



**Community
Papers of
Michigan**

INFORMER

April 2018
mifreeads.com



OUR DATA
SPEAKS VOLUMES

**TIME IS
RUNNING
OUT!**



Last Call For Nominations!

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.

Send your entry form to:
Community Papers of Michigan
5198 Windsor Hwy., Pottersville, MI 48876
or email to jackguza@cpapersmi.com • fax to 800-783-0267

Accepting Entries Through April 30, 2018



By Jack Guza

Executive Director Updates

Please join me in welcoming our newest member, The Voice Newspapers! The Voice Newspapers are owned by 21st-Century Media, a division of Digital First Media, and serve the following communities within St. Clare and Macomb Counties: New Baltimore, Chesterfield Township, Port Huron, St. Clair, Fort Gratiot, Algonac, Marine City and Richmond.

The Voice Newspapers offer a combined circulation of 15,015 with a Wednesday USPS delivery.

Time is running out to nominate an employee, employer or co-worker for the 2018 John R. Gaedert Outstanding Community Paper Professional Award. The deadline for entries is Monday, April 30.

We want to make the nomination process easy for our members, so we receive as many nominations as possible each year. Some members have said the word essay congers-up images of hours spent pounding away at the keyboard. Nominating someone does not need to be a laborious task. All we need is the nomination form completed along with a few paragraphs (as much or as little that you would like to provide), outlining why your nominee should be considered for this prestigious award.

Every publishing company has people who are known by their peers as go-getters, the best of the best, the top 10 percenters, if you would, involved in the community and always willing to assist others within the company. These people don't go the extra mile every day for accolades, they do what they do because people need help.

The service organizations these top performers are affiliated with are fortunate to have people who understand the importance of their mission and whom they can depend on. As an employee or manager of a publishing company, everyone knows this person as one of impeccable character, work ethic, and a friend always willing to lend a hand whenever they can.

Think of the one person in your organization that fits this description and nominate them today! This award deserves a lot of quality nominees for consideration, and the recipient will receive much deserved recognition.

Included in this newsletter is information regarding the efforts of a newly formed group representing our industry and others that have come together to STOPP tariffs on imported newsprint and other paper products. STOPP is an acronym for:



It is imperative for our members to visit and join STOPP: www.stopnewsprinttariffs.org While on the site, click the Contact Congress tab at the top right of the home page. There you will find composed messages that you can forward to your representatives, or feel free to write your own message. Our industry needs to make Congress aware of what is at stake if these tariffs are implemented.

“Our community newspapers, in addition to providing our readers with vital news and information about their community that is not reported elsewhere, are also a main driver of community philanthropy by publicizing and supporting, through advertising and direct financial support, those organizations that move our community forward and provide a safety net for our less fortunate neighbors through private donations and fundraising, rather than government programs. If we and our sister community newspapers across the state of Michigan and the U.S. are hamstrung by higher newsprint costs generated through unfair trade law manipulation, we will be less able to provide those valuable services to our communities.”

-Wes Smith

Good Selling!

Jack

If everyone is moving forward together, then success takes care of itself.

- Henry Ford

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 entry form and info to: Community Papers of Michigan
5198 Windsor Hwy., Pottersville, MI 48876
Or email to jackguza@cpapersmi.com or Fax to (800)783-0267



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

5 Steps to Close More On the First Sales Call

It's a wonderful feeling, isn't it, that heady, addictive moment when you close a deal! In every ad sales training workshop I teach, I loudly proclaim, after 28 years and thousands of sales, that feeling just never goes away. For me it is just as fresh today as it was when I first started out. I liked it so much that I wanted more, and when I got more, I wanted even more. Of course, I lost sales, just like any other novice, or indeed experienced, salesperson, but I was determined, and I was buoyed up by enthusiasm, not only to make more sales, but to learn the mechanics of selling – the science of selling.

It didn't happen in a day or a week, or even a year, in fact, I'm still learning all these years later. I studied and I practiced. I relived the successful sales calls and I analysed the unsuccessful sales calls. And I practiced. I learned how to present propositions, I learned how to deal with objections, and I learned how to close. And I learned how to tie it all together, to 'structure' a sales call to give myself the best chance of

making a sale and enjoying that heady feeling as often as possible.

