



# Community Papers of Michigan

# INFORMER

August 2016  
mifreeads.com



OUR DATA SPEAKS VOLUMES



## BuyNearby® News

I Buy Nearby Weekend **OCTOBER 1 & 2, 2016**



August 27, 2016

*Five weeks and counting until I Buy Nearby Weekend. Here's What's Happening...*

### I Buy Nearby Weekend Offers \$500 Prize

Let your friends/customers know that one lucky shopper will win \$500 during I Buy Nearby Weekend. All they need to do is post a photo of themselves shopping in Michigan that weekend and supporting their community. To qualify, photos must be posted using the hashtag #ibunearby on Facebook, Twitter or Instagram. The winning photo will be drawn at random on Monday morning. It pays to Buy Nearby and get caught on camera doing it!

### Buy Nearby Coloring Book Ready to Go

Michigan Retailers Association has produced a new Buy Nearby Coloring Book to let children learn about and enjoy the Buy Nearby campaign at home. The Buy Nearby Guy mascot is the main draw. The eight-page booklets will be handed out by BNG at his community visits and are available to retailers to give to customers. If you're interested in obtaining coloring books, please send an email to [buynearbymi@retailers.com](mailto:buynearbymi@retailers.com) and let us know how many and where to send them. Supplies are limited.

### I Buy Nearby Weekend Becomes Facebook Event

We've created a Facebook Event to help celebrate and spread the word about I Buy Nearby Weekend. You can help make it a really big success by inviting all your Facebook friends to the event. The easiest way: go to the Buy Nearby Facebook page and click on "Events." Find the I Buy Nearby Weekend event and click on it. This will take you to the Event page, where more information can be found and you can invite friends and share the event on your own Facebook page. The Invite button is under the event photo.

### Tell Us How You're Making I Buy Nearby Weekend Special

Let us know your plans for October 1 & 2 to make the special weekend even more special for shoppers and we'll help promote your promotions. Send an email to [buynearbymi@retailers.com](mailto:buynearbymi@retailers.com) and we'll use social media to spread the reasons shoppers should visit your community and your store.

### Next Up: Bag Stuffers and Merchandise Tags

Watch for the next bulletin to find out how to order bag stuffers and merchandise tags to use in connection with I Buy Nearby Weekend. And remember, window posters and logos for use in your advertising are available for free download at [buynearbymi.com/retailers](http://buynearbymi.com/retailers). Check out the entire toolkit while you're there.





By Jack Guza  
CPM Executive Director

Summer is quickly fading away and many are looking forward to the beautiful fall weather. Football teams from pee wee leagues to the pros have been suited-up for weeks in preparation of the 2016 season.

The Michigan Retailers Association (MRA) mascot, (Buy Nearby Guy) has been suited-up as well all year, to spread the great message of shopping locally. MRA will again feature their Buy Nearby event with a few new twists this year. The name has morphed into "I Buy Nearby Weekend" and as the name implies, the event will now be conducted over two full days, October 1 & 2, 2016. We have mentioned this initiative in past newsletters and continue to encourage our members to take part in this great Michigan event by featuring special I Buy Nearby Weekend pages or even a special section. We know many of you feature shop local pages and sections at various times throughout the year, and applaud your efforts to spotlight the importance of shopping locally. What sets "I Buy Nearby Weekend" apart is that it was created by the largest and most successful Retailer Association in the country, The Michigan Retailers Association. MRA's huge membership, recently made even larger with the addition of the Michigan Retail Hardware Division, assures you that businesses across the state have received a lot of information regarding the Oct. 1-2 weekend celebration, which will help in your sales efforts. Along with the sheer size of MRA's membership and reach, the association is 100% committed to the I Buy Nearby initiative as it strengthens all Michigan communities.

How large is MRA? The following information is from MRA's website:

**The Michigan Retailers Association is the unified voice of Michigan's retail industry and a trusted resource for all types of businesses. Retailers provide more than 870,000 jobs to Michigan workers and are responsible for 20 percent of Michigan's total economic activity. Michigan Retailers is the nation's largest state retail association. We serve as a valuable and trusted business resource for 5,000 member businesses and their more than 15,000 stores and websites across the state.**

Your publications reach owners, managers and employees of these businesses, as well as their customers. With MRA at the helm of this statewide awareness campaign, demonstrating their dedication and resolve to the success of this effort that will strengthen Michigan, this is one initiative that makes good business sense for CPM's members to support as well. MRA has many photos, stories, stats and information that you can incorporate into your pages and sell local advertising around. CPM's shopping guide as well as our newspaper members are encouraged to participate this and every year. If we have enough participation this year, we would like to feature your special pages or sections on the I Buy Nearby Weekend website. **For photos and copy, reach out to MRA's Tom Scott at: [tscott2@retailers.com](mailto:tscott2@retailers.com)**

**NEW TRAINING MATERIALS WILL BE SENT TO OUR MEMBERS WEEKLY BEGINNING IN SEPTEMBER!**

Thanks to a generous gift from JW Owens, CPM has 101 PowerPoint lessons to share with our members. JW is a community paper industry icon and Association of Free Community Papers (AFCP) Instructor in their TLI (The Learning Institute) program.

