



# Community Papers of Michigan

# INFORMER

March 2018  
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## New!

# Member News



Lowell Ledger & Buyers Guide Publisher, Jon Jacobs (L), with Jeanne Boss (R)



Wes Smith, Publisher

**Editor Jeanne Boss is resigning from the Lowell Ledger after 27 years**

**Wes Smith Named Lapeer Citizen of the Year**

**View Newspaper Group Celebrates 15 Year Anniversary**





By Jack Guza  
CPM Executive Director

## Executive Director Updates

Spring has finally arrived and just in time, as far as I'm concerned. As we transition from a roller coaster of a winter to warmer, dryer weather, many welcome changes begin to take place.

At CPM, we are also taking part in the changing scenery by moving our office as our current lease is set to expire this June. Before we reached the end of our lease, the decision was made by CPM's Board of Directors to transition to home-based offices for Dana and me. We join most state, regional and national community paper associations across the country who have operated their fine associations from home-based offices – many have done so for decades. Since CPM has absolutely no walk-in business, there is simply no need to lease office space. This move will save CPM thousands of dollars annually in our lease alone, and when related expenses that go along with an independent office are factored in, we will save even more.

Our current location is a modest space with two offices, one each for Dana and me. As we continue to look at ways to be as cost-efficient as possible and provide our many member services, this move offers a large savings without any negative effects.

Both Dana and I already had home-offices in place and I have utilized mine

on evenings and weekends as my laptop is linked to our office system.

With today's technology it really doesn't matter if Dana and I are on our computers in connected offices within the same office suite, within our homes, or wherever I may be traveling for CPM-related business.

We will keep CPM's current 800 phone number, 800.783.0267, and you will receive a prompt when you call to select either my or Dana's extension. Once we move, the 800 number will ring into our mobile phones so I can be reached any time as can Dana if needed.

As with any move there are I.T. issues to work out; however, we will be ready when we make the move at the end of April 2018.

Other than our new office address which will be: 5198 Windsor Hwy. Pottersville, MI 48876, it will be business as usual for CPM.

I received a question and some information from one of our members regarding the placement of firearms classified ads from private party sellers. This member received an ad for several AR-15 rifles and searched the internet for information regarding any laws, limitations, etc. for placing private party advertising for such firearms. Here is part of her message to me:

"Most people I know hunt and own firearms. I respect the rights of gun owners and I believe in their Second Amendment rights to own them. Recent events however have left me, like so many, questioning just how people who do bad things get those guns. "

Here is the actual ad that was placed with this member without the person's name and phone number:

*Guns For Sale: (2) AR-15. One Bushmaster, one custom. \$1,000 each. Call xxxxxx (269)xxx-xxxx*

Our member continued, "My question to (CPM) members is...What is your policy when taking classified ads for guns?"

It is currently legal to advertise legally-owned firearms in print advertising, with the onus on the advertiser/seller to conduct the sale legally. It is legal to sell a long gun (rifle or shotgun) between private parties: and sell registered handguns.

Private party firearms sales are under increased scrutiny and I will watch for any changes to share with our members.

If you have policies for the acceptance of private party firearms advertising, please send them to me to share.

Thank you to the Lowell Ledger & Buyer's Guide and View Newspaper Group for submitting Member News articles; I would like to see this continue to be utilized when our members have items to share. It's great to recognize those who contribute so much – both within the company and outside in serving others!

Please send your submissions to me by the 15th of each month.

*Good Selling!*  
Jack

## Nominate an Employer, Employee or Colleague for CPM's ~John R. Gaedert~ "Outstanding Community Paper Professional Award"

Nominations for this award is open to any owner, member of management or employee of a current CPM Member Publication.

**Nomination Criteria:**

- Must emulate a strong commitment to the community their publication(s) serve by participating and/or providing support to non-profit community or civic groups and projects.
- Strong belief in the value of supporting local businesses, schools and residents both professionally and personally.
- Must exemplify the highest level of ethics and a commitment to customer service – which means not just advertisers and readers, also employers, co-workers and families.
- A true team player in every aspect for the good of the entire company.
- Shares ideas and ways to improve their publication.
- Projects a positive and cheerful demeanor regardless of the circumstances and is looked upon as a positive influence within the company and community.
- Self-motivated and energetic
- Always willing to assist when needed.



**To nominate someone for this prestigious award, please provide the following:**

Your Name: \_\_\_\_\_

Publication you work for (or own: ) \_\_\_\_\_

Title: \_\_\_\_\_

Ph. #: \_\_\_\_\_

Nominee's Name & Position: \_\_\_\_\_

Name of Publication they Work for (or own: ) \_\_\_\_\_

*Submit a brief essay (not to exceed one typed page) outlining why your nominee should be considered for this award using some or all of the above criteria.*

*DEADLINE to submit nominations is April 30, 2018*

Send this form and your essay to: Community Papers of Michigan  
1451 East Lansing Drive, Suite 213B, East Lansing MI 48823  
Or email to [jackguza@cpapersmi.com](mailto:jackguza@cpapersmi.com) or Fax to (517)333-3322

READ ALL ABOUT IT!!!

Member  
News



## Editor Jeanne Boss is retiring from the Lowell Ledger after 27 years at the 125-year-old newspaper.

"This will be a big change for us, but she deserves it," said Ledger publisher Jon Jacobs. "She probably deserved retirement ten years ago. I've always teased Jeanne that she has a contract for life. It's been a gift to be the publisher of two newspapers and the print shop and have somebody with the capabilities and dedication of Jeanne. That's pretty rare. We'll definitely miss her tremendously."

Boss guards her privacy closely and was very reluctant to sit still for five seconds and be interviewed about herself.

"I have no interest in being that revealing. It's not my thing," Boss said. "You may not have ever seen her, but she's been here and now she's gone, that's your headline!"

Despite her tough exterior, everyone on the Ledger staff remarked on Boss's naturally kind, empathetic nature. She has also mentored a few newspaper reporters, none of them normal, on deadline or easy to work with.

"I've had the pleasure of working with Jeanne for the last 11 years and I've always viewed Jeanne as like a second mother," Jacobs said. "I feel very fortunate to have been able to bounce ideas back

and forth off of her and talk about the news industry with her. There are not too many people in our industry who have the passion for news that Jeanne does. Any ideas I have that I want to try, she is always gung ho and always approaches things with extreme professionalism. She always wants to do whatever is best for the company and to grow the newspaper." "I think Jeanne has always been like a mother figure to all of us here, even though she's not technically old enough to be my mother," Tammy Janowiak, classifieds, accounting and sales. "I got hired here 26 years ago when I was 22 years old, so I've known Jeanne for most of my life. She's always had good motherly advice. Everybody at some point goes back there to get her take on situations. We all stand at the counter and talk to her so she can't get her work done. She taught me a lot about patience, something that is not naturally part of my personality. And every time you leave the office when it's snowy out, she says, 'Drive careful!'"

