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INFORMER

July 2017

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SPEAKS VOLUMES

Emerson College Students Offer Advice on How to Rethink Print for Younger Generations

By Emerson College Journalism Graduate Class 612

– Featured in Editor & Publisher June 1, 2017 –



So, if we could reintroduce the print newspaper to younger readers, how would we do it?

Our first thought was, “We wouldn’t. Millennials don’t need print.” But with further investigation we realized there might be a successful way to do this if publishers are willing to take chances and rethink everything they know about print. Editor & Publisher challenged our advanced multimedia class at Emerson College to answer that question with 18-25-year-olds in mind.

[.....SEE THE FULL STORY HERE](#)



By Don Rush
CPM President

Make Social Media Your Bitch, Part 1.

Okay my print-minded peeps, I believe one of the banes of your existence that low down, skallywagish varmint commonly known as that smackin' frackin' Social Media. (Cue the dramatic music for evildoers, Dun, dun, DAHHHHH!)

Undoubtedly from more and more of your previously paying advertising customers, and businesses that have just started, you have heard:

"It is not personal, but I am taking part (or all) of your budget and putting it to advertising on Facebook."

or

"You are too expensive. I only promote my business on social media."

or

"Does any one read the paper any more besides old people? My customers are younger; they like social media."

Before you throw up your arms, scrunch your eyes and let loose a torrid of colorful adjectives, know this: I feel your pain and weekly I offer up a silent prayer for all of us ink-stained wretches, "God, save us all." Now, give yourself a hug and let's move on into your new future where print and social media live in harmony, like ebony and ivory.

Most likely you fall into one of these four camps.

1. "I hate social media."
2. "I hate social media and chose to ignore it."
3. "I hate social media, but I think we have a Facebook page. Maybe?" Or,
4. "I hate social media but I'm gonna' make it my bitch and make it work for me."

If you are in one of the first three camps, I hope to move you into Camp #4. (Even if you are kickin' and screamin', "I will not be a part of this social media Tom Foolery!" I, Dandy Don Rush, want to help you enter this scary new world. Be brave, Young Cub, you can do this. I know you can!)

First, let's get through your local businesses who just LOVE to use social media to promote their businesses. If you have heard any combination of the three phrases about social media it is your job to compliment your customers, show empathy for them and then skillfully . . . no, artfully . . . no, cunningly sew the seeds of doubt about their ignoring or abandoning your community paper all together. Try this approach.

"Customer, that's great you are putting a lot of thought into marketing your business and trying new media. It has got to be hard to stay one step ahead of your competition."

And, then rebut (nicely) their arguments.

Print is too expensive: *"If you don't mind me asking, what are you spending on Facebook? \$50 a week to reach what,*

3,000 people up to 25 miles away? Did you know if you added another \$50 a week to your marketing budget you can reach (fill your own readership numbers) 31,500 people in our own community?" I rounded down my circulation and multiplied it by 1.75 people per address to get the 31,500 number. You can then do the math to show the Cost Per Eyeball. \$50 divided by 3,000 = .0166 cents per eye ball (if every head belonged to a one-eyed pirate); \$50 divided by 31,500 costs half, .0027 cents per view. Know your market, demographics and numbers. Get this through your independent auditor, government resources, etc.

And, then go into, *"How much time are you spending on this a week? I've heard marketing experts say to do it right, it takes 15 to 20 hours a week to manage an effective social media marketing campaign. I don't know how you do it! We all have the same amount of hours in the day, but it seems you have more time than me – you must be a pro!"*

Only Old People Read Papers: *"Yeah, that's a common misconception some people have about community papers. According to our demographics, 59 percent of our readership is between 25 and 54 years old – prime spending age! Did you know 98 percent of the community receives my community paper? Further, almost three of every four people surveyed said they frequently purchase products or services from our ads? If you want, I can e-mail you that survey and audit."*

(Continued on page 7)

A Look Inside My Inbox

Answering questions about backups and text on four plates



Kevin Slimp
The News Guru

Convention season has been a lot of fun for me this year. I just returned from visits with associations across the Midwest U.S. and Western Canada and there is a definite intensity brewing among community newspaper publishers. There were more publishers wanting a private moment to discuss their thoughts, and longer lines of folks waiting to talk to me after sessions.