Here is some of JW's impressive bio info I want to share so you know a little more about him:

JW Owens has been an owner, manager and leader in the Free Paper Industry for more than 36 years, working and running/overseeing 10 companies (the smallest with 25 employees and the largest 250 employees, and 2 printing plants) and doing all the training. His experience in managing several different free papers (Direct Mail, Home Carrier, Paid / FREE and Niche) in Florida, South Carolina, North Carolina and Georgia provide him with a unique foundation for training free paper and newspaper professionals. JW also does consulting for several companies in the Southeast Region which Organize, motivate and lead sales teams in a wide range of sectors. "Understanding, this is an investment in the Company's Future." Operate incentive schemes that motivate members of their team to reach or exceed sales targets.

These PowerPoint lessons are primarily sales-based and designed for Ad Directors and Publishers to present to their staff members. JW encourages presenters to inject their own experiences into each lesson. These lessons have been featured at AFCP's national conferences during TLI classes. JW provided the information on the facing page outlining why he felt compelled to share his work with our members and other community paper associations across the country, and how to use the lessons. I have thanked JW on behalf of CPM's board of directors and members for his generous gift to our association. We are confident you will find these lessons very useful. Thanks again, JW!

**Good Selling!**  
**Jack**



**J.W. Owens**  
*Advertising Evangelist*



## A Brief Note explaining the Series to members and Friends...

***"My gift to you and  
the industry that I  
love...It is my way to  
give back."***

I call it: **A Perspective 101 Series.** (A perspective is an individual look of an issue.) It has 101 presentations with the entire same look and a professional design.

The files are in 2 formats, PDF and PowerPoint Show, that way you don't need to own PowerPoint program to see it. PowerPoint SHOW is FREE download. Each file is numbered. Some are marked for management.

After 36 years and working and running/overseeing 10 companies (the smallest with 25 employees and the largest 250 employees, and 2 printing plants) and doing all the training, I have put together the best of the best I have done or have shared with others in the past.

"The presentations and slides are made so you can present them yourself. As someone else will not be discussing them with your team, that is your job. The slides are easy for you to follow and you can present them just like an expert. Most of the presentations (on an avg.) are only 6 to 15 slides each.

The Key for you and your management is to use them to create an ongoing discussion with your TEAM and PLEASE... tie in your personal sales experience and your stories (good and bad) of sales. We all remember Stories!

MY FEAR is that we need to make sure that this kind of information gets to the NOT only Publishers, General

Managers or Owners but also to the Sales Managers, Director of Sales and the Management Team. This way it will be included in your sales meetings and on to your sales team.

Soooo...If you receive these presentations always forward to your Management Team. **DON'T KEEP THEM IN YOUR INBOX OR ONLY ON YOUR COMPUTER, USE THEM!**

Remember your TEAM will remember your stories." ...So add your personal touch and stories to the presentation, own it.

I believe this will help small to medium size papers a great deal. There is NO COST... if you use it (Hopefully YOU will), and no strings or any advantage for me, what so ever. Your team will love you and your sales WILL increase.

I just want it to go out little by little weekly and present it, so your team looks forward to it and it is always on your minds to train your people. You can contact J.W. Owens at [results@jwovens.com](mailto:results@jwovens.com)



By Bob Berting  
*Berting Communications*

## The Pro-Principle Advertising Salesperson

In the real world of advertising sales, many publications could fall into these broad categories:

### Sausage Grinder

This publication pushes immediate income and has their salespeople push one time promotions and bring ads in on a crash basis. Their salespeople are perceived as order takers. All activity is on a treadmill and there is a great deal of stress and turn over on the sales staff. The publication lives from week to week.

### Stepping Stone

This publication is obsessed with designing beautiful specialty tabloid covers and ads that are works of art. Since the emphasis is on ultra-creative ad design, there could be a lack of attention to content of campaigns and long range programs. Response to ads could be diminished.

### Pro-Principle

This sales staff is highly trained to be advertising professionals. Their customers are committed to long range programs because they perceive their



salespeople as trusted advisors who want to tell the story of their business in a creative, thoughtful, and purposeful way. The customers are committed to the publication as a major player in their media mix strategy.

