



# Community Papers of Michigan

# INFORMER

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OUR DATA SPEAKS VOLUMES

## Kathy Simon Inducted Into the Central Michigan University Journalism Hall of Fame





By Don Rush  
CPM President

# Being the valued asset (for free!)

## *Newspaper sales is about being your customer's 'man on the street'*

This morning, about an hour before our newspaper office opened for business, I was looking at Facebook. I noticed one of my “friends” mentioned a business, who is also one of my ad-buying customers. The original post garnered about 50 responses from people all over my town.

Some of the comments about the business were good, some were not so good. All were valuable, I thought – so, I copied them all (taking out the names of respondents) and with a note, e-mailed them to my customer. To my thinking, this commentary is something my customer can use to help grow their business. They can work on sticky areas, and then promote the new, and improved business.

Unlike most sales jobs, the newspaper ad salesperson does not sell a tangible item. No supplies needed to run a business. No products to sell at a business. The poor newspaper salesperson has nothing to sell except ideas and opportunities. Which is awesome!

The person selling print marketing sells ideas and opportunities, which really means this person is selling him or herself. If you are taking a print sales position, think about that for a second or two. You are selling yourself, just like at your job interview. You are showing (not telling) your customers that you are their marketing consultant and that you are not successful unless they are successful. You are selling yourself by coming to the table with eyes and ears wide open.

For your customer, you are always on the look out for important intel (for those who are not into spy novels, intel is spy-speak for intelligence). Before having a meaningful conversation with a potential customer, you must gather as much information about them as you can. Have you counted and listed their nearby competition? Have you visited their website to find out who they think they are? Have you seen if they have a Facebook page? Have you seen if there are negative reviews about the company on-line?

When you meet with your customer, be ready to be their shoulder to lean on, their man on the street, their marketing consultant. You need to show them empathy, “Gee, it must be tough getting new customers these days since there are 17 other businesses in town that do the same thing as you?”

You listen. You ask questions about them and their business. What are the easy parts, what are the hard parts? Where would they like help? Ask them how they think you can help them. Also, I have found it's good to ask, what the average customer spends per visit. (This is valuable because, with this intel, you can calculate a number of strategies for marketing. More on this strategy in another column sometime in the future - - if I don't forget.)

If they called, wanting to get pricing you can pretty much figure they want what you are offering. Do your research on them. Come to the meeting well informed and with an idea what they can do. Show them what their competition is doing. Give them a plan to separate their

business from their competitors. If you've done your home work, made a nice presentation, you should expect by meeting's close they will agree to what you are proposing.

If you set up the meeting, don't expect a sale at that time. It may happen, but don't expect it. You are sewing the seeds of trust. Don't push it. Also, remember their time is important so don't waste it. At the end, thank the customer and tell them you will get back with them (give them a date and time to agree to) with a plan based on their budget, goals and vision. Shake their hand and leave.

And, then do it! Do what you said you would do. I recommend before the day of that meeting is over, e-mailing the customer to review all that was said to make sure you both are on the same page.

When you meet again you will sell a well thought out plan (not an ad) to them. In other words you are selling so much more than just a box on a page with words inside. Which is even more awesomer than selling yourself because you get a commission with this sale! (Kids, don't try using awesomer at home, school or at work. I am a highly trained word smith, and have accepted the dangers of its usage.) You are helping them to grow their business! You are getting their targeted message to your readers and community. You are communicating with them, you are looking out for them.

You are becoming their valued asset, and it didn't cost them anything!



By Bob Berting  
*Berting Communications*

# The Internal Challenges For The Advertising Sales Team In 2017

**Newspaper publication ad sales can be a tough profession. These salespeople do everything possible to have a positive attitude, be very creative, help their customers in every way possible and really care about the business community they serve. Because of the troubling economy, it's important to focus on improving the performance of the sales team in 2017. Many sales managers will lament about their sales force and their ability to dramatically build sales. The critical problems in most cases is that their salespeople are either not motivated or don't feel they have the expertise to present new packages which involve all the latest bells and whistles of digital audience extension programs.**

## **The power of enthusiasm**

We always like to be around people who truly enjoy what they do. Your customers enjoy working with your advertising

salespeople when they are enthusiastic. Enthusiasm is a sign of belief that people can trust. However enthusiasm should radiate from newspaper management. If these people are low-key, aloof, and too reserved, this could affect the enthusiasm of the entire sales team.