"Jeanne has always been somebody I can talk to," said Queta Reynolds, commercial printing sales. "When I have work questions she answers them, but we don't just talk about work, we also chat about personal things. We talk grandkids a lot."

"I've learned a lot from Jeanne and I'm going to miss her," said proofreader Joanna Barr. "Everything I know about newspapers I learned from Jeanne. She's fun, kind, understanding and smart. She's a terrific person and she's always easy to work with."

"I learned a lot from Jeanne, like how to be a better mother and wife," said graphic artist Cathy Acker. "She treasures her marriage and her family. She's always calling her husband about this or that, which made me realize that you have to appreciate your husband more. She has been a very good influence on me, morally and righteously."

Boss worked at several jobs before getting her start in the newspaper business, all the while honing her photography and graphic design skills.

"I'm not a journalist, I'm a photographer and a graphic designer who became an editor," Boss said. "I've done lots of other things, had lots of different jobs."

Eventually she was hired to work for a newspaper in Rockford and after leaving, started working at the Ledger. *(Continued on page 5.)*

## Jeanne Boss *(Continued from page 4)*

"I really just fell into it here," Boss said. "I saw a help wanted ad for a typesetter and graphic design person, so I applied."

"Jeanne makes the office a lot of fun," Acker said. "We've had a lot of laughs together. She always tells fun stories; we have lots of running gags. It's been nice having my cohort on the other side of the wall, to always have something to say. I'll miss the fun we've had together. Work has been so much fun and now it's not going to be fun because Jeanne won't be there anymore."

"I've worked with Jeanne for 17 years," Reynolds said. "She's a character, in a good way. She's very outgoing. She tells it like it is. She's fun to be around."

"We have a lot of private 'inside' jokes, like 'Bin Calla Durit' for example," Janowiak said. "If you go back there and ask Jeanne what 'Bin Calla Durit' means, she will instantly remember the story behind it. What happened was, many years ago there was a sweet elderly woman who was sending out some thank you cards. Unfortunately her spelling was very, very bad so Jeanne volunteered to type them all up for her. Later, she got a thank you card from the woman describing Jeanne as 'Bin Calla Durit,' which we eventually figured out meant that Jeanne went 'beyond the call of duty.'"

"Working with Jeanne is always great," said press operator Scott Kooistra. "She's always bubbly. She never lacks something to say. Sometimes we have political discussions, that's always fun. Well, not always... Beanie Babies can hurt! She used to throw them at you if you got in an argument or if you said

something that she didn't approve of. It was easy to pick on her, you'd just push her buttons and she'd start launching Beanie Babies. She got pretty good aim after a while. She could get you without even sticking her head up from behind the computer. I'd rather it was Beanie Babies than a brick! That was always a lot of fun, though. I'm really going to miss that."

"Working with Jeanne, no day is the same, every day is completely different. She is very unique," Jacobs said. "She has changed me in a lot of ways. When I came in 11 years ago I was a strong Republican, now I can see all sides. I'll miss watching the evening news then debating the issue of the day with Jeanne the next morning. It's always in good fun, we've never had a bad argument, but sometimes we have to agree to disagree."

"I've known Jeanne for 26 years," Janowiak said. "When you've worked together with somebody for that long, of course you're going to have stories. My husband has always been jealous of me because we have so much fun here at work."

Boss said she has enjoyed working in Lowell but she has a long list of things she's looking forward to doing. Soon she will be found sailing around the Great Lakes on the Tiny Island (her 33 foot sloop), doing yoga, painting, working on writing projects, doing some limited freelance design work and most of all hanging out with her husband, children and grandchildren.

"It's hard to wrap it up here, but I'm not retiring. I've got a lot of things I want to

do that I need time for," Boss said. "I can use that extra hour of driving every day. I'll miss them all, though. I've had a good time here. I'll send you a postcard once in a while," Boss said.

"Knowing Jeanne, retirement is going to be very joyful," Jacobs said. "She is going to travel and see lots of places, do a lot of painting and a lot of writing. I know that she'll enjoy retirement. She's got lots of plans and she deserves it. And she won't have any more Tuesday deadlines!"

"From there to here, and here to there, funny things are everywhere." ~ Dr. Suess

Paradoxically, I love this job but I'm leaving it. I'm moving on to explore some other fun and funny things on a different schedule. My last day working at this office will be Tuesday, March 13. As far as employment goes, this has been "a long strange trip." Publishing and people-pleasing have always been the priorities in this business, but humor has remained in second place for as long as I can remember. When I first walked into this office in 1991, a sign over the light tables read, "No dying till the paper's done." There were other signs, photos and slogans over the years that, if I could describe them, would merely give a hint at the absolute hilarity that frequently ensued while we toiled away.

En masse the humor developed with a mixture of camaraderie, deadlines and exhaustion. If only they could bottle our workplace formula that resulted in bouts of wheezing laughter on a regular basis, a network sitcom would pay millions, (Continued on page 6.)

# Jeanne Boss *(Continued from page 5)*

At the start, when I encountered the folks at The Lowell Ledger and Buyers Guide, I withheld judgement on my first impressions. I attempted to remain on the fringe, nose to the grindstone, maybe somewhat aloof. But the publisher at the time, Roger Brown, had a way of making sure you were in on the joke. He is well-read, has a variety of interests, and was a generous employer. I "tip my hat" to him for that, realizing he probably doesn't remember the reference, and I chuckle to myself thinking about it all the same. Cautiously, when after some time a new publisher came along, I watched and waited to see if I would thrive in a different environment. Fortunately, to his credit, Jon Jacobs is smart and has a great sense of humor. To me this is a saving grace. Equally as important, he has been willing to venture into new territory and doesn't sweat the small stuff...too much ;) He's never short on new ideas and is always willing to try something different. "It is what it is," he's

said from the start. He's a twenty-first-century guy who believes that a hometown paper is an important asset for a community. And I'm not going to argue with a guy that coats the inside office doors with chalkboard paint so that we can all play word games during breaks.

Everyone with whom I've worked the longest has heard me say that I think their most appealing trait is their knack for the running gag. Very few things were forgotten. There was always a tagline or phrase that would return us to some off-the-wall memory or absurd moment and we'd be snickering throughout the day.

So... it has been fun

Of course during my tenure here my other life has happened in the background with its sizable ups and downs. But this job, for the most part, has been a delightful diversion.

I've met many interesting people who have come in to talk with me, or yes, to complain to me. I've also met many wonderful souls. I've been allowed the freedom to converse, at almost any length, with anyone - customer, friend or foe - as long as I kept meeting those deadlines. That freedom, that carte blanche, has been an intangible perk. I could list a page full of memories here that would have a select few rolling in the aisles. However, out of context I'm afraid some of those stories would bore the rest of my readers.

Therefore, I'll quote my own resignation letter and in conclusion say, "Hey! It's been a blast! Que sera sera, bon voyage and good day to you! Thanks for all the flexibility (which kept me here longer than I thought I'd stay) the fun and the friendship."