As I entered the ballroom at the Illinois Press Association Convention, I couldn't help but smile. Scheduled to speak on the topic, "What's Going on at Newspapers Today," I had a feeling there would be a need for more chairs and it was inspiring to see every seat filled and more chairs brought into the room as I spoke. Still, a dozen or so folks stood in the back area to hear what I had to say about the mood of the industry.

In the vendors area at the same convention, I was greeted by Virginia publisher Matt Paxton and Wisconsin publisher Andrew Johnson, both representing the National Newspaper Association. We probably could have talked for hours, but time was limited as I had to lead a session. We continued the discussion, centered around the crucial need for more honest conversations about the state of the industry, during breaks over the next two days.

Like so many places I visit, both Matt and Andrew are at healthy newspapers and weren't surprised to hear that most of the papers I visit are re-

porting steady or improved health over the past three years. I have a feeling we will meet together soon to continue that discussion.

Stan Schwartz, editor of Publishers' Auxiliary was also in the audience in Illinois. At one point, while helping me distribute some materials, he said, "You know what people like? They love your Question & Answer columns."

Stan knows what he's doing. If he says readers like Question & Answer columns, I believe him.

Here are some of the questions I've received from readers and friends recently:

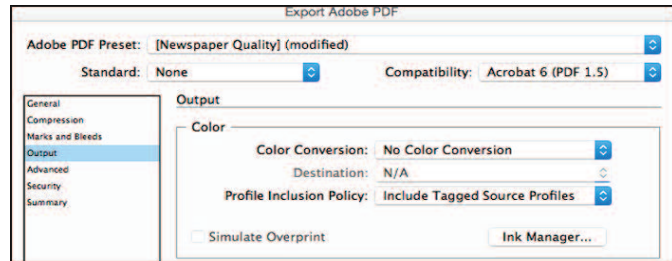
From Janet in Tennessee

I know you're on the road, but we really need your help. Our production Mac has a white screen and we've tried restarting it. Nothing seems to work. Please help.

In the old days, Janet, it seemed like restarting a computer fixed most problems. It still fixes some, but in this case it takes a little more work. When restarting a computer doesn't work, unplugging the computer for several minutes, then restarting, sometimes does the trick.

Both Macs and PCs sometimes need to be unplugged. These are the steps I sent to Janet that got her computer up and running:

Turn off the computer for several minutes, then restart while pressing the Option+R keys immediately after hearing the Apple chimes. When the computer starts up, you should see the OS X utilities menu. Select "Disk Utility" and



When black text prints on all four plates, causing registration problems, the culprit is usually incorrect settings in Acrobat or InDesign.

click "Continue." Select your start up disk and click "Repair Disk." Then reboot your Mac.

From Mark in Ohio

We have "lost" an important folder of InDesign pages on our Mac server. This is the only thing missing. We do use the Amazon backup service every night. We were using the folder four nights ago, but now it has vanished. Is there any "back door" way to find this file? Or anything else you can think of?

I'm glad you have the daily backup, Mark. As long as the folder is there, you've lost a few hours at the most.

My conversation with Mark highlights the importance of running Time Machine, which creates an hourly backup of your Macs, and the importance of having an off-site backup. There are many good cloud backup services out there, and most cost approximately \$5 (US) per month per computer or even less if you subscribe for an entire network of computers.

From Ken in Manitoba

What's the best way to backup our email? If we

ever lose it, we'd be in a bind.

If you take a look at Mark's question, you'll find your answer. It's important to use Time Machine or some other local backup, in addition to an off-site backup. Many cloud (off-site) systems offer both off-site and local backups (to a USB drive or other device). Carbonite (carbonite.com) is one of many such systems.

From Buddy in Georgia

I'd like to pick your brain for a moment. Many of our printing customers are having a similar problem: black text printing on all four plates. Do you have any suggestions to help with this issue?

