



Community Papers of Michigan



OUR DATA SPEAKS VOLUMES

INFORMER

May, 2017

mifreeads.com

Educating/Engaging Your Customers

Your ads work - it's the content that needs help!

Mark your calendars and plan on attending CPM's General Membership Meeting

August 1, 2017, 11:30 AM – 2:30 PM

Kellogg Hotel & Conference Center - East Lansing.

There is no charge to attend and CPM will provide Lunch.

- See what CPM is working on for you.
- John R. Gaedert Outstanding Community Paper Professional Award Presentation.
- Share your input during our roundtable discussion.
- Take home a revenue idea or two.
- Be Home by 5:00 PM!

Please RSVP to the CPM Office by June 30, 2017 with the number of people from your company who will attend.





Sales Tip #2,000,987

. . . Don't be a salesperson

By Don Rush
CPM President

I am pretty danged positive the sales force in my stables here at our community newspaper refuse to or cannot imagine believing me when I say to them, "Don't be a salesperson."

In their mind, they see themselves as honest, hard-working people who happen to sell newsprint advertising (an idea that they can help their customers grow their business profits). They cannot conjure in their hunter/gather minds, the image regular folk have of the "salesperson." The fast-talkin', slicked-back haired devil ready to weasel the weak out of their hard-earned money. We are nice. We are not beady-eyed flimflam artists.

So, my lamenting falls upon deaf ears – dagnabbit!

Still, it is my belief if you only show up to your customer's door when you have something to sell them, soon they will only see you as somebody who wants them to buy something and that means paying for something they don't want. They will not see you as a person. They will see you as that gosh-darned salesperson.

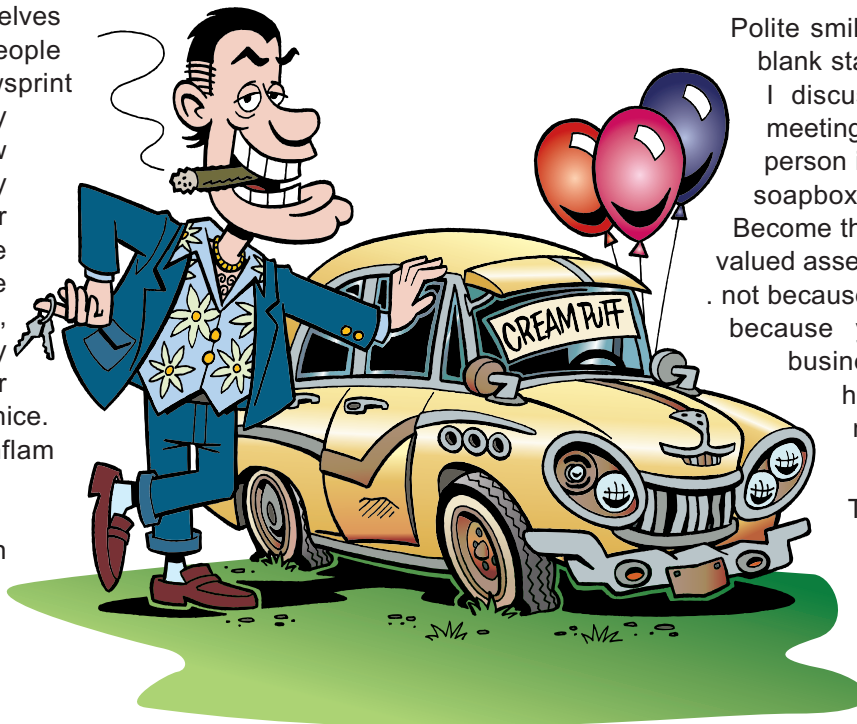
I tell the staff, and I hope they listen, "Get a schedule going. Go see people on a regular basis. Pop in weekly for a

minute or two. Say, 'hi' ask how things are going. Find out not just about what is going on with business, but also with that business person's life." (Also known as building a relationship.)

Says I, "Know about your customer's business before you go in . . . see what they are promoting on their website and social media pages. Checkout what their competition is doing. Go in with ideas. Show them you care enough about them to have put in work beforehand. Their time (like yours) is valuable, let them know you know! Have a plan and share it."

Polite smiles, nods of heads and blank stares is what I see when I discuss this topic at sales meetings. Such is the life of the person in charge, up on his/her soapbox. But to you, I write: Become the trusted confidant, the valued asset and sales will follow . . . not because you are selling, rather because you know what their business needs, you know how to help and you're not just a salesperson.

That is sales tip #2,000,987.



OPPORTUNITY KNOCKS!