-Jeanne

## Member News

### View Publisher Wes Smith Named Lapeer Male Citizen of the Year!

OXFORD TWP. — Betsy Felton and Wes Smith were named the adult Citizens of the Year at the 39th annual Lapeer Area Chamber of Commerce Citizen of the Year Awards held Thursday evening. A sample of the generosity of the

countless people in the greater Lapeer area who go about their busy lives in such a way to leave the community a better place was recognized at the event held at Devil's Ridge Golf Club in Oxford Township. The facility donated the room for the evening.



Photo by Jeff Hogan

As in years past, the bench was deep with adult male and female nominees as well as youth nominees within Lapeer High School. (Continued on page 7.)

## View Publisher Wes Smith Named Lapeer Male Citizen of the Year!

*(Continued from page 7)*

The 2018 Citizen of the Year male nominees included Bruce Cady, William "Bill" Gibbons, Glenn Ream and Wes Smith. Winning the award was Smith, 62, of Lapeer, publisher of the View Newspaper Group that publishes The County Press, Lapeer Area View and another 13 newspapers in Genesee, Huron, Saginaw and Sanilac counties.

A first-time nominee, Smith was surprised and humbled by the honor in a room filled with people he thought were more deserving than himself. His voice cracking with emotion, Smith commented, "I will make it my job to tell their stories."

Smith is a member of the Lapeer Area Chamber of Commerce board as well as that of LACADA. He's a board member of the LEADER Fund and Smith is the past-president and current member of the Lapeer Rotary Club.

His volunteer efforts include bell ringing with the Salvation Army, working the Poker Room for the Chamber and Rotary (fund raising), at the LEADER Fund golf outing, the LEADER Fund's euchre and cornhole tournaments and at Robo-Con that celebrates the robotics programs in area schools.

Special presentations were given to

Felton and Smith by Congressman Paul Mitchell, R-Dryden Township as well as by state Rep. Gary Howell, R-Deerfield Township and from State Attorney Bill Schuette's office. Felton and Smith were also given \$500 to donate to the nonprofit of their choice.

In addition, Smith was instrumental in founding two events in Lapeer County that benefit worthy causes. View Brew Fest, which benefits the Lapeer County Hockey Association, has raised \$31,000 for the LCHA since its start six years ago. The second event, View Lady Classic, raised nearly \$13,000 for LACADA in its first year in August 2017.



*Congressman Paul Mitchell, R-Dryden Township, presented Wes Smith and Betsy Felton with proclamations to honor them after they were named the 2018 Citizens of the Year by the Lapeer Area Chamber of Commerce.*

# Member News

PUBLISHER'S MEMO  
 WES SMITH  
 wsmith@mihomepaper.com



The Lapeer Area View will mark its 15th birthday this year and the entire View Newspaper Group will celebrate the anniversary of the founding of our company.

The LA View, Vol. 1 No. 1, debuted on August 7, 2003, appearing for the first time in the mailboxes of 35,000 homes in Lapeer County. It was the first newspaper started by Lapeer native Rick Burrough in what eventually would become a group of 15 community newspapers covering six counties with a weekly print circulation of more than 240,000 homes.

Burrough got his start in the newspaper business working for Bob Myers at The Lapeer County Press. He was saddened as he witnessed the decline of that oncemighty paper as it tumbled through a host of out-of-state corporate owners who had no interest in the paper other than milking profits from it. Burrough decided it was time Lapeer County had its own locally-owned newspaper again, with emphasis on local community and local people. He opened an office in downtown Lapeer and staffed the LA View with newspaper veterans and rookies who were enthusiastic and determined in their mission to put out a quality paper that was relevant to all the people of Lapeer County.

The LA View clicked with both readers

## Thank you, Lapeer County, for embracing View Newspaper Group!

and advertisers. Within a few years, Burrough started another View paper in Grand Blanc and then one in Burton a couple years after that. Then he acquired the 128-year-old Davison Index. By 2009, The County Press was owned by Journal Register Corp., the fourth absentee corporate owner of the paper since Myers sold it to Cap Cities back in the 1980s. Journal Register had gone through two bankruptcies as they stripped

local legacy community papers that had been wrung nearly dry.

Given that Burrough took his leap at the onset of the Great Recession and in the midst of a technological change that presented a monumental challenge to even the most formidable newspaper groups, the fact that View Newspaper Group has survived can be considered an accomplishment.

But View Newspaper Group has done more than survive. Following the acquisition of The County Press, we have started four more weekly View papers. We employ 100 people across six offices. We are an integral part of the communities we serve. Our team members serve on local boards, committees and service clubs. We donate tens-of-thousands in cash and even more in newspaper space to local causes. We've expanded to producing events that raise even more money for local nonprofits. Our brand department puts our branding and marketing expertise at the disposal of local businesses that are looking to rebrand and grow. Local organizations like Lapeer County Community Foundation and Lapeer District Library have already taken advantage of our branding services to refresh their brands and heighten public awareness of their missions.

Thank you, Lapeer County, for helping us get our start 15 years ago. Your acceptance, embrace even, of our local approach to newspapering has allowed us to thrive and allows us to continue our service of connecting communities. We look forward to celebrating our anniversary with you all year – and plan on sticking around for many more years to come.



profits and crippled hundreds of newspaper properties in the eastern United States. As the second bankruptcy case was making its way through the courts, Journal Register put The County Press up for sale as part of a group of several local papers in Michigan's Thumb. The fate of The County Press was uncertain and Burrough was sickened by the idea of the paper falling into the hands of another hedge fund group which would likely be its death knell.

Going against conventional wisdom, Burrough took a leap of faith and bought The County Press and the other papers "clustered" with it. Those papers were also



# Weeklies vs. Dailies

*A closer look indicates significant changes in health over past three years*



**Kevin Slimp**  
 The News Guru  
 kevin@kevinslimp.com

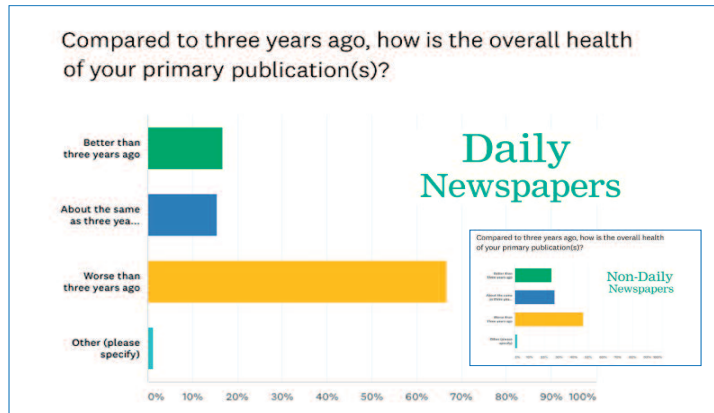
I've noticed a definite trend lately. It might be related to the increased number of industry activities I'm involved in these days, or perhaps it's just be one of those things that can't be explained. Whatever the reason, I've been getting a lot more email over the past few months.