Yes, Buddy, I do. Most folks see a file like this and think the problem was caused by using "registration" instead of black in the text. That's usually not the case. This happens primarily when the text has been converted to RGB. This can happen in two places, but usually happens when converting the file to PDF. Check the settings in either InDesign or Acrobat and make sure nothing is set to convert to RGB. The safest setting is "Leave Color Unchanged."



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

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

Financial Success Depends on a Strong Newsroom.

Whenever the conversation turns to printed newspaper vs. digital publication my comment is always the same: The delivery platform isn't as important as the information being delivered.

In an age when almost any obscure fact can be found on the Internet, it is locally written content – innovative, interesting and motivating news stories that attract readers.

There are two kinds of stories: Hard news and features. The first includes covering the city council and the second is writing about a kid in a wheelchair playing grade school basketball. Coupled with both those kinds of stories there should also be an abundance of local, full color photos, interactive columns and lots of ads. Many subscribers buy a paper as much for the ads as they do the editorial content.

But back to editorial content and an important truth: The community newspaper is the first writer of local history. Reporters are the early contributors for articles and books that will be written generations from now. In the newspaper you see

drafts covering events as simple the vote at last night's city council meeting, the basketball team's three overtimes before winning Friday night's game, the birth of a son or daughter at the hospital, the opening of a new street front business or the death of a long admired, or almost unknown, resident.

Your readers want to be regularly updated on the activities of local people, emerging and historic places, annual events and organizations. They want to get that information from sources they can trust. They want more than a single website paragraph, they want the "who, what, where, when and why" of traditional, professional journalism.

Not every story has to be long to carry the weight of importance. Often pertinent information can be reported in a well thought out graphic. They should do more than fill space. They should tell a moving story all by themselves. They should be sharp, well edited and print boldly on the page.

(Continued on page 5)



Health workers studying skeeters University implements West Nile virus detection Ryan Smith

Salute to a Soldier World War II aviator returns home 73 years later following discovery of remains in Italy

Fireworks' injury is a reminder of very real danger

WEEKEND WEATHER: SATURDAY SUNDAY

REGISTER TODAY Sioux Center Health Foundation Swinging Fore Scholarships Golf Tournament

Financial Success Depends on a Strong Newsroom
(Continued from page 4)

Here are some places my son Jay P. Wagner often told our N'West Iowa REVIEW staff to look for story ideas:

1. The classified ads in our newspaper and other regional papers.
1. The bulletin boards at the local grocery store, city hall, bowling alley or high school.
2. Student newspapers, church bulletins, employee newsletters, chamber and city newsletters and all of the hundreds of news releases that hit your desk.
3. But don't print the news release as it come in. Find an original story within the information and write a superior piece different from the release printed by all your competition.
4. Have coffee with the businessmen who meet at the drug store every weekday morning. Say little and keep your ears open. You'll learn a great deal about a great deal of things going on in the community.
5. Pay as much attention to what is talked about before and after the council or supervisors meeting as what is said at the meeting itself. Sometimes the best story pops up outside of the official discussion.
6. Drive to work along a different route every morning. You'll be surprised what you'll discover.

7. Be nice to secretaries and gatekeepers. They'll often tell you more than you'll ever get from their bosses.

Jay and Jeff Grant, his successor as editor of The N'West Iowa REVIEW, would also suggest that most failing newspapers have at least two of three reoccurring problems. The first is that many fail to have any recognizable personality. Their story selection and publication design are very limited.

The second is the publishers refuse to listen to the requests and suggestions of their subscribers.

Third, and most important of all, they don't regularly publish an opinion page. They fail to provide a credible forum for public expression.

Being the best requires a desire to excel by both the management and the staff. It demands a heavy investment in technology and qualified employees. It depends on a consistent mentoring program and committed newsroom leadership.

And most of all, it requires personal passion from the top down. A passion driven by the love of sharing the community's story – and getting it right.

Peter W. Wagner is publisher of the award winning N'West Iowa REVIEW and 12 additional publications. He is often called "The Idea Man" and is a regular presenter at State Press Association and Publishing Group conventions and seminars. You can contact him regarding his programs "100 Ideas for Fun and Profit" or "Selling Print Advertising the Wagner Way" by emailing pww@iowainformation.com or calling his cell 712-348-3550 anytime.