### How advertising salespeople can be pro-principle

Primarily they must be believed and trusted in the customer's eyes. They have to be a trusted advisor and counselor, not an interviewer who drones on and on with progressive questioning tactics. They must know Page 2—The Pro-Principle Advertising Salesperson--continued competitive media. How can a contract or long range program be sold to a prospect if the prospect doesn't believe the paper is a key player in their media mix. The pro-principle salesperson has to know the advantages and disadvantages of all competing media and be able to make precise comparisons accordingly.

### Know layout and copy backwards and forwards

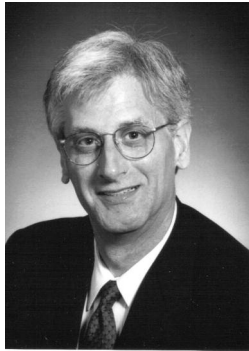
The pro salesperson must be able to explain type faces, headline selection, overall ad design, creative copy, and how the flow of ads are developed into

a strong campaign. They need to get their customers involved in the creative process of their ads by getting them to participate in the design of rough layout sketches to be submitted to the layout artist. In regard to creativity, there might be several meetings to go over a concept, to thoroughly understand, customer needs, and see how their ego will play a part in the process. Patience will win out and the happy ending will be a strong, comprehensive ad campaign... and a very happy customer.

### Sell long range programs

Finally, ask the customer for all the reasons why people buy from them. These reasons can be converted into headings for individual ads in an ongoing program.

*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](http://www.bobberting.com) individually for 19.95 or both for 35.00. Contact Bob at [bob@bobberting.com](mailto:bob@bobberting.com) or 800-536- 5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250.*



By John Foust  
Raleigh, NC

# Setting realistic goals

**Derek placed more ads in the paper than anyone else on the sales team. Low volume clients suddenly increased their expenditures. And large clients started running even bigger ads. Revenue was rolling in.**

Then it all fell apart. First one advertiser, then another, complained about invoicing. Quickly it became evident that Derek had been placing ads in the paper without permission. His scheme worked for a while, because some of his clients didn't check records carefully. At first, the paper rationalized that refunds were a cost of having a high-energy sales person with a poor eye for details. Then they realized that the problem was deeper than that, and eventually had to let him go. Justice prevailed, but that wasn't the end of the story.



The accounting department worked overtime to clean up the mess. And the ad department hired a replacement. But in an inexplicable act of greed and stupidity, the ad manager gave the new person a goal that was ten percent higher than the pre-refund amount generated by Derek. In other words, the new person would have to produce more revenue than a crook.

Although this is an extreme example, it illustrates the fact that some managers need a better understanding of what it takes to set realistic goals. If you are involved in the goal-setting process, here are some points to keep in mind:

## 1. Fairness is in the eye of the beholder.

If a sales person feels a goal is unfair, it is either (1) truly unfair or (2) you need to do a better job of explaining how you arrived at the goal.

## 2. Goals impact morale.

When a person makes progress toward a goal, morale soars and she can be self-motivated to work even harder. On the other hand, when a person finds himself falling short week after week, he can get discouraged and say, "What's the use?"

## 3. Morale is contagious.

Although sales people spend a big part of each day working independently, they are part of a team. When there are problems, they are often likely to talk to each other

than to the boss.

## 4. Consider multiple factors when setting goals.

Across-the-board increases are common, but inherently out of touch with reality. Let's use the ten percent figure at Derek's paper to illustrate. If you're looking for an overall ten percent increase, see that figure as an average. Some accounts could project a five percent increase and others could project 15. It's like the old management saying, "If you're treating everyone the same way, you're treating most of them the wrong way."

## 5. Use the S.M.A.R.T. formula.

This technique has been around for a long time – and it has helped a lot of ad managers set meaningful goals. It represents goals that are (1) Specific, (2) Measurable, (3) Achievable, (4) Relevant, and (5) Time-sensitive. Wise managers get each sales person's input in each area for each account.

Derek's replacement lasted less than a year. With realistic goals, the story could have had a different ending.

*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](mailto:john@johnfoust.com)*

## Local Retailers Embrace Buy Nearby Campaign

*“When we buy nearby, we do more than make a purchase – we invest in our communities.”*

Where Michigan residents spend their shopping dollars matters a great deal to the economic health of themselves, their neighbors, their local communities and the state’s economy.

That’s the message delivered by local business owners and city officials across the state at a series of news conferences led by James P. Hallan, Michigan Retailers Association (MRA) president and CEO. Hallan is using the events to discuss his organization’s Buy Nearby campaign and its upcoming “I Buy Nearby Weekend” celebration on October 1 and 2.

“We know that retail purchases made right here in Michigan have a monumental impact on our state, our communities and our quality of life,” said Hallan.

“It’s why we created the Buy Nearby campaign as an important reminder to shoppers to think before simply pressing the button and sending their dollars out of the state to online companies that haven’t invested in Michigan.”