By Dan Alexander - Chairperson PaperChain

At the recent AFCP conference in Louisville, TLI Dean Rob Zarrilli, reminded us of Jimmy Valvano's famous line "Where we've been, where we are and where we are going".

I need to borrow that line to explain how you can enhance the perception and visibility of your publication(s) as well as the free paper industry.

Where We've Been

Paperechain was formed in the late 1990's with the primary vision of finding solutions to enhance, expand and promote the free paper industry.

A signature part of that effort was making sure that our publications were audited and that our publications were positioned more prominently in the eyes of major media buyers.

Our state, regional and national associations focused on providing the audits while those same associations pooled member dollars to provide a top-of-page listing in Kantar Media's planning and buying platform, SRDS (Standard Rate and Data Service). We call that listing "The Lift" as it takes the standard publication listing and lifts it alphabetically to the top of the page while adding a distinctive Paperechain Logo and a "e" Logo for the eve Audit designation.

The SRDS/Kantar Media Lift program has remained a constant and has continued to position PaperChain Publications at the top of every DMA in the nation where we are seen first by media buyers where we compete against over 6,000 print publications and 3,400 digital media listings.

Over the years members have seen successes they can attribute to both the circulation audits and from the Lifted SRDS Listing. The PaperChain Board of Managers believes we've laid the foundation that is about to pay great dividends.

Where We Are

The economy has not been kind to media companies the last few years. More competition, dwindling budgets, and reduced staffing has caused all media companies to question every expense. Our free paper association boards have had to prioritize expenses as classified programs, which easily funded the PaperChain program for many years, have struggled to justify the funding need. To their credit, the majority of those boards have seen the value of keeping the SRDS/Kantar Media program in place and staying the course.

As we negotiated the new 2017-18 contract with Kantar Media we stressed

the importance of continuing the program and our partners at SRDS worked with us to tighten the program to stay within our budgetary confines.

Where We Are Going

Once the SRDS Lift renewal was in place we suggested Kantar Media consider one more option. That option was a deep discount for PaperChain members to purchase one of four unique options to convert their standard listing to a premium listing. A number of the 210 DMA's have no premium listings sitting atop the page.

I ask you to consider the impact our Free paper Industry can make if DMA after DMA prominently features a free community paper or group at the top of the page providing in-depth details about the paper/group, the services they provide, the tremendous reach of the publications and the important role those papers play in the economies of the communities they serve.

It is the ideal time to strengthen your visibility with national and regional agencies at a time when they are actively searching for alternative delivery options due to the declining circulation of many traditional print publications. This is the perfect time to capitalize on this long time investment.

Free community papers provide the best market penetration and generate the highest ROI available making us the ideal and logical alternative choice.

I strongly urge you to give serious consideration to this request by calling our Kantar Media representative, Michael Forgash today. Learn more about the discount program and how affordable your premium profile can be. His direct number is (646)-895-8423 or he can be reached by email at michael.forgash@srds.com

STRENGTHEN YOUR VISIBILITY

with the national and regional agencies who need to know your business and help them feel confident in the results your paper can deliver!

Introducing the *PaperChain Collective Bargaining Discount Program for SRDS!*


FREE PAPERS RULE!

Picture DMA after DMA with Free Papers prominently dominating the top of the newspaper listing section. Earn a discount of up to 66% off any of four premium programs offered in SRDS.com from Kantar Media.

Improving your publication's profile not only provides your publication great visibility but it also furnishes your state and regional association with additional SRDS exposure. Help represent the free paper industry as strong and exciting alternative to the long established, but quickly fading daily newspaper they've depended on for years.

Sun Community News & Printing Media Group

Newspaper Group: Community
DMA: Burlington, VT-Plattsburgh, NY State: New York




Recognizing the corporate changes taking place across the newspaper landscape, Denton Publications re-branded its historic community newspapers into The SUN August 2015. A staff comprised of daily newspaper personnel, The Sun provides a content rich, award winning newspaper, USPS delivered free to more than 60,000 North County homes. Home of the NYPA Writer of the Year and includes a team of 10 journalists with 160 yrs of experience. Local news, politics, commentary, sports, arts & entertainment coverage. The most complete regional calendar of events in print, online and through social media. CVC audit shows total market reach at 99%, and high readership at 80%. Under local ownership we are here to grow and serve.