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The **MAIL-SUN**
VOLUME 145, NUMBER 27 WEDNESDAY, JULY 5, 2017 ONE DOLLAR

Pavilion GM prepares for start of business

Great interest in renting the facility by TOM LAWRENCE, Managing Editor. The order has an address to work at the pavilion, and will have several other employees on an as-needed basis. Other arrangements are being made with furniture set up as the opening week. The board decided to purchase dinner, which can be used by people who use the facility. The first cost has not been determined. The board has given me the authority to purchase dinner and not covered pizza, Internet and so on. Catering must be done by a licensed caterer. She said, but there is no plate fee and other than the rest, the pavilion will not charge for food service. So far, no events are scheduled at the pavilion but there have been many inquiries. "We are getting interested in a wide array of events: weddings, Christmas parties, Easter, Christmas gatherings and concerts," Robertson said. "We are planning to have the event center open a couple hours during Celebration Days for the public to come in and check out the space. Details are being finalized."



Senior Peter Johnson performs during rehearsal for "Take the Stage: The Last 45 Years," the finale of Sheldon High School Summer Theatre's season. (Photo by Josh Harrell)

Summer theatre ends with revue

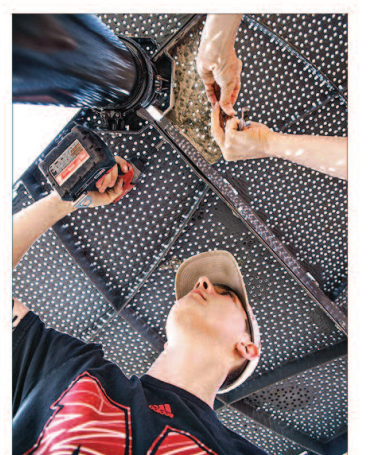
"Take the Stage" will conclude 45th season by JESSICA KAROLCZAK, Staff Writer. The 45th Sheldon High School Summer Theatre season will take a bow after a run of non-musical musicals. "Take the Stage: The Last 45 Years" celebrates 45 years of the change and perseverance of Sheldon's summer theatre program. Program director Lisa Lane-Johnson and the five summer theatre staff members compiled the musical revue. "There's music for everyone to enjoy from more traditional to rock to open to beautiful ballads. It's for all ages, and everything is family-friendly." Lisa Lane-Johnson said. It will feature songs and melodies from musicals from the last 45 years. Performances will be held on Tuesday, June 27. See THEATRE on page A8.



Brian Tuttle and Paul Van Maaron rehearse a scene from the drama about Paul and the underground church that will be presented as part of the Family Faith Festival on Sunday, July 9. (Photo by Jessica Karolczak)

Family Faith Festival will be held Sunday

Activities will focus on family-oriented fun by JESSICA KAROLCZAK, Staff Writer. Sheldon churches have come together to create an evening of faith-filled fun. Living Water Community Church will host Sheldon's second Family Faith Festival on Sunday, July 9. The event will center around the theme "Home: That's the Under-ground Church." The evening includes family activities, music, drama, a potluck and a meal. It is a free event for families, and early registration is encouraged but also will be offered at the door starting at 6 p.m. A Spanish translation will be available at registration. See FESTIVAL on page A8.



Northwest Iowa Community College carpentry student Marcus Johnson of Marcus secures a platform on Tuesday, June 27, at East Elementary in Sheldon. NCC students and other volunteers assisted in erecting new playground equipment. (Photo by Josh Harrell)

SUMMER ASSEMBLY REQUIRED

Volunteers lend hand to build East playground

By JESSICA KAROLCZAK, Staff Writer. East Elementary in Sheldon will also slide into the school year with a new playground. Parent volunteer along with Ryan Conroy, a carpenter instructor at Northwest Iowa Community College in Sheldon, and his students constructed the new playground structure on Tuesday, June 27. The playground is on the west side of the school and is an addition to the other equipment. Donations for that support organization included the \$20,000 project. The new equipment includes five See PLAYGROUND on A8. Volunteers assemble East Elementary's newest playground set Tuesday, June 27. The playground includes several slides, ladders and monkey bars.