News conferences have been held at House of Pure Vin, a stylish, new wine shop in the resurging Woodward Avenue retail area of downtown Detroit, and at MercuryHead Gallery, an established gallery and framing shop in the increasingly popular Uptown neighborhood of Grand Rapids.

Others are planned for September in the downtowns of Lansing, Traverse City and Birmingham.



*Thumbs up for Buy Nearby at MercuryHead Gallery in Uptown Grand Rapids. From left, Ben Perrin and Laury Baker of MercuryHead Gallery, Sherri Taylor and Al Maxim of City Antiques, Buy Nearby Guy, Jonathan Klooster of the City of Grand Rapids, Sarah Wepman of Early Bird coffee shop, and Jim Hallan of Michigan Retailers Association. Photo by David Trumpie*

### Woodward Retail

Regina Gaines, co-owner of House of Pure Vin, opened her store last November as part of her vision to get retail back on Woodward. She said continued community support is vital to her store’s ability to create jobs for residents and offer unique experiences for customers.

“We are a community-based business. We can’t put energy back into the community if we don’t have the support of the community,” she said.

She pointed out that House of Pure Vin is part of two important communities – the Woodward corridor in Southeast Michigan and Michigan’s winemaking industry, the latter because her inventory includes quality Michigan wines.

“We’re not only part of the Woodward movement, we’re also part of the Michigan wine community and support the more than 100 wineries in this state,” she said.

### Lifeblood

Richard Rinvelt, a member of the Michigan Grape & Wine Industry Council, said Michigan produces 2.3 million gallons of wine annually, making it the fifth largest wine and grape state in the country.



*Regina Gaines, co-owner of House of Pure Vin in Detroit. Photo by David Trumpie*

He called local retailers such as House of Pure Vin the lifeblood of the industry and said it’s important for consumers to support the industry by buying nearby. “Their purchases support Michigan wineries, Michigan retailers and the Michigan economy, which is a win-win for everyone,” Rinvelt said.

Jill Ford, special advisor to Detroit Mayor Mike Duggan, praised Gaines and hundreds of other retailers setting up shop in Detroit.

“When we buy nearby, we do more than make a purchase – we invest in our communities,” she said.

“When we buy nearby, we make an investment in our families and in our futures.” (Continued on page 7)

## Local Retailers Embrace Buy Nearby Campaign

### Trending Local

In Grand Rapids, MercuryHead Gallery owners Ben Perrin and Laury Baker said the growth of local businesses and number of shoppers in their Uptown neighborhood has been positive for all involved.

“We’ve been here since 1999, and it has been a long road watching this trend of local shopping grow,” said Perrin. “We really value this trend, and it’s programs like Buy Nearby that we value and support.”

Both Perrin and Baker said the community’s retailers not only provide extraordinary service to residents and visitors, they help each other in many ways, including referring customers to neighboring businesses.

“We have developed great personal relationships with our customers. I can’t imagine working somewhere else after this,” Perrin said.

Neighboring retailer Al Maxim, owner of City Antiques, said the new mantra for the area is “Drink Local, Eat Local, Buy Local.”

Co-owner Sherri Taylor said she uses email and social media regularly to remind residents to check out their neighborhood businesses rather than making purchases online from remote merchants.

Jonathan Klooster, Grand Rapids economic development coordinator, said

dedicated retailers and residents who buy nearby are key to a healthy neighborhood.

“I’d like to offer the city’s endorsement and support for the Buy Nearby program,” he said.

“The city has certain tools it can use and we do everything we can to support neighborhood businesses, but the city doesn’t just make it happen. It’s people opening businesses and putting their time and effort into what they do.”

### Economic Impact

Michigan Department of Treasury figures show that retail trade accounted for \$93.7 billion in economic activity in Michigan in fiscal year 2014, the most recent year for the statistic, not counting food and prescription drug purchases. That’s a fifth of the state’s gross domestic product.

A study by Anderson Economic Group in East Lansing found that if all Michigan residents made their purchases in the state, the Michigan economy would grow by more than \$9 billion the first year and create nearly 75,000 new jobs in all sectors of the economy.

MRA launched the Buy Nearby campaign in late 2013 to encourage shoppers to visit nearby retailers, commit to shopping nearby and help Michigan’s growth continue. It’s an ongoing, year-round, feel-good campaign intended to create excitement about the great shopping in Michigan and the advantages of

supporting retailers and communities in Michigan.

The campaign includes the “I Buy Nearby Weekend,” a time for shoppers to explore the great shopping nearby with family and friends and post photos on social media showing themselves supporting their communities and Michigan’s economy.

### \$500 Prize

Retailers across the state are encouraged to offer shoppers special deals and promotions during the weekend. The expanded two-day special shopping weekend, which this year falls on Oct. 1-2, will include a drawing for a \$500 gift card to one lucky shopper who posts a photo of buying nearby with the hashtag #ibuynearby.