Over the course of an hour today, I received three emails from publishers who wanted to say "thanks." One was thanking me for the information they received in a recent webinar. Another wanted to express their appreciation for some information I shared at a convention they attended last week. The third wrote to thank me for conducting surveys and sharing results with publishers "like me."

I will leave it to you to draw your own conclusions but from where I'm sitting it's obvious newspaper publishers, editors and other journalists are paying much closer attention to what's happening in the industry these days. As a result, I'm hearing from a lot more of you.

As I sat in front of my computer this morning to continue looking over numbers from my most recent survey of newspaper publishers and editors, I began to break the information down into more specific areas. Filtering the results between regions, size of newspapers, and ownership, I began to see obvious differences in newspaper health based on these divisions.

Interestingly, the general responses to the question, "How would you describe the overall health of your primary publication," didn't vary much related to circulation or frequency of publication. A large majority of newspapers of all sizes and types answered either "Not bad, but not great," or "Relatively healthy."



What caught my eye were the responses to another question, "Compared to three years ago, how is the overall health of your primary publication?" This is when things began to get more interesting.

As I broke the responses down between daily and non-daily newspapers, a statistically significant difference became apparent. Compared to their overall health three years ago, roughly 52 percent of respondents from non-daily papers answered their newspapers were in "about the same" or "better" health compared to three years ago. While that might sound like good news, 46 percent of non-daily papers report being in worse health than three years ago. I suppose it's a "glass half full" proposition.

Examining responses from daily newspaper publishers might make some non-daily folks breath a sigh of relief that their numbers are on the "full" side of the glass. Two-thirds of daily respondents indicate their papers are in worse health than three years ago.

You might ask yourself how most newspapers report their health as "Not bad," or "Relatively healthy," if the majority of dailies seem to be experiencing worse health than three years ago.

The answer is simple. While most newspapers are still doing well, many are not in as good of shape as they were three years ago. That is especially true for daily newspapers.

The results aren't all doom

and gloom for daily papers. Nearly 17 percent of dailies report being in better health than three years ago.

Last week, while working on-site with a daily newspaper in Tennessee, I had the opportunity to discuss the newspaper's health over lunch with the publisher and another long-time manager. I mentioned there seemed to be a positive "vibe" at their newspaper.

They told me about their readers. Their numbers haven't been dropping. They described the new magazines and other products they've successfully launched.

I asked about the differences I witnessed at their paper compared to some other dailies I'd visited recently in Tennessee. Their responses, which might seem obvious to some, were filled with wisdom.

"Our readers know they are getting a good product. We haven't slashed pages. We haven't cut our staff to the bone."

I liked the next thing the publisher said, "They know they can trust us."

He mentioned a time when he worked for a large group a few years ago and how different it is to work at a paper where decisions can be made based on what's best for the long-term health of the newspaper.

I could make my own assumptions concerning the less positive responses from daily papers in this latest survey, but for now I'll share this bit of wisdom gained after working with thousands of papers of all sizes. It's not about daily vs. non-daily. It's not about local ownership vs. corporate ownership. It's about trust.

## State of Newspapers Website Debuts

Recently, I began work on a website dedicated to sharing news of interest to our industry. StateofNewspapers.com kicks off April 1, 2108 with stories related to weekly, daily and metro newspapers in the U.S. and Canada. As word began to spread about the project, I heard from website developers, publishers, editors and journalists throughout both countries, offering to lend a hand.

Beginning April 1, visit StateofNewspapers.com and see what I've been implementing. So far, the reviews have been very positive. If you have a story – or link to a story – you think would be of interest to others in the newspaper business, be sure to send it my way.



**By Ryan Dohrn**  
*President/Founder,  
Brain Swell Media LLC*

## Overcoming The Most Common Media Sales Objections

Let me begin this month's post with a question: Is there any part of the selling process that scares you? Cold-calling maybe? The close? Or perhaps it's the part where your prospective client hurls a metaphoric wrench in your up-to-now perfect presentation by raising an objection. An objection! Your mind spins, your mouth is suddenly dry, and you watch, helplessly, as a lucrative sale spirals down to crash and burn.

But, and this 'but' is the size of Mount McKinley, it doesn't have to be that way. And I'm going to tell you why. It actually comes back to one of my favorite sayings, and I make no apology for saying it again now: "Amateurs wing it, professionals practice".

Have you ever watched a top comedian being heckled during a show? Ever see that comedian fazed by being heckled? Of course you haven't. These guys love being heckled because they have endlessly practiced the art of the pleasant put down, and being heckled gives them the opportunity to more closely engage with their audience. They are always ready with a pithy response aimed at getting a laugh without necessarily insulting or

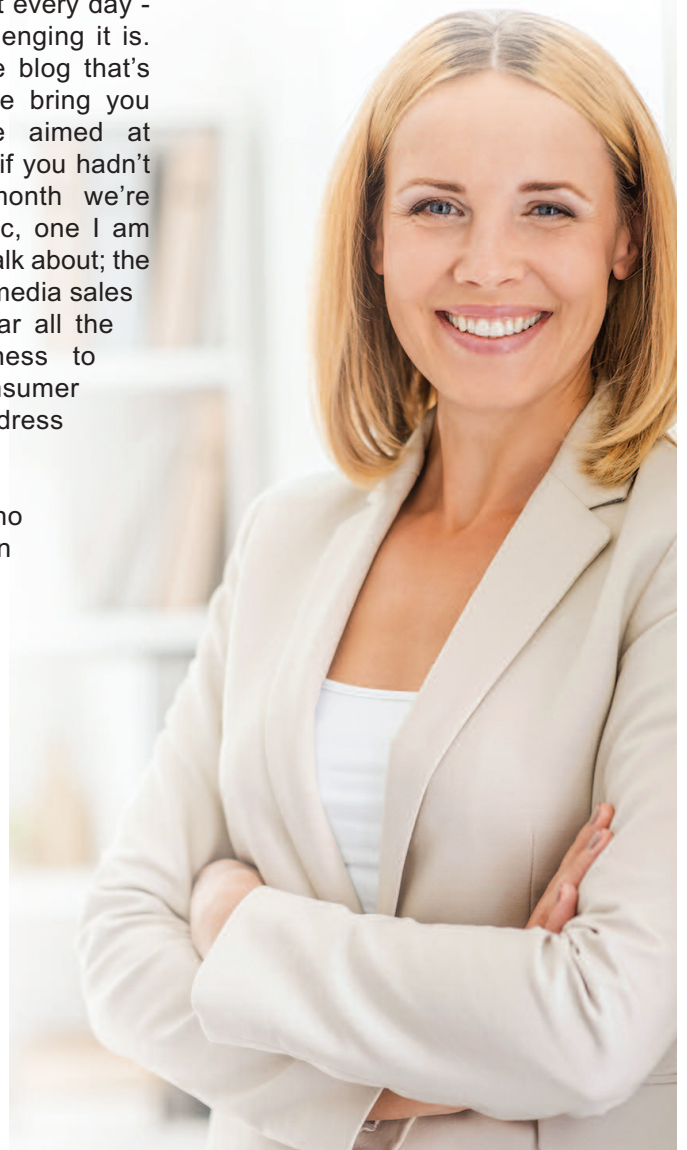
alienating the heckler. It often seems like an ad lib, a quick-witted gag thought of on the spur of the moment, but folks – it isn't. It's an art and they've practiced it and practiced it and practiced it. You, as professional media sales people, have to do the same.

