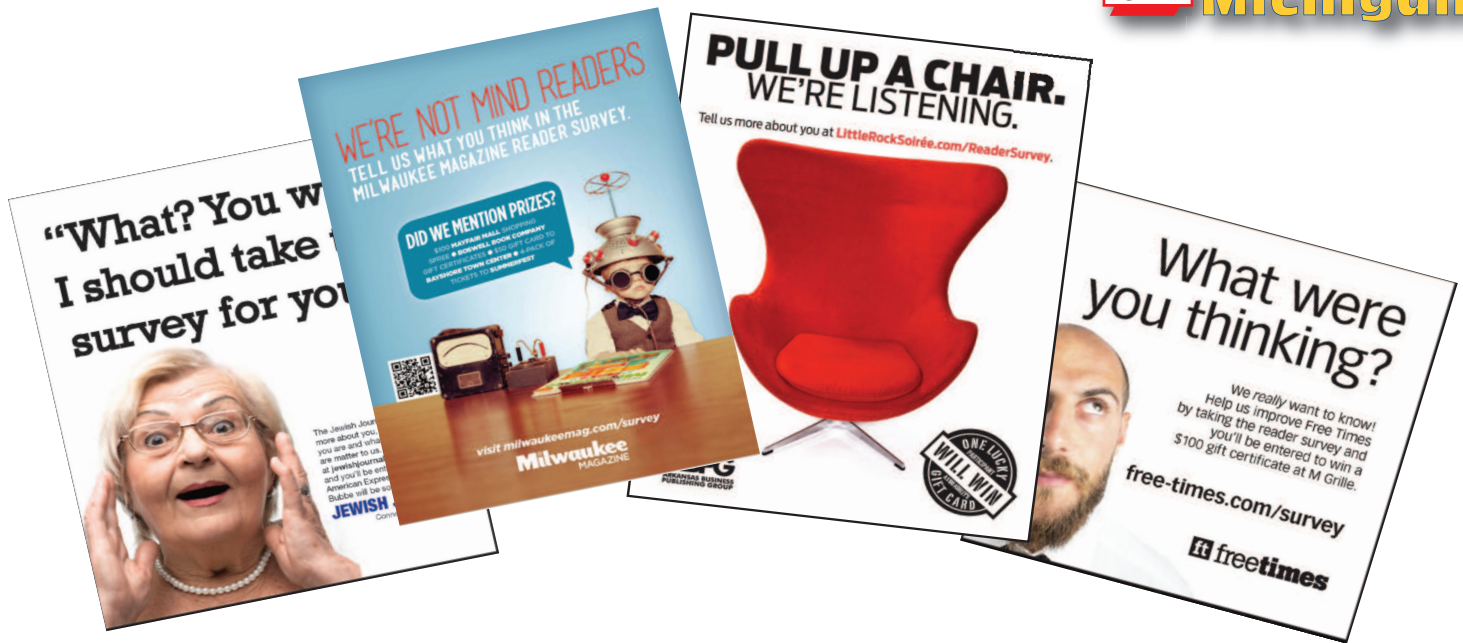
Using type correctly is just part of knowing what we do. While there still is a lot more to learn about the effective use of type, I think you can check that out on your own. There are many books and loads of websites dedicated to typography and design fundamentals.

In the meantime, I will look over information on design elements and principles to help round out some basic design info...

Until next time!

I write for *The Independent Publisher*, *SAPAtoday* and *CPM*. For information, PDFs of articles, or have ideas for design articles, e-mail: hanrahan.in@att.net
Ellen Hanrahan ©2016





Association Members Take advantage of Multi Source Surveys

Publishers across the country are gaining further insights into their customers buying habits by using CVC's phone, online, QR code, email and social media surveys.

Publish space available ads promoting your survey.

Promote the survey on your website, social media and email newsletters.

See a sample survey at:
<https://www.research.net/r/cvc2016>

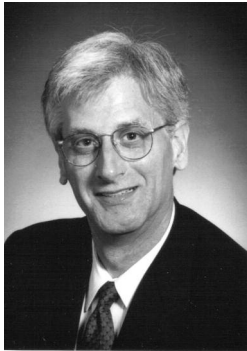
***Our Higher Standards
Give You Better Results!***



OUR DATA SPEAKS VOLUMES

800.262.6392
www.cvcaudit.com

An Alternative To Spec Ads



By John Foust
Raleigh, NC

Gus is an advertiser who has dealt with ad representatives from a variety of media firms. “One thing that a lot of them have in common is that they like to present new ad ideas in the beginning,” he said. “It’s nice that they make the effort to create spec ads, but most of those ideas are way off target. When I point out the reasons why certain ads are not right for me, they seem to lose enthusiasm.