The campaign also has produced a new Buy Nearby coloring book for children. MRA is making it available to retailers to give to customers. The Buy Nearby Guy mascot also is giving them away at community events he visits.

Through mid-August, the mascot had made 63 community visits this year and traveled more than 8,000 miles across the state.

All the latest I Buy Nearby Weekend news, tips and materials are at [www.BuyNearbyMI.com](http://www.BuyNearbyMI.com). There’s also an online form to request a visit by Buy Nearby Guy this year or next.



## POSTAL PRICING PROPOSALS COULD BE "GOOD NEWS" FOR FREE PAPER PUBLISHERS



**Donna Hanbery**

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Mailers rarely look forward to Postal Service price adjustments. But the 2017 Postal Service rate adjustment could bring good news for free paper publishers that use Standard Enhanced Carrier Route Saturation Mail to distribute their papers.

For more than three decades, the price structure for Standard Mail has had a piece/pound rate formula. There is a fixed piece rate, up to 3.3 ounces. For pieces heavier than 3.3 ounces, the rate includes the piece rate plus additional postage charges based on the "pound" rate. The actual rate the mailer pays will depend on where mail is entered. For most free paper publishers, and other shared mail programs, mail is drop shipped deep into the system to both achieve the lowest rate, by earning the highest drop ship discount possible, and to better control delivery service. Most free paper publishers, and shared mail programs, work with local advertisers that demand consistent, weekly in-home date delivery

windows for their advertising pieces.

The Saturation Mailers Coalition (SMC) has been working with individual mailers for years to dialog with the Postal Service about our members' concerns on pricing and service, and to advocate for the best rates and service possible. One of SMC's agenda items has been to urge the Postal Service to reduce the pound rate, or to otherwise reduce the price for saturation program mailings, to allow our members to compete more effectively with other print media and to attract and retain advertisers into our mail programs.

SMC, and other leaders in the industry, have shown that as pieces get heavier postal rates have gone up by a significant amount. But postal costs are not similarly increased as package weight increases. In some studies, increases in package weight actually make the mail more efficient, and less costly, to delivery. Most importantly for our members, and the Postal Service in terms of retaining and growing this business, non-postal alternatives, including print products delivered by private carrier or on demand, do not have a high, fixed cost, disadvantage of distribution costs increasing steeply as the weight of the piece increases.

Dialog between Postal Service leaders on marketing, pricing, and costing, has taken place for years. During its July 2016 MTAC meetings, and in discussions SMC has had with Postal Service pricing personnel thereafter, the Postal Service has confirmed that it intends to raise the allowable weight, by increasing the Standard Mail flat piece price weight break, from 3.3 ounces to 4 ounces.

All initial pricing proposals and structure considerations must be considered preliminary, as they are still under consideration and pending before USPS senior leadership and, final prices and

product decisions are within the sole authority of the Postal Board of Governors and approval by the Postal Regulatory Commission. But as your association leader, and a person who tries to be a cheerleader for our members and mail distribution, I would urge all mailed publishers to start thinking about what you could do with .7 more ounces of "space" to sell, at a price that will be at the same piece rate you are paying today, plus whatever annual "CPI" adjustment is imposed in the rate filing to be done at the end of the year. (The present CPI increase is anticipated to be relatively small, around 1%. If postal legislation was passed, considered a long shot by many, this could increase by an additional 2.1%).

For free papers that already have pieces exceeding 3.3 ounces, this price change will be an "instant windfall." But for many free paper publishers, and mailers that have areas or zones that are lighter weight, or have distribution that includes both postal and other distribution methods like private carrier or rack, this pricing change makes Saturation Mail distribution a much more attractive alternative.

In my decades of working with the industry, a chief complaint about postal pricing is how it "punishes" papers and publishers that become more successful. In some markets, the heaviest, most profitable papers, are the first papers to convert to private carrier distribution. In other circumstances, publishers and mailers find that they are turning down opportunities to distribute insert advertising, and pieces that are heavier or on better quality paper stock, for fear of being "overweight." This pricing change gives mailers an exciting opportunity to rethink your marketing and sales opportunities. Publishers and shared mailers may be able to go after advertisers that have done heavier pieces, and different categories of advertisers, with more "real estate" to sell in your package. (Cont. on page 9)



## POSTAL PRICING PROPOSALS COULD BE "GOOD NEWS" FOR FREE PAPER PUBLISHERS (*Continued*)

In announcing the proposed price structure considerations, the Postal Service made it clear that it wants to be more transparent with industry. It is inviting comment and feedback as it does not want unintended consequences or harm to occur by its changes. The USPS wants to make pricing and structure changes that simplify pricing and products, encourage mail retention and growth.