Now, as you know, my name is Ryan Dohrn and, just like you, I'm out there selling in the media market every day - and I know just how challenging it is. Every month, here on the blog that's totally devoted to you, we bring you thoughtful, useful advice aimed at helping you succeed. And if you hadn't already guessed, this month we're looking at a common topic, one I am constantly being asked to talk about; the four or five most common media sales objections, the ones I hear all the time in both the business to business and the consumer spaces, and how to address them.

Along with, "I have no budget," (which I'll get to in a while) I'm most often told, by clients, that "Word of mouth is my best marketing vehicle," or, "Referrals are my best marketing vehicle."

I like this. I like it because, like the comedian, I have thought about and practiced my response. "Mr (or Mrs) Advertiser, I respect what you say, but here's one of the problems with word of

mouth and referral business. With that kind of business, you lose control of your marketing message. You are relying on untrained individuals (no matter how well-meaning) to take your marketing message to the world, and that can be problematic at best." (Continued on page 11.)



## Overcoming The Most Common Media Sales Objections

*(Continued from page 10)*

“There’s another potential problem too, Mr (or Mrs) advertiser. And that is that word of mouth and referral-based marketing is based solely on your ability to 100% control customer satisfaction. If a customer leaves your business unsatisfied; if they have a bad experience with your company, your staff, your service, your software, whatever, at that point, you have lost control of customer satisfaction, and word of mouth and referral-based marketing will actually work against you.”

We’ve all had similar experiences – I know I have. How often have you visited a restaurant and been somehow not entirely satisfied? The food was fine, the wine was fine, the service was fine, and yet ... something wasn’t quite right. You’re probably not going to go online and give the restaurant a bad review, but, equally, you’re unlikely to recommend it to your friends. You may even advise them not to eat there.

Or maybe you’ve bought a software program. You’ve installed it successfully on your computer and started to use it. But something isn’t quite right. The software works, but not quite as you expected it to. You feel somehow dissatisfied. You’re not going to complain, even if the company sends you a customer service survey - it just isn’t worth the hassle. But you won’t be recommending that company to anyone else.

When you are discussing this objection with a prospective advertiser, they are likely to tell you they always work toward 100% customer satisfaction first and foremost. That’s just them. It’s a great mission statement, one I applaud, however, in the real-world, customers are only as loyal as their last customer service experience, or the last time a

company messed with their prices. So it’s important for us all to realize that because of social media, when a customer doesn’t have a good experience with a company, staff, the product, whatever, they tend to go online. And when they go online they tend to get quite hateful behind the keyboard. What I’m saying here is that unsatisfactory customer experiences really do hinder word of mouth and referral-based marketing.

I like to walk my clients through that scenario and you should too. I’ll say something like, “I absolutely respect that word of mouth and referral business is important to you. May I ask what else you’re doing in the marketplace to counter the occasions when someone has a bad experience with your company and goes online to give you a bad review?”

One last point about word of mouth and referral-based marketing you should be aware of - and not be afraid to explain to your potential customer. It’s slow! It’s a slow process that takes time to produce results, and it can be pushed back by just one disgruntled customer making a derogatory digital noise online.

The second common objection I hear is: “I’m not seeing a return on investment from my advertising.” Now I know some of you sell television advertising, some of you sell radio, some sell magazines, newspapers, etc., and you probably all hear the same message in various ways, we all have different variables. My immediate response, when I hear that message from a potential advertiser, is that I have to drill down into that statement, to isolate the facts behind the statement.

So I ask, “What were you expecting? What were your expectations from this

ad campaign?”

As an aside here, I would suggest, from a coaching or training perspective, that this is a question you should probably have asked during the sales call, before the campaign began. However, even if you did ask the question, over time, an advertiser may have a change of mind about their expectations. It might be wise to do as I do which is to ask the question during the sales call and make a note of the advertiser’s response. If, later, the advertiser tells me he is not getting the return on investment he expected, I can go back into my notes (recorded in my CRM tool) and say, “When we first met, you said you wanted...” quote the advertiser’s words to him, “Did something change? What really were your expectations?”

Then I will listen carefully. I’m looking for the signals that the advertiser might be selling a product or service that’s quite expensive. I’m listening for direct response language, direct response triggers. I mean by this that, sometimes, people are selling products or services that are more expensive than direct response advertising will allow.

Just to make sure everyone is on board with what direct response advertising is, think, “Buy now! \$19.99,” or, “Three payments of \$29.95.” The kind of ad where the advertiser is looking for an immediate action from prospective buyers. I often find myself working with an advertiser who is selling high-ticket items or services, \$200, \$500, maybe even \$5,000. The advertiser may feel advertising stuff at that level is still transactional, but it isn’t. Products and services at those sorts of prices require branding, consideration and research. *(Continued on page 12.)*

## Overcoming The Most Common Media Sales Objections

(Continued from page 11)

So the bold statement that someone isn't getting a return on investment from their advertising is just not enough. I need to know what their expectations were and are. I ask the questions and then listen for the signals that tell me they're trying to 'force' a direct response on a product that isn't priced to be within that direct response price bracket.

Okay, now I have clarity on what they wanted to get out of the ad campaign, I need to probe whether or not their expectations were realistic when looked at in the context of ad spend. For example, if they spent \$500 on ads and were expecting sales of \$500,000 in return, I'd say their expectations were unrealistic and I would have some gentle educating to do.

The last facet of this objection has to do with the 'value' of a single customer. What would be the initial value of a customer you brought to a business? And what would be the lifetime value of that same customer? For example, to a hair salon, a single new customer might be worth \$100 on their first appointment. But over the course of a year, that same customer could be worth \$800. Another example: A software company might sell multiple licences to a customer brought in by your advertising. In that case, a single customer would be worth the initial cost of a single licence multiplied by the number sold. What I'm essentially doing is figuring out the real value of the company acquiring a customer through my advertising. And I'm doing this out loud, in alliance with the advertiser so we both understand the real figures.

This is quite a complex objection and it involves a number of separate issues, none of which you should be afraid to address. Remember, it's a conversation. Involve your customer, ask the questions

to get the answers that will allow you to move forward with your sale.

Now here's an objection I come across more and more frequently. It goes like this: "I'm moving all my ad dollars into social media. I'm dropping print, I'm dropping radio. In fact, I'm doing everything on social media." Heard that one yet? If you haven't, you soon will.