## **Greater self worth is created from self esteem**

This is probably one of the greatest assets of a successful publication sales team. They believe in themselves. Management always has to keep the self-esteem of the sales team at the highest level. This can only be done by respecting the sales force as professionals and constantly working with them to help achieve their goals. Sales management has to instill a good team attitude every day. If he or she is someone who is preoccupied with worry and negative beliefs, this could have a negative effect on the attitudes of their salespeople.

## **Investing in the knowledge of the sales team**

Positive thoughts need to be projected to the sales team every day and this can be helped with the development of a reference library of self-help books, podcasts, and videos. Although a lot of instruction can be obviously gathered on

the internet, it is more apparent to management when they see their salespeople handling the reference materials in person. Also listening to audio CD's while driving between sales calls is an excellent way to develop "spaced repetition" learning.

## **Having more fun in 2017**

Probably the most important way of having fun is the use of humor in advertising. This is powerful and the sales team needs to brainstorm how to effectively create more humor in their customer's ad campaigns. The readership of a publication can be greatly enhanced by the overall strategy of more provocative and clever headlines in the ads. Readers gravitate to that type of advertising because they are intrigued by that approach and want to see what will happen in continuing campaigns, every week.

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*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.*



Kathy Simon and Dirk Milliman

# Kathy Simon Inducted Into the Central Michigan University Journalism Hall of Fame

Submitted by David Clark, Director of Student Publications

Kathy Simon's love of the media business began when she was inspired by Big Rapids High School instructor Virginia French to explore a career in newspapers.

It is her time at Central Michigan University, though, that truly has shaped her life and career.

After deciding to attend Central Michigan University, Simon joined the student newspaper Central Michigan Life in 1977 as a reporter. In 2000, she was appointed Assistant Director of Student Media. Simon is the adviser to the student business side of Central Michigan Life, growing the students' professional skills while producing revenue to fund the organization.

Almost four decades after Simon first made her impact at CMU, the university honored her contributions to the industry and the student media program that first inspired her.

On Nov. 12, 2016, Simon was inducted into the Central Michigan University Journalism Hall of Fame. About 200

students, faculty and alumni gathered at the Courtyard Mount Pleasant at Central Michigan University to recognize the inductees for their outstanding dedication to upholding the ethics and standards modeled by Central Michigan University.

The four honorees were:

• **Kathy Simon**, Central Michigan Life's advertising department adviser and the Assistant Director of Student Media at CMU.

• **John M. McDonald**, who recently retired from American Airlines as its vice president of corporate communications and public affairs. The Journalism Department also recognized its "Young Journalist of the Year," Jake May, chief photojournalist at The Flint Journal.

Central Michigan University Journalism Hall of Fame was created in 2002 by the Journalism Alumni Board, the Journalism Department's faculty and



L-R Jim Hughes, Kathy Simon, John Gonzalez, John M. McDonald

• **John Gonzalez**, statewide entertainment and travel reporter for MLive Media Group and the creator of the company's "Michigan's Best" series.

• **Jim Hughes**, Executive Director of CATCH (Caring Athletes Team for Children's & Henry Ford Hospitals) which is commonly referred to as Sparky Anderson's charity for children.

the College of Communication and Fine Arts to honor the tireless efforts of alumni and faculty. Inclusion in the hall is open to alumni and faculty who have made a difference in the world, who have remained true to the ethics and expectations modeled at CMU, and who have shown outstanding dedication to the communities they serve. (Continued on page 5)



"I am humbled by this honor," Simon said. "It is very rewarding to be recognized among so many talented individuals who have come through the Central Michigan University journalism program. I am especially thankful to the alumni who wrote letters of support and who have helped make Central Michigan Life the best media company in the country. I'm extremely proud of the program we have built together."

In the late 1970s, surrounded by talented reporters and photographers, Simon found her niche was advertising. She spent the next three years in Anspach Basement working as an advertising representative and manager.

In 1981, Simon became an advertising account representative at the Grand Rapids Press before moving on to the San Jose Mercury News in 1984. She joined McClatchy Newspapers in 1986, serving as Advertising Manager and Sales & Marketing Director for the Gilroy Dispatch, Hollister Freelance and Morgan Hill Times. She was also a

board member for CNAEA - California Newspaper Advertising and Executives Association from 1991-1994.