Inside 2nd Rowder set the Sheldon football team is looking forward to the district tournament this week. See PAGE A8.

This & That BENEFIT POWER RUN SET a stage for the 2017 power events to help charity in Sheldon. The event is open to all ages. See PAGE A8.

Weather Forecast MONDAY: Partly cloudy, 68-82. TUESDAY: Partly cloudy, 68-82. WEDNESDAY: Partly cloudy, 68-82. THURSDAY: Partly cloudy, 68-82. FRIDAY: Partly cloudy, 68-82. SATURDAY: Partly cloudy, 68-82.

Index Church: A2. Classifieds: A2-3. Content: A2. Calendar: A2. Obituaries: A2. Sports: A2.



Michael Angelo Caruso

The Perfect Sales Call

There's a lot going on in The Perfect Sales Call (PSC).

This important interaction involves dozens of power phrases that must be properly tested and delicately timed.

Verbal cues must be matched by corresponding non-verbal cues, depending on whether the interaction is a phone call or a physical meeting. Of course, tone delivery, and timbre are also critical.

Like all human interaction, the ultimate sales call contains surprises and unknowns. You never know what the prospect might do or say. Group presentations introduce even more variables.

The Perfect Sales Call is like the pencil drawing above. Each has hundreds—maybe thousands—of little strokes or touches that make up the entire process.

Here's what to know as you create The Perfect Sales Call:

1. It's not just what you say. Revenue will not increase because a salesperson uses new verbiage once in a while. The PSC must be established as a system. And then we must go to work improving that system.

2. Delivery is everything. How you communicate is the key to really killing

it in sales. The “how” cannot be learned from a Word document or blog post. It's best to study video and receive proper training from an objective sales coach who helps you rehearse the new script again and again.

3. There is no recipe for success. One doesn't cook like a great chef by following one of the chef's recipes. Selling skills are a trade-craft that must border on lifestyle. A lifestyle consists of the things we do or habits. Every salesperson has bad selling habits—even habits that she is not aware of. Ongoing coaching is one of the only cures for “habit replacement.”

4. The Perfect Sales Call is perfect because it is customized to the industry, the company, the sales department, and to the salesperson.

The Perfect Sales Call—how to get started

We can even assign times to these segments once we confirm the length of the PSC. Here are the steps to a perfect sales call:

1. Pre-meeting. Gather facts, forensic research, social media look-ups, third-party contacts.

2. Greeting and introductions. Business card exchange, The Perfect Handshake LINK, and a compliment. Establish positive expectation by saying something like “you're going to enjoy our time together” or “I've been looking forward to meeting you.”

3. Pre-call the meeting time. Protect your close by (re)confirming the length of the meeting. Say something like, “I've blocked out about 45 minutes plus any Q&A, is that okay

with you?” and nod your head “yes.”

4. Anchor question #1. Get a quick “yes” by asking something like, “Does this sound good to you?” or “Is this a good plan, so far?”

5. Pre-qualify the prospect. Get the prospect to tell you why he took a meeting with you. Ask, “What is your specific interest in...?” If he is not a qualified prospect, you must reschedule the call or cancel the meeting altogether.

6. Story exchange part 1. Get the prospect's story, such as her background, successes, and current challenges. Ask a few questions along the way. Take notes.

7. Trial close #1. Get a quick “yes” related to transaction potential by asking something like “Sounds like succeeding at X is really important to you. If I can show you something that would help you save money/be more successful/save time/improve morale/sleep better at night, would that be of interest?”

8. Story exchange part 2. Share your story including your background, successes, and goals. Draw comparisons to the prospect's story.

9. Anchor question #2. Say something like, “It looks like we have a lot in common, don't we?”

10. Product or service demo. This could also be a drawing, a PowerPoint or Prezi slide show or whatever. Constantly reference “the ideal solution.”