My immediate response is to say something like, "Cool! What are your plans? What are you doing with social media?" I'll listen to what they say, chipping in with questions I need the answers to. I need to drill down into what they're saying. In particular I want to know how much time and money are they going to spend managing their social media accounts? Why is that information useful to you and me? Because many of us offer social media services that are a lot cheaper than if they spend the necessary time to do it themselves.

An article on Inc.com (you can check it out) recently stated that successful social media marketers spend 15 to 20 hours a week managing their accounts. That's 15 to 20 hours spent on matters outside their core business. It's a natural step from there to explain to your advertisers that social media is not cheap, especially mis-managed social media. We featured this subject in a recent posting, looking at how Facebook shifted the goalposts on January 15 this year. (You will find the article in our blog archive). In very few cases will you find advertisers are aware of these changes.

You will also find it useful, when talking to advertisers, to refer to some pricing history. According to Hochman consultants, in 2013, a typical cost per click average was around .92 cents. By 2017, that average had increased to

£3.25. Eye opening figures, and I quote them to highlight the importance of recognising the cost of social media and how much it has increased.

Here's some more figures you can use: In 2013, it cost around \$10.50 to convert a click into a client. By 2017, it was as high as \$42. When you look at those numbers you can see that social media marketing is actually pretty expensive – especially if you're no expert and don't really know what you're doing.

The final objection I'm going to deal with today is one of my favorites. It's the old perennial, "I have no budget," or, "My budget for the year is already spent." I did cover this in a previous post and, again, if you scroll back through the archive, you will find it if you want more detail.

Anyway, in general, when someone uses this objection to me I have my very well practiced response ready. "Okay, tell me about competitor X." (This will be the name of one of their competitors I will have researched beforehand. "What are you doing to out-position them in the market place? If you aren't spending anything on advertising, what are you doing about them.")

It's quite blunt but it's also to the point, and one of my go-to's because I want them to understand that their marketing absence is their competitor's opportunity. You have heard me say on many webinars and in my ad sales training workshops, "Mr/Mrs Advertiser, when you think about advertising to this community or industry, do you want to have a presence, be competitive or be dominant?" No budget means that they have chosen a fourth option, being absent. This is very bad and means they will get left behind. (Continued on page 13.)

## Overcoming The Most Common Media Sales Objections

(Continued from page 12)

I'll go on then to suggest there's little harm in me sharing some ideas with them because why would they not want to hear about something that would give their competition a run for their money? There is a lot more to this objection, but I tend to find that once I've mentioned competitors and what's happening in the market place, I'm usually able to steer the conversation to the point where I am sharing some of my pre-prepared ideas with them.

Those are the main sales objections I encounter time and time again. If you

aren't prepared, any one of them can be daunting to the point of killing a sale. What I'd ask you to do, right now, is go over this post once more. Then write your own objection handling scripts to suit your own personality. (Again, a subject you will find in a previous blog post in which I dealt with some 'closing' gambits). When you've done that – LEARN THEM. Learn them so you are word perfect. Learn them until you can recite them in your sleep. Then practice them. Say them out loud over and over and over. When you are in front of that advertiser, and he hits you with one

of these objections, you'll inwardly smile as you move smoothly into one of your conversational objection rebuttals.

**Don't ever forget, amateur sales people – they wing it. Professional sales people – they practice.**

Remember, if selling ads was easy, everyone would be doing it. And they are not. So, we are either crazy or we have found a career that will feed our families for a life-time.

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*Listen to Ryan's ad sales podcast, Ad Sales Nation, on iTunes or on Soundcloud. Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/brainswell/> Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, *Selling Backwards*. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of Sales Training World. Contact Ryan R. Dohrn, President/Founder, 360 Ad Sales Training and Strategy Brain Swell Media LLC  
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# This Month's Idea Exchange Winner of \$100.00 George Moses of The Marketeer!



Not all testimonials are created equal. I'm I've been segmenting my Constant Contact email list into 5 segments, one for each of my 4 sales reps and one for myself, so each client receives a personalized email from each of us a couple times a month.

This has been getting much better response from our clients than the old 'one fits all' emails I was sending out last year. I put a photo of the sales rep at the bottom of the email with their personal phone extension, their email and their cell phone number.

I sent over 2300 emails yesterday morning and the office is buzzing with activity from local businesses responding to it. I received three or four advertising orders within an hour of sending out my messages, including a full page ad from a bank advertising their new construction loan offer.

George

## George Moses



*President*

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***Thank you, George, for sharing your email initiative success!***

**Submit your idea to share and you could win \$100.00 from CPM!**

One idea will be featured each month so remember to send yours to:  
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IDEA!**



Dear George  
On March 31 you can reach over 72,000 homes by mail with an ad in both editions of our April Marketeer!

We'll be focusing on Spring Home Improvement, Lawn & Garden, Nurseries & Flowers, Spring Car Care, Tax Preparation, Home improvement and more!

Glossy deadline is Wednesday, March 14.  
Newsprint deadline is Wednesday, March 21.

*Whichever kind of business you have, this is a great time to get your message mailed to more than 72,000 local homes on March 31*  
**Call me today and let's do business!**

**Kathy Mariani**

(734) 323-0694



**Constant Contact**

Try it free today



By John Foust  
Raleigh, NC

## Six Quick Fixes for Headlines

Research shows that the headline is the most important part of a print ad. If you have a headline that hits home with a reader, there is a good chance that he or she will read further. If not, you've lost your chance.

Here are some ideas to power up your headlines:

**1. Start with a verb.** When you lead off with a verb, you can transform a message from passive to active. A verb puts readers in the present tense and calls them to take a specific form of action. Go...find...get...take...try...: these are all verbs that add life to a headline.

A lot of times, a small adjustment is all it takes. For example, "Get a free widget when you test drive a Zoom-mobile" is better than, "Zoom-mobile will give you a free widget with a test drive." See the difference?

**2. Start with "how to."** This is a handy copywriting tool. These magic words can create a superhighway to a benefit headline. Part of the magic is in the fact that, once you've written the headline, you can drop the words "how to" and still have a benefit headline. "Do yard work faster" promises the same benefit as "How to do yard work faster."

**3. Use the word "free."** In the Zoom-mobile example, the verb "get" is connected to a free offer. This is a strong combination,

because a timely giveaway will never go out of style. Consumers love to receive free things.

Free offers can be used to promote anything from restaurants (buy one pizza, get one free) to clothing (free alterations with new suit) to real estate (free relocation information).



**4. Use the word "save."** This is one of the strongest verbs in your toolbox. Once again, it's all about benefits. Show readers how they can save money, time, or some other valuable commodity, and you will have their attention.

**5. Use specific dollar amounts and percentages.** Specifics always sell better than generalities. "Take \$2,000 off the purchase of your new car" is better than "Take a big discount on the purchase of your new car." And "Save 25% on new carpet" is more compelling than "Save a lot on new carpet."

Using specific numbers can help advertisers avoid meaningless phrases like "fantastic deals," "unbelievable bargains," and "best prices ever." As a result, their messages will have more clarity and impact.