As an association leader, I have been

taking to people at the Postal Service about an increase in the breakpoint, or otherwise lowering the cost for Saturation Mail and/or the cost for heavier pieces, for as long as I can remember. This proposed change in the piece weight break from 3.3 ounces to 4 ounces, without a change in how the pound rate is applied, and without other disruptive changes or increases in the "piece price" is very welcome news! It will help free papers that mail expand their product offerings and increase

circulation coverage.

SMC wants to thank and acknowledge the efforts of Postal Service senior leadership, including Chief Marketing Officer, Jim Cochrane, USPS Vice President of Pricing and Costing, Sharon Owens, and the hard working Pricing and Costing staff that had to run and rerun the numbers to show and support that these adjustments would be beneficial for the Postal Service and its customers.

### UPDATE MON., Aug. 29, 2016

**Dear SMC Members:**

The Postal Service has continued to post updates on its RIBBS/Postal Pro website to show how postage statements will change in 2017 and other structural changes.

For those of you involved in printing or producing multiple products, you may want to check these updates by visiting: <http://pe.usps.gov/PriceChange/Index>

I reviewed the redlined postal statements. They are similar to what I sent our members in the past, and still reflect an increase in the breakpoint of 3.5 ounces for "heavy" letters and to 4 ounces for High/Density/Saturation flats.

One change that may be of interest to all members, is the proposed "name change" of Standard Mail to now be called USPS Marketing Mail.

Any feedback on the draft/proposed documents can be sent to: [productclassification@usps.gov](mailto:productclassification@usps.gov)

I heard today during an industry call that the Postal Service Vice President for Costing and Pricing has announced an intention by the Postal Service to file its rate case with proposed new prices before the end of September. As always, I will share the news and specifics as I receive them.

**Donna Hanbery**

*Executive Director of Saturation  
Mailable Coalition*

*Iris Chyi, John Oliver and hundreds of journalists leave me*

# NO CHOICE



Kevin Slimp  
The News Guru

Iris Chyi, John Oliver and hundreds of journalists leave me no choice but to write this column, and I'm not particularly happy about it.

Those of you who write columns for a living know what I'm talking about. This is one of those days when I woke up not sure what to write. It's not that I lack subject matter. The options are almost endless, and I don't have the inclination or space to cover everything in one column.

## Digital numbers from metro papers

Let's begin four days ago. I received an email from Iris Chyi, Ph.D, faculty member at The University of Texas School of Journalism and author of "Trial and Error: U.S. Newspapers' Digital Struggles toward Inferiority."

Dr. Chyi and I have corresponded over the past few years, primarily comparing notes on studies we've conducted concerning the health of newspapers. She and her colleagues in Texas take a close look at what's going on in the metro newspaper world while I tend to spend more time conducting research among non-metro newspapers, although we share an interest in newspapers of all types and sizes.

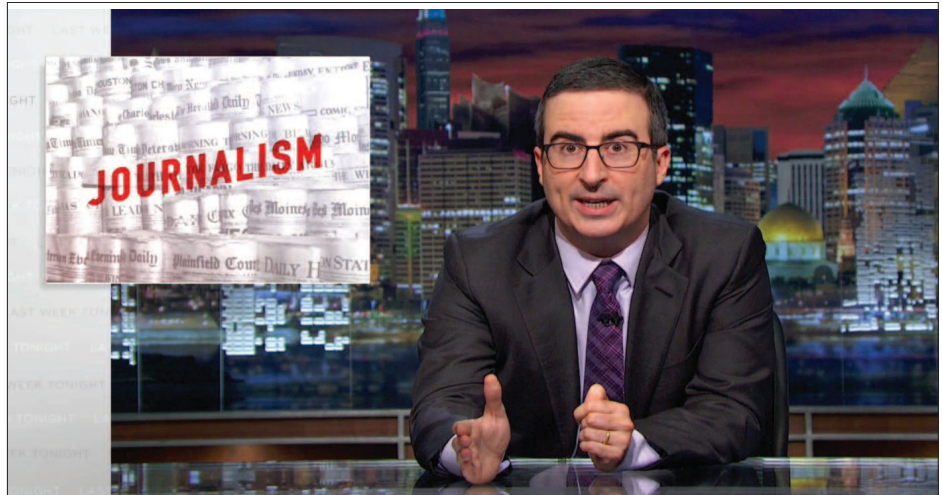


Iris Chyi, PhD.  
University of Texas

Her latest research, based on numbers from 2007 through 2015, covers 51 major metro newspaper in the United States. In her email, she summed up the results when she wrote, "In-market online readership has shown little or no growth since 2007, and more than half of them have seen a decline since 2011."

So when I read a story about the Toronto Star, which just made a (New Orleans) Times-Picayune style announcement that the newspaper will be reallocating resources toward the digital workspace, I say, "Good luck with that."