In 1995, she accepted a management position with Central Michigan Newspapers. During her five years with CMN, Simon managed the advertising staff of the Morning Sun and served as Marketing Director overseeing sales teams in Cadillac, Midland, Gladwin, Clare, Mount Pleasant, Alma and St. Johns.

What was once merely selling advertising on the pages of CM Life when she returned to CMU in 2000, has grown to a complete media and marketing services company. Under her guidance the business side has grown from 8 students to 80. Student account strategists now work with clients to create campaigns utilizing print, digital, outdoor, event marketing and social media strategies.

Under Simon's direction, CM Life has earned a reputation as one of the most innovative student media companies in

the nation, being named College Media Company of the year in 2014, 2015 and 2016.

"The business of student media has become a complex mix of navigating traditional avenues such as a print advertising, soliciting university support and creating new avenues for growth based on the students' skill sets," said David Clark, CMU's Director of Student Media. "I'm lucky to work with a visionary like Kathy. She is an inspiring person to be around. Her creativity and spirit both push and fuel our students to reach beyond themselves."

Kathy spends all free moments with her children – Jaclyn, Jessica and Jacob – and snuggling her granddaughters, Fifi and Izzi.

**CMU**  
CENTRAL MICHIGAN  
UNIVERSITY



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## THE FUTURE OF POSTAL RATES?

### PRC Begins First Broad Review of Postal Rate Making System

- 45 day notice before the implementation of rate adjustments
- Expedited rate changes due to extraordinary or exceptional circumstances
- Class level application of the annual limitation
- The rounding of rates and fees
- The use of unused rate authority
- Work sharing discounts

The Commission Order provides that stakeholder comments are due by March 20, 2017. In addition to soliciting comments on how the current system is meeting the objectives under the law, the Commission invited commentors to suggest modifications that should be made to the system, or propose any alternative system that should be adopted to achieve the objectives of the law. This invitation for ideas about changes or a "future" or "different" system, was a surprise to some postal watchers that had not anticipated this invitation for new ideas and proposals in the initial rate review proceeding. Once comments are submitted, in March, 2017, there will be no opportunity for a reply or comment on the submissions or suggestions of other parties. The Commission's opinion is expected sometime in the fall and, as noted, this could start another round of rule making proceedings with its own initial comment, and likely reply comment, periods that are customary in formal rule making proceedings.

To assist postal stakeholders in submitting comments that would help the Commission focus on the objectives of the law, the Commission Order listed the nine objectives of rate making under the 2006 law and provided a preliminary definition for each objective, as well as potential methods for measuring whether the objectives were being achieved. The Commission Order invites participants to comment on the definition and the metrics

for measurement if commentors have different views or alternative metrics to suggest. The Commission also opened the door to commentors to suggest if the Commission's Order and "proposed framework is not appropriate for the review" or to suggest a different or better framework to be used for the review and how to measure the achievement of the objectives in the alternative framework". It is anticipated that most stakeholders will not quibble with or challenge the Commission's framework for the proceeding, but will be exploring ways that individual stakeholders, and perhaps industry coalitions, could work together to submit comments.

The nine objectives established in PAEA, and subject to the rate making review, are as follows:

- To maximize incentives to reduce cost and increase efficiency. To create predictability and stability in rates. To maintain high quality service standards established under Section 3691.
  - To allow the Postal Service placing flexibility.
  - To assure adequate revenues, including retained earnings, to maintain financial stability.
  - To reduce the administrative burden and increase the transparency of the rate making process.
  - To enhance mail security and deter terrorism.
  - To establish and maintain a just and reasonable schedule for rates and classifications, however the objective under this paragraph shall not be construed to prohibit the Postal Service from making changes of unequal magnitude within, between, or among classes of mail.
  - To allocate the total institutional costs of the Postal Service appropriately between market dominant and competitive products.
- (Continued on page 7)

On December 20, 2016, the Postal Regulatory Commission (PRC) announced that it would begin its review of the system for regulating rates and classes for Market Dominant products that was established in the 2006 law that governs today's Postal Service and rate making system. The Postal Accountability and Enhancement Act (PAEA) provided a system of setting postal rates tied to changes in the annual Consumer Price Index and provided that at the end of ten years the PRC would do a review of how the rate-setting process was working to achieve the objectives of the law. The PRC Order, entitled 'Advance Notice of Proposed Rulemaking on the Statutory Review of the System for Regulating Rates and Classes for Market Dominant Products', could be just the beginning of a long process to review and evaluate how the current system is working. If the PRC finds the objectives of the PAEA Statute are not being met, it could establish another proceeding to modify the system, or adopt an alternative system, to achieve the objectives of the law.