**6. Use short words.** Two facts are worth mentioning: (1) People read publications – including newspapers – at a glance. (2) Short words are easier to read than long words.

People turn pages faster than advertisers would like. In fact, I have found that a typical reader spends about three seconds looking at a newspaper page. In that brief window of time, he or she makes decisions about what to read and what to skip.

The challenge – and the solution – is obvious. Use short words, and you'll give your headline stopping power. You'll make it easier for those hurried page turners to catch the essence of your message.

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



In August of 2014 and April of 2016 I discussed one column ads, but not sure if I highlighted the majority of ads that we ran, the...

# Two by Two Ad Talk

with Ellen Hanrahan

I am referring to our 2-column by 2-inch ad format. These smaller ads give me the chance to use some of the “dingbat” or “ornamental” typefaces at my disposal— because I can add a decorative element without having to dismantle a larger piece of art. Also, they are easy to do— usually not a lot of copy goes into these ads, but that can vary.


I have also included some simple pieces of art, depending on the request of the customer, or to add a little more emphasis to the information.

## Dingbats

I can't help but think of Edith Bunker when I use the term dingbat (thanks to Archie Bunker on “All in the Family”— and yes, I am dating myself), but a dingbat is a good thing. It's a typographical device, other than a letter or numeral. I am not sure how or when it came into use, but when I started in graphic design... a long time ago, there were dingbat fonts.

Sample #1 was a straight-forward political thank you. To keep a “stars and stripes” or patriotic theme, I chose a dingbat font called **Gubbins Borders** by **Ampersand Foundry**. I've included a few samples below:



The dingbat used  — was transformed in **InDesign** using **Create Outlines** under the type menu. It could also be done in **Adobe Illustrator** or **QuarkXPress** by using the text-to-box feature (which is how I handled this technique when I was using the XPress program). This allowed me to color the artwork, remove the star and use it for emphasis in another area of the ad.

Sample #2 wanted to add a flower, so I chose a simple line drawing of a rose, which I felt was more informal, yet personal. I created an irregular shape following the contour of the flower, filled it with a basic feather and placed it behind the flower to soften the solid graphic contrast between the text and the artwork.

Sample #3 is a “Card of Thanks” that we often ran. Type size is kept the same size throughout, but to add a little impact or attention it was “dressed up” with another selection from Gubbins Borders (see above). This time the dingbat was repeated to form the area across the top:



It was then reversed to add a more somber feel to the ad. You can also create entire borders using these typographic elements, but the 2x2 inch size is a little small to make the best use of a border to go around the entire ad.

Using dingbats at too small a point size would result in a less clear and poorly defined pattern, so keep them on the large size. Point size in the ad is 20 points and 22 points in all the other samples. I also set the paragraph to “justify all lines” to create a border look (also put slight horizontal scale on the bottom three border samples).

Sample #4 is a typical “help wanted” for a teacher's aide. You can see that there is not a lot of copy, so to make the ad stand out from the rest, I added educational graphics, highlighted them by placing in a white circle which repeats the area and shape that contains the name of the school. Text is still prominent so the artwork does not overpower it.

Here are some additional dingbats strung together to create “borders”...



There are many other “dingbat” fonts available that can be used similar to the **Gubbins Borders** font—some may even be free. And again, create a Library to store your favorite uses. Trust me, I know how to “repurpose” artwork, especially when I can create my own parts.



## THANK YOU!

To the Town of Herman Voters for all your support in the past years.

John Q. Public



Authorized and paid for by John Q. Public

1

## Town of Rubicon Voters

Thank you for taking the time from your busy schedule to vote on March 6, 2018. I truly appreciate your support.

Sincerely, Karla Braeden

Authorized and paid for by Karla Braeden



2

Most times, a political Thank You will maintain the patriotic theme—the customer request was to add a flower.



We would like to thank everyone for the prayers, support, help, visits, cards, and gifts that were given to us throughout Joseph's recovery.

A special thank you to Pastor Fortain, Little Switzerland Ski Patrol, the ambulance services, Hartford Memorial Hospital Emergency Room, and Joseph's friends.

Karl, Susan, Hannah, and Joseph Hillermann

3

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4

I started as an art teacher many years ago, and changed to a graphic design career in the 1980s. I now write for IFPA TIP, SAPAToday and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: [hanrahan.in@att.net](mailto:hanrahan.in@att.net) Ellen Hanrahan ©2018



By **Bob Berting**  
*Berting Communications*

# The Customer's Personalized Beliefs and Goals Theory

**Even in today's amazing technology, there remains a classic, time worn problem in the newspaper advertising sales field. How are the advertising materials organized and communicated between the client, the salesperson, and the graphic artist? More specifically, how are presentation layouts presented back to the client?**

## The role of the salesperson

The salesperson has to become a trusted advisor to the client and have the ability to get the client involved in the planning and content of the ads. They must be able to demonstrate that they are a marketing pro who knows good layout design, can write good copy, knows type faces, and can sell long range campaigns. It is obvious that this type of salesperson should have these skills when hired by the sales manager and then trained to be extremely good at them so as to be in control with the customer. The optimal word is control.. The salesperson has to take

control and work with the client like an advertising agency approach. One of the major problems in newspaper advertising is that the customer thinks they know more than the salesperson who is calling on them. The salesperson has to establish themselves as an expert and trusted advisor. Even a new salesperson can be perceived as someone who the customer can trust and be guided toward a meaningful advertising program.

## Rough layout organization

The content has to be organized so that the client can see and approve the format. This format includes the selection of headlines, art work, suggested copy, and overall ad design. The idea is to also find the customer's personalized beliefs and goals (CPBG) and work them into the ad ideas. This can be done by showing a head shot of the customer to personalize their ads, featuring employees in the ads, and special goal/belief statements pledging quality, dependability, and dedication to excellent customer service.

## The next critical action

The final step is for the salesperson to explain that they want to tell the story of the client's business with an ongoing campaign but that research needs to be done to know why their customers shop with them and the benefits they are receiving. This information can build an ad campaign with the different reasons becoming the headings of the ads.

The CPBG points can be distributed into feature copy boxes. The next step is to tell the customer that they will be brought a

campaign kick- off ad layout or 2-3 sample ads depicting the start of a campaign. It is important that the customer fully agrees to this and gives

Permission to do so. Objections might arise which could delay the creative process but that's OK because it's better to know before the work is done than after the time and expense of doing the layouts.

## The role of the layout artist.

Keep in mind that the salesperson knows what image is to be projected, what goals are to be targeted, and how the campaign is to flow. Any rough layouts done with the customer are given to the layout artist, incorporating the customer's personalized beliefs and goals (CPBG). The artist proceeds to develop a kick off ad for the campaign or a series of ads to give a feeling of the campaign flow. It is important that the salesperson and the artist carefully go over the layouts before taking them to the customer, making sure that the proper image is projected.