(Continued on page 7)

The Perfect Sales Call

(Continued from page 6)

11. Trial close #2. Get another quick “yes” by asking something like, “Does it seem like this type of service would be of benefit to your organization?” or “Are you still interested?”

12. The Close. You’d love to leave with a purchase order number, but you may have to settle for a “micro-close,” such as an assessment, a team intro at the next meeting or even the confirmation of a visit to your company’s headquarters.

13. Dealing with objections. Hear the person out. Ask questions to clarify and focus on deal-breakers. Deal with the objection or fall back to “less than ideal solution.”

14. Redirect the close. Answer the objection, then try to close again. If rebuffed because another company is bidding, ask who else is quoting and offer a bit of objective competitive analysis. Be sure to request “last-look.”

15. Request referrals. Thank the new

customer for working with you. Pledge to never let her down. Say something like, “We’re going to do a great job for you.” Then ask, “Who else do you know that might also be interested in doing business with me?”

16. Tell ‘em what happens next. Be very specific. Say something like, “So-and-so from my team will be contacting you soon” or “Someone will be contacting you about the assessment on Thursday.” Give an end-date for the onboarding process.

Improving sales is an iterative process

Let’s return to the earlier analogy that compared The Perfect Sales Call. Iterative processes are come together because they receive hundreds and even thousands of “touches.”

A person learns to play the guitar by picking up the instrument countless times and playing certain fingering patterns or chord progressions over and over.

You can become an airplane pilot by logging 1,000 or more hours in the

cockpit or flight deck. That means rehearsing, reviewing, and executing a set of procedures in an iterative manner over a long period of time.

It’s not easy to be “perfect.”

Follow the above guidelines for The Perfect Sales Call, get some coaching, and your closing ratio will improve because you’ll be that much closer to perfect.

Good luck and let me know if you’d like help.

About The Author

Michael Angelo Caruso is one of America’s premier keynote speakers. He is known as “the speakers’ speaker.” Mr. Caruso 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. He has spoken in South America, Africa, Australia, Asia, the Middle East, and 49 of the 50 states. He spends lots of time working and playing in California, Texas, Florida, and New York.

Make Social Media Your Bitch, Part 1

(Continued from page 2)

And then, the parting shot could be something like, “Have you ever had your message on Facebook go sideways? Have you posted a nice little diddy on your business Facebook page and all of a sudden someone puts in a snarky remark which leads to a bad review or critique of your business and then have to spend a ton of time answering each allegation? That has got to make you want to pull your hair out!”

Super awesome sales expert and trainer Ryan Dorhn, founder of the media sales training firm Brain Swell Media and creator

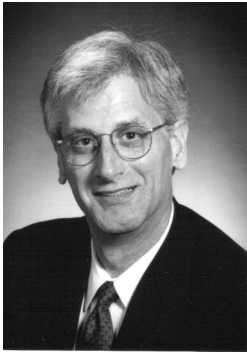
of The 360 Ad Sales System, puts it something like this, “If you are letting your marketing messaging to be spread on social media, you are letting your message open to a take over – you’re letting unpaid, untrained people you may or may not know handle and spread your message. You have given over control of your marketing message.”

(And, since Dorhn is super awesome, I am sure he said it more eloquently than I just reported it! Check out his YouTube snippets to get it from the horse’s mouth.)

Then remind your customer with your community paper they are working with a paid marketing professional, and the

message that you deliver is only the message they, your customer wants. Again, compliment them on actually marketing their business, versus just running a business. Let them know about sound marketing is about consistency and marketing in more than one medium.

So, my print-minded peeps, do you feel a little better about social media? It is not your end, just another hurdle to leap over. As someone once said, a good defense is a good offense. Next time, in Part 2, we will go on the offense. We’ll go into using social media to better our standing in the community, in the eyes of your business partners and in general strengthen your community paper.



By John Foust
Raleigh, NC

The power of repetition. The power of repetition. The power of...

Catherine climbed the ranks from sales person to sales manager at her paper. “Although I’ve been in the business for a long time,” she told me, “there’s always a new way to look at advertising.”