And that, ladies and gentlemen, is what I preach in all my ad sales training classes and what we're going to be talking about here today – how to host 'killer' sales calls with your clients. What you can do to close more business faster and make every sales call a positive experience.

Now, if you're like me, you have probably already recognized that we're selling in a crazy environment, unlike any other we've sold in before. So, it follows we have to do something different if we want to close more sales faster; we have to re-think our playbook. Okay, but how do we do that? Well, I have an answer for you, but its only part of the answer. The rest is up to you; how much work you put into your preparation and, yes, here it comes again, how much you practice.

I could write all day about sales calls and still not get it all done because we all know every sales call is unique, different, right? Nope! It's a fallacy, and I'll tell you why. On every sales call what we have to think about is what we can do to keep the conversation moving forward, and the way we do that is by having a 'playbook', a road map we can follow from our start point to a positive destination. Using this playbook means we can control the sales call - so it doesn't have to be unique, or different.

A lot of sales people involved in my ad sales training classes tell me they like

what I preach, they even believe in what I'm preaching, but they are adamant that every sales call is different. Okay, that might be true – for them. Here's the real truth though; every sales call is different for them because they ALLOW them to be different. I believe all sales calls are fundamentally the same. There might be some idiosyncrasies here and there but, just like college basketball games, they are the same. Basketball teams handle each game in slightly different ways – but they also run well-rehearsed 'plays' throughout the game. Plays that have won them points in the past. And if you want to be great at what you do, you have to do what they do – rehearse your 'plays'. You need to take into your heart and remember the theme I constantly preach: "Amateurs wing it, professionals practice." It's unbelievably important to us as sales professionals to practice.

So now let me share with you the five steps I deploy in every sales call I make; the five things I do, in this order, in every single sales call:

Step One of Five: Build Trust.

I work at building trust really, really fast. There are literally hundreds of books on this subject, how to build rapport with a client, and yet, still, it's often regarded as baloney; something light and fluffy without real substance, especially in the business world of today where nobody has time for that esoteric stuff. I say we have to build serious trust fast, without wasting our, or our client's, time. (Cont. on page 5.)

5 Steps to Close More On the First Sales Call

(Continued from page 4)

How do we do that? Simple: Research. I research in advance so I can say things like, "I saw on your Facebook page that you're doing that. Let's talk about that." Or, "I saw on your website that you're doing this. Let's talk about this." Or, I saw your company mentioned on the news. Let's talk about that." And during this first step of five I also do something no one else is doing. I begin asking my critical questions, weaving them into my introductory conversation. But be careful. You might walk into a client's office and see a mounted fish on the wall and comment, "Oh! You're into fishing." Or see a set of golf clubs and ask, "Are you into golf?" If you're talking on the phone you might have looked your client up on LinkedIn and say something like, "I saw on LinkedIn that you went to Boston College. How did you like it?" You can do that sort of thing if you want to, but to me you need to ask yourself, are you creating a fake conversation for the sake of creating a conversation?

Real fact-finding, and building genuine trust is based on relevancy, on being highly relevant. "I saw on Facebook that you're promoting this..." Or, "I saw on your website you're doing that. Let's talk about that." Or, I see you're doing this. Tell me how your customers are responding. By the way, what does one new customer mean to you and your business?"

This is how I weave my probing questions into the first step. I don't have to spend time building a rapport and then getting into the meeting. I'm building trust fast by demonstrating a knowledge of their business, and I'm asking my critical questions, my probing questions, early in the meeting. Don't be afraid to do that. Your customer is very likely a busy person and will appreciate you not wasting their time. Bottom line in

step one: Build trust fast and weave your critical questions into the conversation.

Step Two of Five: Sharing Success Stories.

What do I mean by that? I'll make a claim here. I will often stand before an ad sales training class and say that I can easily control your mind, and I can easily control an advertiser's mind. I'll prove it to you. Here's how it goes. If I tell you something right now, you will remember it. I will see you ten years from now and you will still remember it. I promise. Red! Whatever you do, don't think of the color red. Think of any other color, just not red. Think of black, or purple, or blue. Just don't think of the color red.