Circulation (Audited, Group): Weekday: 51,482

[Facebook](#) [Twitter](#) [LinkedIn](#)

Sun Community News

Local Website
DMA: Burlington, VT-Plattsburgh, NY
Website: <http://www.suncommunitynews.com>



The Sun Community News site, free of pay wall and totally open to the public, combines local news, sports, opinions, photographs, letter, obituaries, public notices, calendar of events, digital editions and our online printing service store. The scope of coverage includes Clinton, Essex, Franklin, Warren, Washington and Hamilton Counties in New York and Addison, Rutland, and Chittenden counties in Vermont. With ultra local news being our only priority and this new combined site only launched in August of 2015, it continues to grow in popularity as the area daily content dwindles due to continued layoffs and cutbacks.

Unique Visitors (Compete.com): 11,382
Demographics available

[Facebook](#) [Twitter](#) [LinkedIn](#)

Free Community Papers provide the best market penetration and generate the highest ROI available. We are the best and we need to present ourselves as the very best!

Contact Michael Forgash directly today and learn how affordable your premium profile can be.
(646) 895-8423 michael.forgash@srds.com



This time of the year is filled with lots of days that celebrate families and family events. Last month we looked at Mother's Day (which is fast approaching as I write this) and coming up, there's Father's Day and lots of graduations...

I live very close to Erin, Wisconsin. Huh? For the "golfing community," the 2017 United States Open Championship will be played June 15-18 at Erin Hills in Erin, Wisconsin (northwest of Milwaukee). I hear that's a very big deal and while that will generate advertising in our area, I will stick to the events that will impact the advertising in Michigan.

This is actually the time of year when the graduates are coming—grade schools, high schools, colleges and tech schools. We have announcements to sell, so let's promote it. Below are two ads produced for a particular pre-order sale.

Same space size, same information, but one is hohum while the other commands attention. **Ad B** even looks larger than **Ad A**. Realize, too, these ads will be surrounded by other ads on the page, which also makes a difference in the ability of the ad and information to stand on its own merit. These ads are presented at 77% of their original size.

ORGANIZE

Even though each area is set off in **Ad A**, there is no connection. **20% off** is a benefit if you pre-order the *graduation announcements* for these two particular schools. What is the event and what do you get is a more logical sequence of thought. This is the sequence shown in **Ad B**. The announcement pre-order information acts as the headline opener so you know right away what the "sale" is all about. The terms of the sale are maintained in close proximity and are of equal weight and size for equal importance below the discount percentage.

TYPE

ITC Kabel, in various weights and sizes, was used in **Ad A**. Lower case letters in this type family have a large

Ad Talk
with Ellen Hanrahan

x-height—so you can use the type smaller and still maintain readability. The typeface is too similar in size and weight, which means there is little or no contrast to provide an emphasis or focus within the ad.

The type choice for **Ad B** is *Apex Sans* by **Thirstype**, which is also used in various weights and sizes. But, when used correctly, there is more contrast to provide the necessary focal points. Information has been made easier for the readers to find and retain. (For type fanatics, go to www.thirstype.com to see a number of other typefaces this independent type foundry carries.)

ARTWORK

Artwork used in an ad, or any design for that matter, should be a part of the package. It should not look as if it were an afterthought or used to fill space or a "hole." You will get a more cohesive design statement if the artwork—from photos to line art, is planned as part of the message. Now, having said that, look at the two ads below. What do ya think?

In **Ad A**, the word "grads" to the right tends to lead the eye out of the ad and not bring you to the information below it. There's nothing wrong in using the art as large as you can and cropping part of the art.

The artwork in **Ad B** may also appeal to the high school student as being less stodgy and may express their jubilation a little better in this event.

SOLUTION

As seen in the side-by-side comparison below, the message is more noticeable, more focused and more understandable in the **B** version. It's not that easy to put together an ad that gets noticed, communicates the right message and organizes the pertinent information. But it's our job to find the right solution and to stay informed. Try these websites: www.bamagazine.com (John McWade,

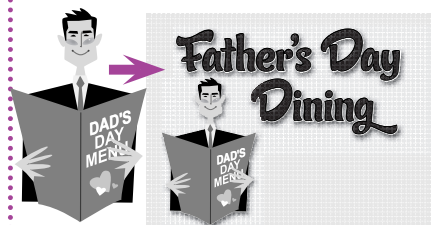
editor of *Before&After*) and Chuck Green's www.ideabook.com. They're not just about techniques, but also the whys and ideas of design.

If you use *Adobe InDesign*, a great website is www.indesignsecrets.com to learn how to handle the powerful features in this program.

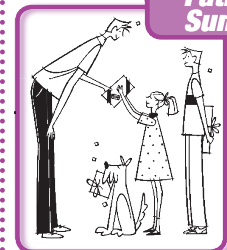
There is also www.lynda.com which offers graphic design online video tutorials and as far as *QuarkXPress*...haven't heard much from them lately, but check out www.quark.com.