## The layout presentation

It is important that the layouts are shown to the customer before any marketing plan. This procedure ties in with the adage "sell with emotion and justify with facts". It's very important that the layouts tell the story of their business, designed for efficient readership, and to utilize the customer's personalized beliefs and goals (CPBG)

## The happy ending

*Bob has a Tele-Seminar program "Getting New Business and Keeping It." for print media associations. The 5 consecutive week course covers 5 one hour hot topics: 3 Call Selling /Closing System—Understanding Media Competition—Creating Eye Catching Ads—Working With Hard To Please Customers--Selling Merchant Groups and Ad Agencies. Every association member purchasing the course receives a free Bob Berting e-book for the newspaper industry "Advanced Selling Skills For The Advertising Sales Pro". State, Regional, or National Association leadership can contact Bob for more information at bob@bobberting.com, Website: www.bobberting.com. Berting Communications is located at 6330 Woburn Drive, Indianapolis In 46250."*



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



## Social Media Is Neither Social Nor Media, People Are Learning

Many community newspapers are reporting that numerous business owners are saying "I don't need to buy newspaper advertising. I promote my business for free on social media."

If pressed, most will tell you they use Facebook to reach their needed buyers. But social media is really not social. Nor is it a form of media.

I regularly work with a number of college fraternity chapters and attend their weekly meetings. I'm amazed at the members' lack of attention. While one of the members stands and speaks to the group the others are all busy texting their girlfriends or one of their brothers sitting across the room.

Somehow, we've lost common respect for others, the ability to have verbal face-to-face conversations and the sense of community.

I remember spending summers on the family farm in South Dakota. Every Saturday night the entire family would head into town to pick up groceries, machinery parts and whatever else might be desired.

But shopping was the least important part of the evening. My mother, Aunt Anne and female cousins would use the evening to visit with neighbors met in the stores to catch up on the latest rumors, revelations and romances. The men were doing the same thing in the hardware store and implement shop. No one went home until all the juicy details were totally shared. Now that was true social media.

My wife, who is in extensive rehab with a badly broken leg, sent me out shopping last Saturday. Finding the few simple items was easy. Checking out was hard. The huge discount store had only two of its 11 checkout lanes going.

Worst, both lanes had long lines of early-morning buyers wanting to check out overflowing carts of groceries, electronic gadgets, clothing, health and beauty products and more.

Waiting in line I found myself turning to the woman behind me to show off the oversized valentine I'd bought for our dog to give his mistress.

"I just have to show you this card," I told the woman.

"I couldn't resist it," I said. It was large enough to fill the corner of my wife's hospital room and it only cost \$3. Best of all, the picture of the dog on the front was the spitting image of Duffer, our puppy.

It was the beginning of a beautiful 10-minute friendship. I learned she lived in a town not far to the north, taught grade school, had two children, a boy and a girl, was married to a grain farmer, went to the Methodist church and was in town for a postseason girls basketball tournament. Now that's what I call getting social.

I believe there's a place for Facebook in individual business marketing even though I've tried more than once to cancel my account. I find my day interrupted almost hourly by the same Facebook "friend" who seems sure I really care about what he had for lunch or dinner and the television shows he is planning to watch that night. One of Facebook's biggest problems is not everyone wants to be lambasted with meaningless information sent by someone they hardly know. Many find it intrusive. (Continued on page 20.)



## Social Media Is Neither Social Nor Media, People Are Learning *(Continued from page 19)*

But that problem aside, there are some serious reasons why no business should depend exclusively on Facebook especially and social media in general. Most also apply to Twitter and the many other internet information sharing platforms.

1. Not all “friends” on a Facebook friends list receive the notice of a special sale or even a non-commercial message.

With over 2 billion users, Facebook users would be overwhelmed if every message copied to them was delivered. Therefore, only about 20 percent of those on a “friends” list actually get any message.

The users are determined by their interaction with the sender. Those who most often open, respond to or create messages to the business are the ones Facebook pre-selects to get the latest posting.

2. The average local business has between 300 and 700 followers on their contact list.

When Facebook edits the list to their acceptable 20 percent level only 60 participants on the list of 300 get the message and just 140 of the larger list of 700.

3. Facebook is not really free. It is possible to send sales and promotional postings to a larger group of followers, but Facebook charges handsomely for that privilege.

The result is the nation’s larger, better capitalized online retailers and discounters — who are willing and able to pay the fee — connect more often with your customers than you do.

4. Creating and depending on a Facebook account creates an additional cost problem. “Friends” only look at Facebook postings when they find interesting, fresh material to read and share.

Keeping the site up-to-date requires the time and talent of a committed employee or an expensive outside content source.

5. Facebook, Twitter and web server providers such as Google and Yahoo regularly sell the names, interests and e-mail addresses gleaned from their systems to interested buyers.

That means favored customers on your list can eventually appear on the e-mail and “friends” lists of national department and specialty stores, Amazon and all sorts of online discounters.

6. Recent studies have revealed that many of those “wonderful” responses on Facebook or other internet sites have come from a single individual paid to make the service look good.

More recent national articles have stated increasing numbers of those comments have been created by robots, usually referred to as “bots,” with no human interest in the product or the service.

7. A large number of Facebook or other digital service users live a great distance from the posting business.

Rather than buy long distance, they prefer to find a local business offering the same brands where they can touch, try on or otherwise experience the merchandise.

8. Finally, Facebook and other digital services are consistently changing the rules.

There have been three major announcements regarding that problem this month alone. In one a retired top-level manager said, “Facebook is creating division” in our country. In another a different current top-level manager said he was “worried Facebook was destroying democracy.”

Most recently, Facebook announced it was reducing the importing of news on the system since users really only wanted happy talk. So much for the internet being media.

The newspaper still reaches the greatest number of local, dedicated buyers. In most cases those are buyers with both the money to make significant purchases and the interest in keeping the community strong and vital.

So, the message is clear. Social media has a place in local marketing and may grow more important in the years to come. But community newspapers will prevail and are necessary to guarantee credibility, create continuity and maintain local consensus.

Newspapers have survived the advent of radio, the coming of television, the appearance of cable television news channels and the arrival of internet messaging.

The reason is simple. Print is the only media that reaches the entire community. It exists to serve the people of the community and is the best way to share all credible news, original thoughts, creative ideas or unique opportunities and events with those enlightened readers.

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*Peter W. Wagner is founder and publisher of The N'West Iowa REVIEW which has been selected NNA's General Excellence winner 17 times in its circulation class. The material in this article was taken, in part, from his "Mind Your p's and q's" publishing seminar currently being presented at various newspaper association conventions and group meetings. Peter can be reached at [pww@iowainformation.com](mailto:pww@iowainformation.com) or 712-348-3550.*



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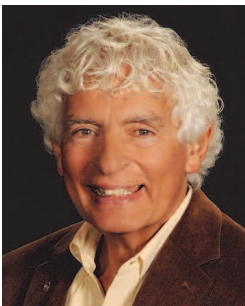
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