Then, there's the John Oliver video story. You've surely seen this video many times by now. Like most journalists I've heard from



John Oliver opened a "can of worms" by suggesting newspapers and readers should take responsibility for credible journalism.

concerning the video, my immediate response was, "Yes! Someone outside the newspaper world finally gets it."

I've only had time to watch the 20-minute video twice, so forgive me if I've left out something important, but it seems to me John had three main points: 1) We need newspapers. They're the only source of real journalism left. 2) The revenue model for newspapers isn't working for the big metros any longer. 3) Moving resources and energy to digital (including a concern for "clicks" over "news") has not been, and is not, the answer.

Folks actually wrote to me after watching the video and said they had just subscribed to their local newspapers after seeing it. To me, it seemed like the type of good publicity our industry needs.

All of this brings me to the third topic of the day: David Chavern,

CEO of Newspaper Association of America (not to be confused with National Newspaper Association), being ticked off at Oliver over the video. He had some pretty harsh words for Oliver – Google “NAA” and “John Oliver” to read the details – and the public response to his criticism was both quick and pointed.

On a side note, 15 years ago I was the director of communications for a very large organization. One of my jobs was to make sure 1,200 spokespersons, located in different cities, kept from saying the wrong things in front of cameras.

When Chavern wrote a post Monday on the NAA website, accusing Oliver of “petty insults and stating the obvious,” he set off a flurry of negative responses to his own statement on social media. Someone should have stopped him. Obviously, no one did.

I’ve noticed something that isn’t exclusive to the journalism world. Earlier in the year, while watching presidential debates, I would look at the screen and say, “Do none of these people have communication directors?”

More than likely, they all did. My guess is some of those communications directors told their employers they shouldn’t say certain things, and others were scared to suggest they knew better than their bosses.

The response to John Oliver’s video was overwhelming. Hundreds

## Where have all the readers gone?

*Perhaps the rush from print to digital never actually took place.*

In-market print and online reach, 2007–2015 (%)

State / newspaper	Print reach			Online reach		
	2007	2011	2015	2007	2011	2015
California / The Orange County Register	11	9	8	2	4	3
California / Los Angeles Times	34	29	24	6	8	11
Florida / The News-Press	40	32	27	8	7	6
California / San Jose Mercury News	n/a	39	32	n/a	12	11
New York / Newsday	15	13	10	3	4	4
New York / New York Daily News	29	26	20	3	3	5
Illinois / Chicago Tribune	46	34	33	10	10	12
Washington, DC / The Washington Post	61	54	41	21	21	21
Texas / The Dallas Morning News	41	31	25	8	9	8
Colorado / The Denver Post	51	n/a	31	7	n/a	10
Pennsylvania / The Philadelphia Inquirer	36	27	22	5	7	7
Texas / Houston Chronicle	52	43	32	10	14	10
Illinois / Chicago Sun-Times	n/a	42	23	n/a	7	6
Nevada / Las Vegas Review-Journal	n/a	45	36	n/a	11	11
Florida / Tampa Bay Times	34	34	30	6	6	5
Minnesota / Star Tribune	53	45	42	12	13	13
New Jersey / The Star-Ledger	12	10	7	3	5	6
Ohio / The Plain Dealer	47	40	31	8	13	11
Massachusetts / The Boston Globe	40	29	25	16	20	16
Hawaii / Honolulu Star-Advertiser	62	53	50	11	16	11
Oregon / The Oregonian	54	47	32	10	13	18
Washington / The Seattle Times	44	34	31	14	16	13
Arizona / The Arizona Republic	52	44	33	18	17	16

**This screenshot, taken from Dr. Chyi’s research, indicates online reach of 51 U.S. metros remained relatively steady from 2007-2015, with several showing declines in online reach between 2011-2015.**

of journalists wrote or sent links to the video to me before I had any idea what they were talking about.

A manager at one of the big papers in New York wrote, asking me to write to John Oliver and explain not every newspaper operates the same way. He asked

me to share the data I had collected, showing community publishers are having really good years and print hasn’t been forgotten in the vast majority of newspapers across North America.

For too long, I’m afraid, voices that should have been heard in journalism have stayed quiet in fear of making their stockholders, publishers, deans, clients or whoever angry.

John Oliver was one voice, expressing thoughts shared by thousands of journalists around the world. Sure, he didn’t tell the complete story. That wasn’t his goal. Using humor, he suggested that it’s time to take our responsibilities as journalists and readers seriously. Because, as he so skillfully shared, good journalism is badly needed, and newspapers are the core of good journalism.

I’ve been writing columns aimed at journalists for 22 years. When I write one like this, my first thought is often, “I wonder who I will make mad this time.”

Fortunately it seems, my views are usually shared by many others and, like most journalists, I take that

responsibility seriously. I appreciate the work of Dr. Chyi because it’s not the type of research that lends itself to huge grants from digital companies and foundations. They go more for the shiny stuff. It’s important, however, to be reminded of what is real, and folks like Dr. Chyi and John Oliver did that in August.