Salute to Dads

Once again, vector art to the rescue. All those little elements can help tie ad groupings together—or be a part of smaller ads.



Father's Day is Sunday, June 18



Vectors... Big or small, you can use them all! I better stop now, I'm beginning to sound like Dr. Seuss...

There are a lot of ways to fit artwork into an ad. Sometimes a distinctive typeface is all you need for a heading—like *Bermuda LP Squiggle!*

SHOW DAD YOU CARE!

Or make the text large and use the art to enhance—type is *Candyscript* with crown artwork. By the way, this would work with "Grads" as well... just replace the crown with a mortarboard.



Happy Designing and...until next month!

I write for *IFPA TIP*, *SAPAToday* and the *CPM INFORMER*. If you want more info, PDFs of articles, or have ideas, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2017

20% off
Graduation Announcement Preorder Sale

West Bend East & West Bend West

Order and reserve your announcements now through April 11th and receive a **20% discount**. Deposit required.

Napkins, Open House Invitations, Thank You's, Name Cards and Seals also available.

West Bend Booster
834 South Main Street
West Bend 262.334.5899

GRADUATION ANNOUNCEMENT PRE-ORDER SALE

**WEST BEND EAST
WEST BEND WEST**

20% OFF

Order and reserve your announcements—through April 11th—get a 20% discount. Deposit required.

Napkins · Open House Invites · Thank You's · Name Cards and Seals, too!

WESTBEND BOOSTER
834 South Main Street · West Bend
262.334.5899

A. OK, keeping similar information together is essential. It's that *proximity* thing. If you use shadow or drop shadows, make sure they are clean and look as if they are part of the words and not just a "smudge" behind the typeface. Use a white stroke to separate the black and gray. Newsprint is not kind to grays.

B. Yeeeee-ha! That's probably the feeling of most grads. Use that to your advantage in conveying an overall feel to the ad. This ad becomes more dynamic because of the angles. The artwork is part of the overall design and adds to the message. Plan the graphic, don't just fill up the space.



By Peter Wagner
Founder and Publisher,
The N'West Iowa REVIEW

GET REAL
THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

THE ABC'S OF SELLING PRINT ADVERTISING START WITH THE LETTER "E"!



Sometimes a print advertising salesperson has to change into his "E Man" suit.

The challenge of selling newspaper, shopper and magazine ads can turn into an exasperating experience. There are moments when everything and everyone seems to be working against you. You hit the street early, loaded down with powerful ideas and ready-to-work promotions but closes never come.

The successful sales representative can only turn his back on the difficult buyer, retreat to the nearest telephone booth and change into his "E Man" suit. Empowered with the strength of three important attributes that start with the letter "E" he returns to the store, confronts the customer again and creatively closes the sale.

ENTHUSIASM

The enthusiastic salesperson will always have an edge over the less dedicated salesman. The most

successful sales representatives will admit their biggest orders were won a step at a time. They used enthusiasm to win the opportunity to make a presentation. Then they simply kept selling, restating the positive values of their product – sometimes over many visits – until the buyer ran out of objections.

Because most buyers prefer to be around enthusiastic people, developing that skill can be an important part of building long and lasting relationships. But it is important to make consistent calls on the potential buyers to get the best results.

The salesperson who builds relationships in less hectic times will always be more successful when it's time to ask for an important order.

Because enthusiasm will close a sale when nothing else can, it is the most

important skill a sales professional can possess. Enthusiasm is infectious. Merchants get caught up in the enthusiastic, honest presentation of a salesperson and begin to see the vision being offered. But to make enthusiasm work, it is necessary to sell the client face-to-face work when possible.

Enthusiasm can open doors, build relationships and close sales. So how do we build this priceless commodity within ourselves? There are two easy ways.

The first is to thoroughly learn the power of the product you are selling. The more the print advertising salesperson knows about his publication and how it will benefit the customer, the easier it will be to help the customer use the paper to benefit his business. What are the strengths of the publication? Who are its subscribers and readers? Has anything been done to bolster readership recently? Are there areas of the newspaper targeted toward certain readers? Does it have a quality sports section aimed at men? An entertainment section popular among high school and college students? Know your demographics.

Secondly, the sales professional must believe that advertising truly can produce results. The more you truly believe in your paper, the easier you'll be able to build the energy and self-confidence to close almost every sale. (Continued on page 7)

It also helps to regularly practice the following professional selling habits:

Always act animated. Animation during your presentation shows your excitement about an idea and your dedication to your product. If you feel your enthusiasm beginning to ebb while trying to close a sale, it will often help to get animated. The action will give you control of the moment and give you time to rethink the best way to close the sale.