The PRC Order stated it would examine "all aspects" of the rate-making system under current law including but not limited to:

- The annual limitation on the percentage change in rates,
- The schedule for rate changes

Significantly, the PRC has also a separate proceeding pending before it to consider whether the current share of institutional costs, 5.5%, allocated to competitive products is sufficient or should be changed.

The Postal Service has made no secret of its goals to seek relief from the CPI rate cap and to argue that the current system is working for the USPS to meet its financial needs in terms of adequate revenues, and building revenues to make capital improvements and maintain financial stability. Undoubtedly, the Service will seek much greater pricing flexibility including the potential of an increase in the current rate base and freedom

from the constraints of the CPI rate cap.

SMC, and other mailer associations have applauded the CPI rate cap as finally providing mailers, and other stakeholders, with some assurance of predictability and stability and protecting the investment in mail programs, and market expansion or frequency, that has been done by SMC members over the past 10 years.

SMC will be participating with other mailer associations, as well as through our membership in PostCom, in the rate review proceeding.

*Introducing:*



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

# 5 cool ideas for finding a MENTOR



By Michael Angelo Caruso

**Mentors can make your life a lot easier.**

**Mentors and teachers have traveled a little further down life's road. They can tell you what to expect, give you ideas, and introduce you to other people who can help you.**

**Here are 5 Cool Ideas for finding a mentor.**

**1. People will help if you ask.**

Concentrate on the end result rather than how you will find a mentor.

Do you want another job? Do you want to meet someone in particular? Do you want to earn more money? Would you like work to be more rewarding?

A mentor can help, but you will usually have to make the first move.

**2. Everyone is a potential mentor.**

Assemble your list of potential mentors without regard for whether they will say "yes."

Guidance can come from people who work at your company and people who don't. Consider listing men and women who work in other industries and other states. The people who run coaching websites say that most mentoring is done via webinar these days.

Your mentor can even be a dead person. Benjamin Franklin has counseled me for years.

**3. Honor a guru and they will honor you.**

Pay your respects to potential mentors. Show concern for their biggest challenges. Ask how they've been able to pass their knowledge and techniques to others.

When identifying a possible mentor, tell her that you'd be honored if she were to help you. By paying your respects, you may earn the mentor's interest.

**4. Be specific about goals.**

Talk with mentors about specific goals rather than general plans.

Successful people are busy and tend to be goal focused. If someone declines to help you, politely thank him for his time and change the subject.



If he say "yes," congratulations! You've found a mentor.

**5. You might help the mentor.**

One of my mentors is the great, Brian Tracy.

He taught me about The Law of Reciprocity, which states that if you do something nice for someone, he or she is likely to do something nice for you. Of course this works the other way around, as well.

This type of easy exchange is the essence of a good student-teacher relationship. Help the mentor without any expectation of payback.

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*About The Author*

*Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker." He teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry. For more information about Michael Angelo Caruso visit his website <http://www.michaelangelocaruso.com> Contact Michael @ Edison House, 333 E. Parent Ave. #4, Royal Oak, MI 48067. (248)224-9667.*



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# Finding What's True

*The truth seems to be on a lot of readers' minds*



Kevin Slimp  
The News Guru

The transition from 2016 to 2017 seemed to prompt a bit more email from folks who read my columns. I'm not sure if it was the upcoming solar eclipse predicted by some to mark the end of the world, the death of Superman in "Batman vs. Superman: Dawn of Justice" late in the year or, more likely, response to the U.S. presidential election. Whatever the cause, readers had a lot to say and most wanted me to join them in saying it.

The most common request was to write something about fake news.

"You should write something we can include in our newspapers," wrote one publisher.

"Please, please let people know that newspapers are real," wrote another.

One ad manager said, "You've got to do this. We have to let readers and advertisers know we provide needed resources to our communities."

I thought about it. I found interviews of a couple of folks who made fortunes



creating fake news sites in 2016. I even went so far as looking into the possibility of creating my own fake news site, just to get firsthand knowledge for a story.

What I learned was it's really not very hard to make a few thousand dollars with one of these sites. It's trickier, now that Facebook and Google are threatening to tighten down on providing advertising for them, but it is still possible.