*“In-market online readership has shown little or no growth since 2007, and more than half of them have seen a decline since 2011.”*



[newspaperinstitute.com](http://newspaperinstitute.com)

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Over the years, I have collected a fairly large number of typefaces— some of which are not suitable for some of the ads I did, so here are a few of my...

# Fun Fonts



I am working in *InDesign CS6* and I try to stay current with my software, but because I am so used to working one way... and I don't switch to a new version until I'm ready—or forced to! Which was the reason I switched because I had an issue with *LiebeDoni Solid* (it didn't work in the earlier version of my software!) So one little typeface (although it is pretty cool) was the impetus for change.

## Another Upgrade for me?

But now I am trying to decide whether to join the "cloud" users...

Two things: First of all, I'm still trying to figure out *CS6* (every time there is an upgrade, they add new "stuff" and change around locations—I am a creature of habit!) and more importantly, I have to consider the money!

Number two, is it worth it and what will I gain if I upgrade? I am retired from a daily job, and getting my husband to sign off on this becomes a bit critical. By the way, I did get a new computer last November, so it can be done, but this now becomes a monthly expense and I can't just lump this under "miscellaneous" expenses (I understand business owners, it becomes a balancing act).

Also, I tend to use a number of Adobe programs, so I am not just dealing with upgrading one program. Ugh!

The *Adobe Creative Cloud Suite* offers a few improvements for print designers, but the biggest changes benefit digital publication designs. That being said, I have spent my life working in print production, but the future is wide open... EPub, digital publication and PDFs are changing the way we view and design content.

I have seen how a simple web page can be created in *InDesign* and exported as an HTML document (that's big—really big!). But I have to really give this a lot more thought.

## Fun with Glyphs

But, I digress— this was about "fun." So one way that got me to do a whole switcheroo was a font called *Liebe Doni* by *LiebeFonts*. (Both solid and outline are \$49.90 (or \$29.90 each) at [www.myfonts.com](http://www.myfonts.com)) "A contemporary nod to Italian typographic heritage" this unique typeface is perfect for headlines and invitations.

I ran across a free download, but I do have a certain degree of skepticism, however, you can check it out by typing in the font name.

There are many unique typefaces available, but check out John McWade's information on type use at [bamagazine.com](http://bamagazine.com).

The name of the font is *LiebeDoni*, a distinctive typeface with more than 600 glyphs, (swashes, ligatures (two or more characters in combination), alternate settings (five ampersands!) and diacritical marks.

## LiebeDoni Solid and LiebeDoni Outline

The outline font is great for a "Bistro" type of ad, because in the demo, they create outlines and color the individual letters— very distinctive!

So here's a look at some of the swashes...



and other interesting characters & ligatures...



This time we will use *LiebeDoni Outline* to create a festive quality with a variety of colors (the article calls it a "stained glass" look), which is very easy to achieve in *InDesign* using "create outline" under *Type*.



Once you have created the outline, select *Objects > Paths > Release Compound* and you can color any area that you want. Suggestion: Before creating an outline, save the original word in a library or on the desktop—it helps if you have to modify the word(s) and can't remember the type size or any "tweaking" that you may have done.

A few caveats... do not overdo the swash aspect! I know it's hard to choose, but you need to remember to use restraint. Too many swash characters and you impede readability and for gosh sakes, choose your type carefully. This typeface for a tire shop? Not good!

## More Dingbats

When I was browsing on *MyFonts.com*, I ran across another dingbat or picture font that I can use to have simple graphic shapes or art at my disposal. I am not patient when it comes to looking for the appropriate artwork (I get

distracted easily), so if I know I have graphic "backups" that work, I am so good to go! Why do you think I like digital "libraries"? I love to recycle and reuse!

This font is *Milafleur* and it has simple floral and seasonal elements—always helpful in small ads, and I've included some examples...



The Typeface is *CorinthiaROB*, but adding the *Milafleur* dingbat can turn the sentiment into a more "heartfelt" visual.



Make the element larger, add a stroke and drop shadow— so who needs a burst?



Or make it really large!

This dingbat flower is 172 points, create outlines and color in the shapes for instant graphics!

In this case the outlines are not connected, so I created one shape with the pen tool, colored it, rotated it and added a basic feather effect (see color "swatch" next to flower). I then placed all the shapes behind the petals for a "watercolor" effect. It's fast, even works fairly well with the word "Bistro" and now you can save the whole effect to a library for future use.

## More Fun?

Do you have any special typefaces that you think are interesting? If so, send me the names and we can compile a list for future discussion!

Yes, many have a limited use, but when you need to make a "statement" they sure can come in handy!

*Until next time!*

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