Give yourself frequent pep talks. Remind yourself you are good at what you do, that your product is the best option for your client and that you are going to succeed. Most importantly, if you feel yourself losing enthusiasm, get out on the street and make more calls. Often the positive interaction with your customers can work miracles when it comes to rebuilding your excitement in your publication and profession.

EDUCATION

But enthusiasm is just one of the important selling secrets that starts with the letter “E”. You also need an education. An education in the art of selling – prospecting, handling objections and the strengths and unique features of your different printed products. A good solid liberal arts education, sprinkled with a business or journalism emphasis, can be helpful. But many of today’s best advertising sales representatives have never had a day of formal college training. Instead they have acquired a solid “street” education.

During the last quarter-century, I’ve discovered that there are three kinds of sales people in this world. The first usually works too fast and the second too slow. The first type runs into the store and asks for an ad without building any relationship with the client. The salesperson knows nothing about the

client: his products, fears or goals.

The second type often talks the account to death, losing the business because he or she didn’t recognize the “ready-to-buy” signals and kept selling when it was time to ask for the order.

The third is the real professional. He gets in and out of the decision-maker’s office after spending just the right amount of time selling his publication or promotion. This professional has a thick file of background material on each of his accounts. He knows the customer’s birthday and wedding anniversary. He knows which of the client’s grandchildren play on the local basketball team and where buyer goes every summer for his family vacation. More importantly, this sales representative knows what kind of advertising the customer finds effective. He knows when the big sales are scheduled and what kind of promotion the buyer always passes up.

The successful advertising representative possesses the same knowledge and commitment as a banker or certified public accountant. He exists to provide guidance to the store owner. The bulk of that information is obtained the old-fashioned way – by asking questions. The smart advertising sales professional spends more time listening than talking when with his customers.

Asking questions and storing away bits of information is an excellent way to take care of his customers and himself. It is easier and less expensive to keep existing good customers than it is to find new ones.

EXECUTION

The third necessary “E” skill is execution. Combined with enthusiasm and education, execution gives the salesperson ability to excel. All three

are...enthusiasm...a “street” education and execution - are necessary to be an exceptional salesperson. They are the secret weapons of anyone who wants to wear the “E Man” suit.

Remember, a resourceful sales professional is ready with a number of different closes in order to make the sale. Resourceful advertising representatives never make a call without at least attempting a close. Getting a no puts you one step closer to getting a yes.

Perhaps you don’t want to be a super hero advertising salesperson. But I’m sure you do want to be successful; it’s why you’re reading this short piece.

You owe it to yourself and to your family to do a good job and earn a good living. And you owe it to your employer to work hard to improve your advertising sales skills. Your publishing company expects you to do your very best every day. That can be a terrible burden. If you live up to your potential today, you’ll be expected to sell even more tomorrow.

Your employer believes in you. That’s why you got the job in the first place. In return, they will expect you to subscribe to the goals of the company. They expect you to believe in the newspaper, the community and the role the publication plays in building a brighter future for everyone who lives in the area.

Finally, your publication can expect you to enjoy your association with the company. Advertising sales can be a satisfying challenge or a drudgery. If it isn’t fun, it isn’t worth the effort. Incorporating enthusiasm, a “street” education and execution will help you stand out in an ever growing group of local media sales representatives.



USPS ASKS PRC TO “BUST THE CAP”

Donna Hanbery

Executive Director of Saturation
Mailers Coalition

33 South 6th Street
Suite 4160

Minneapolis, MN 55402

(612) 340-9855

(612) 340-9446/fax

In March, 2017, the United States Postal Service, and other interested parties, filed comments with the Postal Regulatory Commission (PRC) in the ten year rate review proceeding. More than 40 separate sets of comments were filed, with most industry submissions taking the position that the last ten years of a rate setting process where rates were limited, across a class basis, to the CPI rate cap had worked well to bring needed predictability and stability to Postal Service pricing and industry stakeholders.

As predicted, the USPS was asking the PRC to eliminate the CPI cap, and establish in its place, a system where the Postal Service could largely set rates the way it likes, with only a very general requirement to provide the industry with some advance guidance on the timing and size of a proposed rate increase and to make its rates “fair and reasonable”.

In support of its position, the Postal Service recited its usual list of woes including declining mail volume, the expansion of its delivery point network, with more homes and businesses that need delivery, and the trend that has resulted in fewer pieces of first class mail, the class of mail that has historically provided the most contribution in revenue to the Postal Service.