She mentioned a recent trip to a fast food restaurant. “I was between meetings in a nearby town and needed a quick lunch. So I dropped by McDonalds. It had been over a year since my last trip to a McDonalds, and I was trying to choose between two of their trademark products, a Big Mac and a Quarter Pounder. I was planning to ask the cashier about the ingredients in the Big Mac, then all of a sudden I remembered their famous television jingle from my childhood. ‘Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.’ I hadn’t thought about that in years, but it was in my memory bank. I did an online search later and was proud that had I remembered every ingredient in the proper order.”

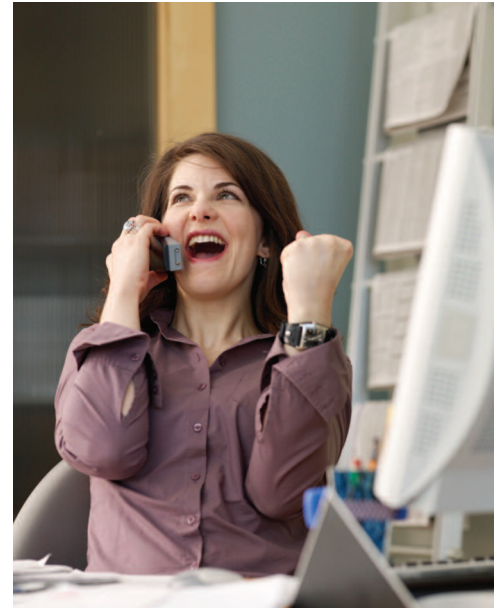
That McDonalds campaign ran for about a year and a half in the mid-Seventies. And 40 years later, Catherine still remembered. That’s the power of repetition.

Would she have remembered the jingle if it had run only one time? Not a chance.

Did you learn the multiplication tables by going through them one time? What about the alphabet? Can you hear a new song one time and sing along the next time you hear it on the radio?

Catherine’s experience reinforced her belief in the importance of repetition in advertising. “I remember one advertiser – an apartment developer – who wanted to run a splashy grand opening ad. But he didn’t want to run anything at all after that. He figured the grand opening would create so much buzz in the market that he wouldn’t need to advertise any more for a long time. In the short run, it would have been nice for my paper to have that full-page, full color ad, but we knew it would have been a waste of his budget. We worked hard to talk him into turning that full-page budget into a mini-campaign that stretched over several weeks. We felt if we could demonstrate the value of repeating his message – with measurable results – then we could talk about extending the campaign. Our strategy worked, and he became a consistent advertiser.”

Catherine explained that her team tells advertisers about two key principles of advertising: reach and frequency. How



many people will they reach? And how frequently will they reach them? Yes, a business can run one ad one time and reach all the readers in her paper’s distribution base. But without frequency, there’s little chance for success.

“Most of the time, it’s a simple concept for advertisers to understand,” she said. “Once they realize that repetition is a solid strategy, they are willing to hear how to make it work. Everybody wins. They get better results and we increase our ad count.”

(c) Copyright 2017 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Back in March I said I would do an article on Color Combos, but I did that in November of 2012. In the meantime we had seasonal holidays. Guess what, July and August are prime County and State Fair season!

One of my responsibilities when I worked at the paper was to coordinate our annual County Fair special section. This section did not follow the stricter format of the paper, but allowed an opportunity to make it more magazine-style with photos and articles. I relied on photos that I had taken the year before and used that as "commentary." This also let me create a "scrapbook-style" effect ahead of time.

Photo Fixes

Digital photos are great, but they can be a bit "blah." As it happens, I was going through some of my old *Before and After* articles and there it was, "Scrapbook-style Photos." That's when I realized that I had used these techniques before to add a little dimension (pizzazz?) to my photos, but I hadn't put them all in one place—yet!

ADD A BORDER The easiest way to add dimension is to add a border and create a drop shadow. You can do this in *Photoshop*, but I prefer to do it in my page layout program. I feel I have more control over the process and I don't have to go back into *Photoshop* if I decide to change the tilt of the photo. Border size is up to you, but be consistent for all the photos used.