“On the other hand” he said, “one person really stood out from the crowd. Instead of focusing on a spec idea, he put a couple of my recent ads on the table and built his presentation around that. It was a good way to learn about my business and my advertising objectives. He wasn’t judgmental, and he didn’t have a know-it-all attitude. Instead of trying to talk me into buying an idea, he simply helped me see some things that could be done differently. Needless to say, I placed a lot of advertising in his paper.”

That is an interesting alternative, isn’t it? Instead of presenting spec ads which haven’t run yet, why not focus on ads which have already appeared? It can be an effective way to gain information. And as we all know, knowledge is power.



If you try this technique, here are some open-ended questions you can ask:

1. Who were you trying to reach in this ad?

This can lead to a discussion about target audiences and buying styles. Does the ad focus on a specific audience, or does it try to appeal to everyone?

2. What was your main message?

This question can help you understand the advertiser’s products and services – and the relevant features and benefits. Does the objective match the message?

3. What was the thought process in choosing this particular picture?

Is it a stock photograph of a generic group of people? A cutaway diagram of a new product? A photo of the founder of the

company? The answer can reveal where the advertiser turns for new ideas.

4. I notice this ad features a sale. What kind of results did you get?

This opens the door to a discussion about expectations. Along the way, you can ask how they decided to feature that particular deal. Was it based on --market research or a hunch?

5. What kinds of special offers have you made in other ads?

Sometimes the best way to develop a new strategy is to analyze old strategies. For example, have they relied on sales? Do they use coupons? Are the offers seasonal or year round?

6. How long you have run this particular campaign?

This can reveal the advertiser’s willingness to explore change.

7. What kind of help did you have with this ad?

This is a good way to hear about the advertiser’s influencers. You may learn that a different decision maker should be included in future meetings.

Yes, sometimes current ads can create better conversations – and more sales – than spec ads.

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

Your Readers Are A Great Story

Tell Your Story

Media buyers see your publication...But they buy your audience.

Your audience is the compelling story behind your value...Too often that story goes untold.



Before media decision makers buy your audience, they want to know:

- Who are they?
- How do they interact with your product?
- And most importantly...what are they buying?

Cutting Edge Local Research

IFPA members win buying decisions with cutting-edge audience research conducted by a nationally recognized authority Circulation Verification Council (CVC). *

Your IFPA member benefits include a fully funded local research project in your community documenting your audience demographics and purchase intentions for your print and digital products.



Tell your story—the story of your audience and your market—with credible third-party data from source that media buyers accept and understand.

* Included With IFPA Membership

** Elective Option Available To Members

Sell Your Story

You have a great story to TELL... How do you SELL it?

Industry experts through IFPA-branded conferences, workshops, webinars and publications deliver training that is the core of IFPA tradition.

- How often is your team exposed to new techniques and best practices?
- How frequently are those “best practices” monitored and reinforced?
- Are your sales people meeting the goals they’ve set for themselves?

International sales authority Jeffrey Gitomer speaks directly to your sales team issues.

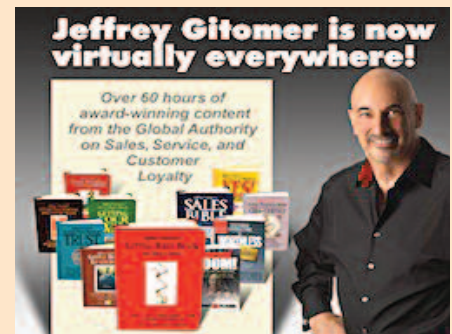
IFPA’s partnership with Gitomer Virtual Training** is an option to make Jeffrey your virtual staff member with 24/7 On Demand access for each member of your team to all Gitomer training material on their desktops, iPads or even iPhones.

His weekly 10 Minute Power Lessons are sales meetings by themselves.

In Gitomer’s words, “Anything they want to learn: Networking, Sales, Questions, Loyalty, Attitude...It’s all there.”

Can your team benefit from the Key Skills and Structured Repetition that Gitomer Virtual Training** delivers?

Contact Bob Munn to schedule a demonstration and free trial, today.



An Alliance of Independent Community Publishers



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