I finally decided it just wasn't worth the effort. Everyone should know by now there are fake news sites out there, and anyone who doesn't probably isn't going to believe anything I might write about the subject anyway.

What's been more interesting to me

lately is all the news about big newspapers ramping up their staffs.

"Big Newspapers Are Booming: 'Washington Post' To Add 60 Newsroom Jobs" is a current headline on NPR.com.

It's not limited to the United States. "Why India's newspaper business is booming" is the headline in a 2016 column in The Economist.

You know what I think? I think most people don't understand our business.

I sound like a broken record when I write that most newspapers I visit, and I probably visit more than anyone you know, are doing just fine. I've been at papers, like one I visited in Florida recently, looking for five editors to fill staff vacancies while I was on-site. I receive messages daily from editors and publishers looking for writers, editors, salespeople, designers and others for their operations.

Just this week I helped a weekly in Tennessee and a daily in South Carolina fill staff openings.

Like most businesses and most years, we have newspapers doing well and others doing not so well, so I might not be as quick as NPR to write newspapers are booming.

It pains me to watch some big newspaper groups who aren't doing well at all. I also know there are plenty of small papers out there having rough years. The truth, as I see it, is most papers are doing well, especially community papers. Some big papers I visit are doing well, but most aren't.

Election season is always tough on advertising, except political ads. When I owned a newspaper a few years ago, we would grit our teeth in the months leading up to an election, knowing advertising would increase once a president was selected, no matter who it was.

Even my consulting business feels the pressures of elections season. My phone didn't ring a lot in October and November. I knew not to worry. I've been at this too long. In the first week of January I received requests on one day from six different newspapers, asking when I could make a visit.

I try not to get on my soapbox too often these days. Call it a New Years resolution if you will, but I'm trying to look past my own initial observations and see what is really happening in our



business.

Here's what I see so far in 2017:

- **Just like other years**, my email and voicemail are filled with messages from newspapers and groups asking me to make a visit. Apparently our industry hasn't gone anywhere.
- **I'm hearing from newspapers**, both small and large, who are updating their operations as they begin this new year.
- **Attendance at my online events** is very promising. Hundreds of newspaper folks attend online training events each month.

I hope NPR is right. I hope big papers are booming, and I hope that translates to small papers booming. The truth, however, is probably somewhere between "Newspapers are booming" and "Newspapers are dead."

As I consider the hundreds of newspapers I worked with in 2016 and the thousands of emails I received from readers, it seems like newspapers are doing just fine overall.

There are even some out there who believe reaction to fake news that permeated social media in 2016 might bring more readers into our fold. I've certainly heard from several friends who have subscribed to their local papers in the past few weeks.

In twelve months, we will know. Until then, take a breath. Everything looks OK from my vantage point.

*Kevin Slimp is CEO of newspaperacademy.com and director of The Newspaper Institute. Contact Kevin at kevin@newspaperacademy.com.*



Software programs are a tool in the creation of effective design. We can get too caught up in this detail and forget there's much more we have to know about...

# Ad Design

## Ad Talk

with Ellen Hanrahan

Although I usually discuss a variety of design topics, I don't believe that I have specifically addressed advertising design, a particular category of graphic design that incorporates strategies, models and components to help form a structure to develop an effective communication—in the fine art of selling! Design happens—the knowledge that goes into controlling the elements and principles, determines the success of the ad. Truth is, there are still a lot of ads that don't work, resulting in wasted ad space.

### The Ad Strategy

Developing a strategy for advertising is pretty straightforward and simple — define and identify:

1. Define your target audience
2. Identify the message
3. Identify key selling features
4. Identify the desired response

I wish it were this clear cut, especially when handed a pile of papers with art, copy, logos, suggestions. Sometimes there are even phone messages with changes in copy that you haven't even started yet... making the task less clear cut.

If your sales staff takes care of this for you, count your blessings.

Problem areas, for me at least, are two and three above... identify the message and key selling features. Just what does the advertiser have in mind? Maybe we should include a sheet with these questions to be turned in with the copy.

### The AIDA model

Once a strategy is defined, we need to lead the reader through a series of steps to get them to interact with the ad.