Now, because I've made this suggestion to you, in ten years' time, if I asked you to remember when we talked about a color, and what that color was, unless you decide to play games, you would remember the answer was red. Why would you remember it? Because I made the suggestion in such a way that you would.

Okay, but what has all that to do with sharing success stories with your advertisers? Success stories, shared in the right way, stick in people's minds. For example, saying to your prospect, "Are you familiar with Company ABC?" The answer will probably be yes if you have done your homework. "Would you be surprised to know they've been running with us for seven years? And they love us. Every time they run with us they say it's the most effective thing they do." Not in ad sales? No problem. Same thing. Just throw out a common problem faced by your clients and how your software or product fixed the problem.

You can also use the opposing gambit.

After you've told a couple of success stories, throw out a name you're pretty sure they won't know. "Are you familiar with so and so?" The answer comes back no. "Exactly, they don't advertise with us."

You are scoring gentle points by sharing success stories. But there is a warning I should share.... Be careful. It's possible to share the wrong success story. "Are you familiar with so and so?" They answer yes. "Every time they run an ad with us they sell 50 cars." Or, "Every time they run an ad with us they sell nine x-ray machines." You see the danger? Those kinds of success stories set you up, potentially, to get bitten on the backside at a later date.

I base my success stories on clients that have a history with me. They've run with me for a long time, they regularly attend my company's events, they keep coming back for more, and they are yet to cancel. These are the success stories you should be sharing. I share them in a suggestive way so that, just as the color red will stay in your mind, my success stories will stay in the minds of my advertisers. It's a great way to get people excited.

Step Three of Five: Determining Market Presence.

This is all about finding out what your advertiser's intentions really are as it relates to their completion and how they want to be perceived in the marketplace in general. "Mr or Mrs Advertiser, when you think about selling in this marketplace, or advertising in this industry, are you looking to just have a presence, do you want to be competitive, or do you want to have a dominant presence?" (Cont. on page 6.)

5 Steps to Close More On the First Sales Call

(Continued from page 5)

I really like this three-tiered question. It was presented to me by Amy Scott of 417 Media in Springfield, Missouri, and I'll tell you why I think it's so awesome. Ask an advertiser what their budget is and you'll likely get one of three responses. A) They don't know. B) They will lie. C) They'll give you some unrealistic figure off the top of their head. Whichever, you won't have the information you need. Worse, you are now in the position of having to try and match what you have to offer to their supposed 'budget'.

Asking the advertiser this three-tiered question pushes them gently into giving you the information you need: They want to be present; they want to be competitive; or they want to be dominant. Now you can talk about other advertisers that fall into any one of those three buckets. And you can talk about what it will cost to be in each of those three buckets. You are now able to guide them, first to which of the buckets they want to be in, and second, you're able to focus their attention on what they actually need to spend to get there – not what they 'want' or 'think' they need to spend.

So you can see this three-tiered question is important because it takes us away from the old way of asking what their budget was and then creating a proposal in a bid to meet that budget. This new way allows us to get real with the client real quick. Getting 'real' in the sales business today means figuring out what the advertiser needs to do, not what they want to do, if they intend to be present, competitive or dominant. This is a fundamental shift in my media sales training programs of the past. Why? Because we all have to evolve or we will get left behind.



Step Four of Five: Presenting Ideas on the Spot:

Once upon a time you'd go on a sales call, ask your questions to discover your prospects needs and their goals, and go away to create a proposal for them. Then you would spend time chasing the client down to have a second meeting during which you would present your proposal. Folks, that's almost medieval these days. The world has moved on. It operates faster and more furiously than ever before. Nobody, least of all you and your prospective advertisers, have the time to meander through the business world like that.

I have a suggestion. What if you could go on your sales calls with pre-prepared proposals all ready to present? I admit this calls for faith in your own judgement, and you might get it wrong, but what I generally find is that, though there are exceptions to the rule, when I look at a prospective advertiser, I can make a reasoned judgement about which category I think they will opt for; present, competitive or dominant. Then I look at what other advertisers in the same category are doing. I am then

able to prepare proposals that will give my advertiser an edge in the marketplace, including pricing, before I go to the meeting.