In support of its arguments, the Postal Service asserted that the PRC had broad authority to change the rate setting mechanism during the ten year review. Elements of the law, like the CPI cap, that other stakeholders have argued are “mandatory”, the USPS suggests were only “mandatory” during the first ten years. Under the Postal Service’s reasoning, from now on, “anything goes” as long as it helps the Postal Service achieve financial stability. In examining all of the objectives and factors to be considered under the law, the USPS clearly considers “financial stability” to be number 1. It asserts that all other objectives are dependent on the USPS having sufficient revenues to improve its equity position, to meet operating requirements, and to have liquidity for future changes in the marketing and delivery industry.

As additional support for its arguments, the Postal Service points to foreign postal services, where there is no similar price cap or limit on

pricing authority. (Ironically, many other commenters looked to the operations of post offices in other countries to show how poorly nations without a price cap system, or limit on rates, have done in retaining volumes and competitive position with other delivery services.

The Service asserts that it has done what it can to reduce costs, including the expansion of non-career employee usage, delivery route consolidations, and facility and network consolidation. The USPS asks the Commission to not engage in second guessing postal management’s business decisions, but to recognize that it has been engaging in honest, and efficient, management practices. *(Continued on page 9)*



In urging the Commission to eliminate the cap, the Postal Service did not make any specific recommendations, or submit any alternative systems or models for what it would like the PRC to do. Presumably, if the Postal Regulatory Commission finds that the system is not obtaining its objectives, and that the cap system can be changed (a topic that will certainly lead to industry battles and potential cases going to the Court of Appeals), there will be additional legal proceedings where the Postal Service, and others, can make comments and submit proposals, economic modeling, and expert testimony.

Some industry insiders have speculated that the PRC could give the Postal Service "some" of what it wants, while still giving the industry the market-based predictability and stability of a system tied to the CPI. One alternative approach, that has been mentioned in

connection with the potential rate review, as well as in prior discussions about reform legislation, would be a cap-based system that could limit USPS rate increases to a CPI rate cap with some predetermined, and limited, "plus" number. A limit on increasing rates to CPI plus one percent, or 1.5, or something similar, is a variation of a rate cap system that still would allow higher prices. Questions on how any deviation from a rate cap might be allowed, or limited, or whether prices would still be set on a class basis, or across the network, are all issues that could and would be discussed and litigated in a formal rulemaking proceeding that would take place if the PRC finds that the current system is not meeting the objectives of the 2006 law.

The PRC has consistently stated that it plans to handle the rate review process as expeditiously as possible. It is anticipated that the initial decision in the



rate review might be known as early as late spring early summer. The PRC has previously announced that the entire proceeding would be completed sometime by fall, 2017.



**Reach More Customers With
ONE PHONE CALL**

Reach over 1.3 million households with a Michigan MegaMarket State-wide classified network ad!

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- Online Businesses or Businesses with Multiple Locations or state-wide draw!

At just \$249.00 per week for a 25-word classified ad, it's the absolute best advertising value available today!

**Ask about our
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1-800-783-0267
jackguza@cpapersmi.com



UNSOLD AD SPACE = \$\$\$

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Pay-Per-Call Publishers Wanted!!!

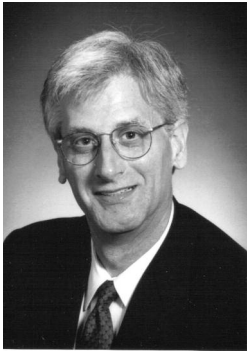
Place small classified or display ads in your unsold ad space.
We pay you for the calls you generate!

We offer:

- High converting, unique campaigns
- Regular monthly payouts
- Personal assistance in selecting campaigns that will work best for you.



American Classified Services, Inc.
Call Leigh Ann: 618-351-7570
or apply online at PPCProject.com



By John Foust
Raleigh, NC

Keep 'em talking and learn more



Lori told me about some simple techniques she uses in advertising presentations. “Once the other person mentions a problem,” she said, “it’s important to slow down and show some restraint. A lot of sales people are conditioned to pounce on the slightest opening and shift the conversation. They can’t wait to talk about the ways their products can solve the problem. For example, if the prospect says, ‘My advertising is not generating enough traffic on weekends,’ the sales person is tempted to jump in with a suggestion to run more ads on weekends.

“That’s a bad move,” she said. “Although that kind of instant-answer approach may seem like good idea at the time, it’s too early to propose a solution to the problem. So instead of expressing an opinion, I encourage the other person to continue talking. That keeps them on their train of thought. The more they talk, the more I learn. And as a result, I might find out that their weekday traffic has been declining along with the weekend business. That would call for a different solution.