- Attention** Stop to read the ad
- Interest** Read more info in the ad
- Desire** Want the product/service
- Action** Motivate for response

This model is not new. Get the readers attention—headline, artwork or combo. Now that you have their attention, make sure the information is presented in an organized, easy-to read manner. This is a stumbling block in a large number of ads that I see. The reader stops, but has to work to find out more— type too small, or worse... too small and reversed. Copy flow interrupted by artwork; artwork not appropriate for product or service; and this, which I am seeing more

often, art screened in the background, making the text almost impossible to read.

**AIDA**—this is what all ads should do. We are doing the advertiser a disservice by not helping prepare their advertising effectively. Our advertisers depend on our guidance to help them cut through the clutter... after all, we are the professionals in this field.

### The Ad Components

Forgetting the true purpose of the ad can lead you into "decorative" territory. As I've said many times before, there is a big difference between designing an ad and decorating an ad. Design good... decoration bad.

There are five components that go into advertising. These become the "elements" of the print ad. Just like the basic elements of design, not all the components need to be used to create an effective ad. These components are chosen and combined in a variety of ways to convey the message. These five components consist of:

**Graphics/Art** This can include photography, line art, clip art elements (whole or parts) or even design symbols.

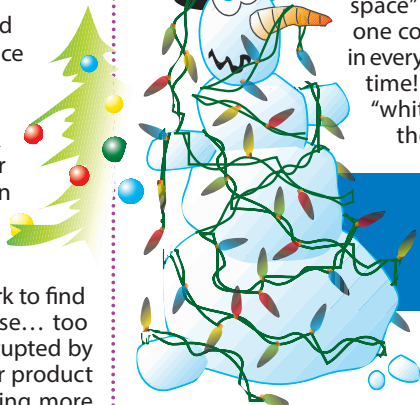
**Headline** A headline can be text or it can be a graphic. The hard part is picking one item to be the focal point.

**Copy** This is usually the descriptive information about the various products. In a lot of cases there is too much information.

**Logo** This identifies the advertiser, it's their signature. It must be obvious and easily found in the ad.

### White Space/Negative Space

I realize the problems with the use of "white space" in an ad. This is one component that is in every print ad—all the time! Effective use of "white space" allows the other compo-



### Personal Note: A BITTERSWEET FAREWELL



When I left teaching to begin a "new" career as a Graphic Designer, I did not know where it was going to lead, but it was one of the best choices I ever made.

December 1st, 2016 ushered in a new era for **The Booster** as my brother and his wife, retired and sold the business to new owner/publisher, Mike Walton, who operates the **Sheboygan Sun**.

So I would like to acknowledge my beginnings...the information, training, the friends...and reflect on the fortunate circumstance that brought me to this point as I continue to write about the ups and downs, trends, tips and techniques that have plagued graphic designers throughout the years!

nents to work. I added "negative space" to better define this component because I've seen ads where areas behind the text or graphic become a stronger element than the intended text and/or graphic.

### Now, a few questions...

If you could take some time to answer these questions, it would help me focus on putting together information more pertinent to your needs. Respond and I will send you 10–12 PDF pages covering Basic Design Fundamentals, Typography, Color, and Visual Literacy—FREE!

1. What Programs and Versions do you use?
2. What topics would you like to see me cover?
3. How long have you worked with Graphic Design?

Send the answers to my e-mail address below with the word "Answers" in the subject line!

### New Year's Goal

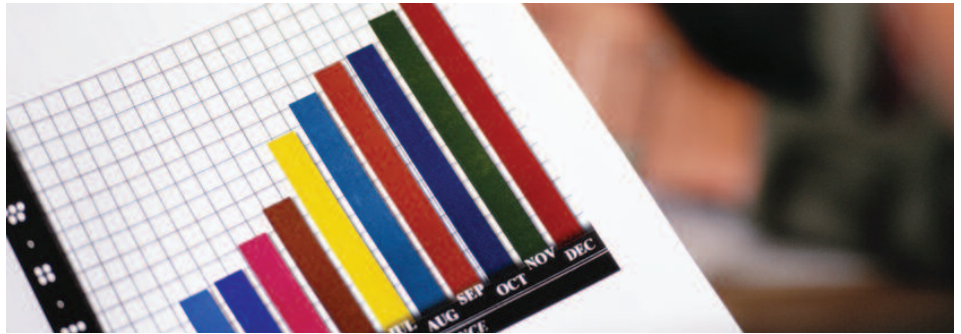
I have to catch up on my reading and I will be looking over the interesting plug-ins that I bought myself for Christmas—and I still have to decide if **Adobe Creative Cloud** is right for me...