STACK OR OVERLAP I combined the border and stacking and when I added the drop shadow, I made sure my light source was consistent with the tilt or angle of the photo. I kept the shadow small because I wanted it to feel as if it was on a flat surface. A larger shadow would make my photo appear to "float" over the surface instead of resting on the surface. I just want an illusion of depth. Creating the drop shadow in my page layout program allows me to change my mind on shadow direction easily. Both *Adobe InDesign* and *QuarkXPress* can do this.

Ad Talk

with Ellen Hanrahan

At the bottom of the first column you see I created an "editorial" layout with the photos. This will work with any community event and you know people like to look at photos—especially if they are in them! I added the dotted graphic shape to create a bit more of a scrapbook feel. It also helps because I just add a 3 point white border... which can be a problem if you have white in your photo background because the drop shadow is only on two sides. The colored graphic shape helps define the white edges (it's a Gestalt thing— continuation). I also used a large iconic photo of a Ferris wheel as my background to further emphasize a scrapbooking approach.

CREATE YOUR OWN FASTENERS

This time I decided to add a paper clip to my photo for fun. I added a small drop shadow to the paper clip and placed it on top of the photo (matching the photo shadow to the clip shadow). This may look better with a little "curl" on the photo but I'll save that for next time. The photo is tilted a mere 2 degrees because you don't need much of an angle to add the depth.



You've seen this "tape" technique (below) before but it does add interest and is pretty fast and simple to create. (Save the "tape" pieces to a library and it will be even easier!) It uses a transparency blending mode for creating realistic effects called **Hard Light**. To simulate transparent tape, start with a rectangle in the shape of a strip of tape. Fill it with 20% black in the *Swatches* panel and set it to **Hard Light** in the Effects panel. You might need to reduce the opacity a bit, too. Now give it a very small drop shadow directly behind (with a distance of zero or one) and voila: "tape!"

I used a wavy border of .25 and I set my opacity to 40% (75% on the post it note)—but experiment to see what will work best for you and see if you can add a little more interest to those ribbon-cutting, award-presenting photos that add community interest to your papers!



I write for IFPA TIP, SAPAToday and the CPM INFORMER. If you want more info, PDFs of articles, or have ideas, e-mail: hanrahan.in@att.net
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By Bob Berting
Berting Communications

Pumping Up Your Advertising Sales Income

Many publishers love to create one time promotions—lots of them. Many sales staffs get burned out with these one time promotions. Customers may not react well to this approach because they are asked to spend more money on advertising that is not part of their original planned program to tell the story of their business.

However, the customer might be more receptive if he or she could be part of an area promotion that would have them participate with fellow merchants in their shopping center, small town, or business community. These promotions can run monthly and have a theme that would be beneficial to all the participants. What is needed is a yearly plan that would involve getting the merchants to commit to a 12 times program—either as a new advertiser or regular advertiser. The merchants can be rewarded by giving them free or at cost promotional services.



The power of subject promotions

Your advertisers and prospective advertisers could also enjoy being part of a subject promotion. Typical subject promotions are: apartment living, dining and entertainment, home decorating, building and home improvement, bridal, etc. Subject promotions are great for giving a rotating picture and story schedule to the participants. These promotions can be 12x a year or if they are seasonal they could run 6x a year. Subject promotions are a powerful way of connecting with business categories that can yield a lot of new business, Put your

subject promotions in your yearly planning schedule with the area promotions and this overall mix could yield a huge amount of overall new business that could really pump up your sales volume.

Will the sales department like it?

Once you have the yearly promotion calendar planned, the sales department looks at the total picture and begins to realize the potential business that can be achieved. When the yearly contracts are signed, all the salespeople have to do is to service a huge, new source of business that pours in every month—and not have to fight every month to build sales volume with one-time promotions. Beyond this new source of business, it will soon be apparent that the promotion sales volume can be a springboard for even more spin off ROP business. Once all the 12x contracts are signed, the final step is to send out the 12x schedule with monthly themes and any other sales promotion materials that compliment each promotion. The final stage for this effort is to keep the enthusiasm alive with the participating merchants in their respective promotions. The sales staff should have no problem keeping enthusiasm alive.

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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