“To keep them talking, it helps to use a minimum number of words, sometimes just one or two,” she explained. “I’ve learned some techniques from sales seminars and

books, but I’ve also picked up ideas by watching good interviewers on television.”

Lori knows the importance of looking below the surface. Here are some phrases that work:

1. Say “that’s terrible” or that’s awful,” when a problem is mentioned. Say “that’s good,” when the news is positive. These simple phrases can help you get in step with the other person. “When you agree with what they’re saying, they usually keep right on talking,” she said. “You’re sympathizing with their bad news and giving them a verbal high five for their good news.”
2. Repeat their last phrase as a question. This is a well-known technique that has been around for years. When you hear, “We’re not getting enough weekend traffic,” say “You’re not getting enough weekend traffic?” and raise your voice on the last word to emphasize the question. That’s less formal than saying, “That’s an unusual statement. I’d like to know more.”
3. Say “How do you mean?” instead of “What do you mean?” Although your old

grammar teacher would scold you for using “how” in place of “what,” “how” is a friendlier way to ask for more information. “What do you mean” can sound abrupt and defensive.

4. Say “Hmm.” “Crazy as it sounds, this is one of the best ways to keep the momentum going,” Lori said. “Think of all the different things you can express with ‘Hmm.’ With different inflection, you can convey agreement, happiness, surprise, sympathy or sadness.

“All of this is intended to help them flesh out problems. As the conversation moves along, you can ask some questions to tighten the focus and help them see the long-term implications of their situation. Then you’ll be in a better position to propose a solution.”

Hmm. That’s good.

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

CPM Members, You Could WIN \$100!

Do you have a promotion, contest, special section or feature pages that your paper rocks at? Write it down, how it worked and share it with your brothers and sisters in community papers to help keep our print industry growing ...and be entered to win \$100!

CPM will pay \$100 a month for the "Best" idea of the month. We will publish/notify the winner in the Informer newsletter. "It's a win-win-win," said CPM President Don Rush. "CPM wins, because we become more engaged with our membership; members' publications win because they have the opportunity to try new money-making ideas; and our industry wins because we all want to stay vital and profitable. Plus, somebody will pocket a hundy a month!" Please include the following digital files:

- Promotional materials that includes flyer with details, pricing, sizes, etc.
- Full section or pages of the finished promotion as it appeared in your publication.

Send all to: jackguza@cpapersmi.com

We will feature each monthly winner's submission and photo of their sales team in the Informer Newsletter and post all winning submissions on CPM's website mifreeads.com under the members' only tab for future reference. If your submission is not chosen in a given month, it may still be chosen in a subsequent month, so feel free to send in several of your most successful ideas and watch the monthly Informer for YOUR winning entry!

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What Can You Believe?

What is the future of the printed word? It depends on who you ask.



Kevin Slimp
The News Guru

I don't know about you, but my life seems to get busier with each passing day. I just finished publishing my second book in a month, began work on a major project to help raise funds for a press association, conducted more webinars than I can remember over the past few weeks, and summer convention season kicks in tomorrow in Winnipeg, even though summer is still a few weeks away.

My email is filled with messages each day from publishers and other newspaper colleagues who want advice about something going on at their papers. The questions come from the tiniest papers with just one or two folks, including the publisher, on staff, to folks running large regional and national groups.

If you think it sounds a little overwhelming, you're right. I recently read a biography of George Washington and learned, not surprisingly, he often felt as if he was in over his head. I know the feeling, George. I'm sure many of us share the same emotion.

Like a lot of people in our business, I sometimes want to throw my hands in the air and ask, "Am I really making any difference at all?"

Then someone like Joey Young, comes along. You've probably heard of Joey, the "whiz kid" from Kansas who keeps creating successful community newspapers in defiance of the choruses of "You can't do that." Joey has a habit of reminding me how well things are going out in Kansas

Then there are the publishers, editors and ad managers lining up at conventions to tell me how well their papers are doing, while

everyone seems to be telling them they should be dying.

I remember hearing from the CEO of Adobe Software several years ago. He wrote to thank me for the work I had done to make Acrobat a viable product. He told me, "What you did may have saved our company."

I was looking for an email yesterday and was surprised to find a five year-old message from a business leader in New Orleans who was excited about a plan I had created, at his group's request, to lure a new daily newspaper to the city after their long-standing daily newspaper moved to a digital-first format, abandoning their traditional daily model.

I felt a rush of adrenaline as I read the words he wrote five years ago, "I love it!"

Those of you who know me well know that one of my degrees is in theology, and I love keeping up with what various groups believe. I often say I have a little Quaker in me, even though I'm not Quaker, because I love the Quaker belief that a single individual, even when standing alone against great opposition, has a significant chance of being right.