Wishing you all a Peaceful,  
Productive and Joy-filled 2017!

*I welcome your input and suggestions. A former art teacher, I entered the free paper publishing business in the early 80s. I write for IFPA, Community Papers of Michigan, and am still learning.*  
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Ellen Hanrahan ©2017

## BIA/Kelsey Analysts Identify Local Advertising and Marketing Trends to Watch in 2017



Predictions cover emerging technologies, trends and opportunities for print, broadcast, mobile, social and digital media companies.

“Voice search will reach 25 percent of mobile search volume. This will mostly happen through personal assistant apps such as Google Assistant, Microsoft Cortana, Apple’s Siri and Amazon’s Alexa.”

Chantilly, VA (PRWEB) January 11, 2017 BIA/Kelsey has released four of its top trends to watch in local media in 2017. These predictions are taken from the new report, What’s Next: BIA/Kelsey 2017 Analyst Predictions, which is an annual report BIA/Kelsey issues to identify and explain the developments it anticipates the year will bring in mobile, social, video, programmatic, digital and traditional advertising and promotions.

“We expect this year to be a transformative period for technology and media,” said Tom Buono, CEO BIA/Kelsey. “In our predictions report, we dive into key topics such as programmatic, mobile advertising revenue, online video, small business advertising trends, local television and radio versus competing media, local on demand business models and small business advertising and marketing trends. Our examination represents the synthesis of our forecasting and analyses to help businesses get a lead on 2017 so they can approach the market with the right combination of strategies and offerings.”

**Prediction #1:** National brands will outpace regional and local SMBs in total ad spend to target local audiences.

Rick Ducey, BIA/Kelsey’s Managing Director expects, “National brands will outpace regional and local small and medium-sized businesses (SMBs) in total ad spend growth targeting local audiences. Agencies and marketers for these national brands will increase their ad spend targeting local audiences by \$17.1 billion from 2015 through 2020. Regional advertisers’ spending will be relatively flat, and local SMBs will increase their spend by \$10.6 billion.”

**Prediction #2:** Voice search will reach 25 percent of mobile search volume.

Michael Boland, BIA/Kelsey’s Chief Analyst and VP, Content, predicts, “Voice search will reach 25 percent of mobile search volume. This will mostly happen through personal assistant apps such as Google Assistant, Microsoft Cortana, Apple’s Siri and Amazon’s Alexa. Google will emerge as the winner in what will be known as the “personal assistant app wars.” These wars will be won with data, which Google possesses from its search index and knowledge graph. Amazon’s Alexa will shine for product and commerce applications, while Microsoft and Apple will seek to excel with vertically specific content niches where they can establish best of breed content with data partners (i.e., using weather data).”

**Prediction #3:** The provision of “skinny bundles” and consumers opting to “cut the cord” will negatively affect the cable/satellite business.

Mark Fratrick, BIA/Kelsey’s Chief Economist and SVP, foresees, “The provision of “skinny bundles” and consumers opting to “cut the cord” will negatively affect the

cable/satellite business during the next five years, with a possible benefit accruing to local television broadcasters. Those consumers will have fewer cable networks to choose from and could easily start watching more local broadcast programming, so long as they are equipped with receivers connected to digital antennas.

**Prediction #4:** Print will continue to evolve and maintain a large share of small businesses’ dollars by extending campaigns with digital media.

Celine Matthiessen, BIA/Kelsey’s Vice President, Analysis & Insights, anticipates, “Print is evolving and still holds a large share of small businesses’ ad dollars. This will continue as smart companies extend print campaigns through native and digital targeted media. In our forecast for 2017, \$53 billion will be spent on local print. Newspapers, magazines and Yellow Pages are offsetting declines in print revenue with digital. These traditional digital efforts are projected to grow 4.0 percent annually from 2017 to 2021. Newspapers and Yellow Pages companies continue to extend their advertisers’ reach through large networks via programmatic ad buying beyond their owned and operated properties, which levels the playing field and helps them to retain advertisers that are shifting their share to digital.”

The full 2017 predictions report, which includes over 20 predictions, is available for clients of BIA/Kelsey’s advisory services. The report can be purchased online. For more information, contact [info@biakelsey.com](mailto:info@biakelsey.com).



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