When I was being told no one would ever print a newspaper ad or page from a PDF file, by the very people I thought would be most excited about the possibility, those voices didn't sway me. That's one of the things the head of Adobe thanked me for all those years ago.

When I read, as we all do, that newspapers are dying, it doesn't slow me down, because I know the truth.

Two months ago, a friend told me he attended a civic club meeting and the guest speaker was the daily newspaper editor from his town. My friend told me he was shocked when the editor told the group that newspa-



Kevin keeps this story from 1995 on his office wall to remind him of a time when "everyone" said no newspaper would ever print a page from a PDF file.

pers were near death and they would be better off to find alternative sources, primarily online news sites, to get their information.

My friend was surprised that I wasn't surprised. It's enough to get a guy down, but not me. At least not for long.

I just think about Roger Holmes and those papers in Western Canada and his work to move them back into local hands. And I think about Victor Parkins in Tennessee, who I just got off the phone with, and his papers. He told me they are doing really well, increasingly better each year.

I think about some of the biggest names in the business who contact me to let me know they read my columns and agree with my thoughts that local management of newspapers is the only way to keep them successful.

Last night, I was on the phone with legendary newspaper consultant Ed Henninger. We talk almost every day. The conversation moved toward the topic of newspapers, as it always does, and

our concern for groups that continually press the "newspaper is dying" message.

Then Ed told me about one of the national newspaper groups he works with as a consultant. He said, "You know what the difference is with them, and why I like working with their group?"

Obviously I asked. "The difference is, they leave the management of their papers in the hands of the publishers and staffs, and they have good newspapers because they do."

I know I'm preaching to the choir, but sometimes the choir needs to be reminded they sound good.

The printed word isn't dying. You can find the books I publish in bookstores and all the usual online retailers. The printed versions outsell the digital versions by a long-shot. Most of the studies I find show a 4 percent drop in digital book sales over the past year.

Why have some of our brethren fallen for the "print is dead" line? Well, that's another column for another day. My 800 words were used up 90 words ago.



By **Bob Berting**
Berting Communications

When One Ad Is Not Enough

Did you sell an ad for your newspaper today? If you did, you may be wasting some of your advertiser's time, your newspaper's time, and your own time.

You may be affecting the results for your advertisers—and you may be leaving advertising dollars on the table for your competition to gobble up. The strategy of selling a single ad does not work in building a prosperous sales territory or helping new and existing advertisers reach their marketing goals.

Let's explore a much better selling strategy

The strategy is an advertising campaign or program selling strategy which affords you, your newspaper and your advertisers 2 major benefits: saving time and creating / enhancing results. The elements of a campaign or program will include a series of ads within a time frame, coupled with an "audience extension" digital advertising approach, which can include banner ads on the publication website, mobile, and social media. This package approach is

projected to a prospective advertiser in a reach and frequency format. An ideal approach would be to propose a yearly program of 52 print ads coupled with online ads on the publication website, and mobile. This approach has to have an anticipated goal or outcome. If these elements are NOT present and approved at the outset of your advertiser's schedule, you will find yourself selling single ads to this advertiser.

A major element is consistency

One of the major elements in any successful advertising campaign or program is consistency, not repetition of the same message, but rather a consistent planned advertising program. Here the advertiser's name and overall message is before the potential audience on a long range basis.

Help your potential advertiser understand the need to plan

The emphasis here is to thoroughly plan their advertising strategy to produce the desired results. Demonstrate to them that sporadic and infrequent advertising does not work. Consistent advertising, in good times and slow times, delivers the ongoing results and business growth. Selling an idea, a campaign, rather than a single ad, has numerous benefits for your potential advertiser, your newspaper, and you.

The potential benefits to you are numerous

Simply put, selling an idea, a campaign, rather than one ad, enhances your ability to manage your territory or account list. It

helps achieve maximum revenue generation for your publication and YOU, saving time, money, and effort. Selling an idea and a campaign is selling smart, not harder. You will be spending more creative time and less production and crisis reaction time. There will be more opportunity to spend more time getting to know and help your customers to succeed, which in turn will help your successful professional and personal growth.

The bottom line reality

The reality of all this discussion boils down to this scenario. The potential advertiser convinces you that he or she wants to test your newspaper with a one time ad. This most often can lead to a situation where you are trying to convince them, week after week that your paper is right for them. The logical choice is that they can trust you as a professional consultant and believe that your publication should be the major player in their media mix.

This trust leads to the decision that they will agree and commit to a budget for a campaign or long range program with you...and not a single ad.

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.



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