I'm not being disingenuous, I'm not 'slighting' the client, I'm simply speeding the sales process up. I'm presenting ideas, on the spot, that are based on what others in the same industry, present, competitive or dominant, are actually doing. And you know what? I mostly find that no matter how creative the advertiser would like to be, how individualistic, they usually end up buying what other people in the same category are doing. You may, occasionally, have a client who has different ideas, who wants to be unique or really over the top, however, I have to say I haven't found many yet. Most folk follow the flock.

The bottom line in this step is do your research on the advertiser and then use your informed judgement to prepare your sales proposals BEFORE that first sales meeting.

Step Five of Five: Closing Techniques.

As suggested by the title, this is when I move into one of my well-practiced closing techniques. Regular readers will recall I talked about five of the top closing techniques of media sales superstars in my last blog post. (<http://360adsales.com/ad-sales-training-blog/187-closing-techniques-of-media-sales-superstars>). Now, there are seven or eight different closes that people use all the time, but I'm going to share with you the one I use most often. (Cont. on page 7.)

5 Steps to Close More On the First Sales Call

(Continued from page 6)

It's called the 'Match Game Close', and one of its great strengths is its simplicity. Having gone through the first four steps of how to host killer sales calls, you now say, to your customer something like, "Mr or Mrs Advertiser, you said you need new customers. I have 13,500 customers with incomes high enough to buy your product/services. You told me you tried this before, advertising with us, and got no return on your investment. I've shared, with you, three examples of business owners, like you, that are really, really happy with us. They renew month after month. You also said that you now only do social media and I showed you how expensive social media can be, and how what we can do for you is more targeted – and more affordable. I think we're a perfect match. Don't you agree?"

If your advertiser agrees: "Great! Let's get rolling together."

If they don't agree: "Okay. Can you tell me why? Because I really feel like we could have a great marketing partnership together."

This is a close I have practiced and used over and over and over again. Having established where they want to be in the market – present, competitive or dominant - I simply match their needs to the solutions I can provide.

Finally, the advertiser may say they need to think about the proposal, perhaps talk it through with their partner, astrologer, whatever. It's not an

immediate sale, but it isn't a no sale either, and I want to establish with the advertiser the fact that I am a sales person that always follows up. I say, "Great! When would you like to meet again, Thursday at three?" When the time and day are agreed, I set it in my phone, I write it on a calendar, I create email reminders. And I plan for them not to show up by asking, "Okay, so we'll meet again on Thursday at three. But if for some reason we're not able to connect then, is it all right if I text you?" Again, I'm letting them know I will be following up and that I will be back in touch with them for a decision.

Okay, I've given you a game plan, a playbook you can, and should, use to streamline your sales calls. From an ad sales training perspective, none of this is rocket science. But, the steps and order of this process are important. Now you have to be aware how important it is, as you work through these five steps in how to host killer sales calls, that you think about what you can do within them to be crazy successful.

Step one. Build trust really, really fast by showing you have taken the time to research the advertiser and their business. Include in this step your critical, your probing, questions.

Step two. Share those success stories in the right way.

Step three. Ask that hugely revealing three-tiered question. Do they want to

be present, competitive, or dominant?

Step four. Present your pre-prepared proposals on the spot. Have the intestinal fortitude to go into your meeting with ideas ready to go.

Step five. Close. Close that meeting strong. Practice your closing techniques – and then control the follow-up if it's necessary.

Now you have your five-step blueprint to closing more business right now, and doing it very, very fast. Don't waste it. Don't overthink it. Ad sales training is all about practice. Practice everything within the steps that you need to, and use it. It really does work. Remember, if ad sales was an easy job, everyone would be doing it.

Ryan

About this author:

Ryan Dohrn is the host of the #1 iTunes advertising sales podcast Ad Sales Nation and has trained over 6,000 media sales people in 7 countries. His 25-year media career spans consumer, B2B, traditional, and digital media brands from Disney to PennWell. He is also the Founder of Brain Swell Media, an international sales motivational keynote speaker, an Emmy Award winner, best-selling book author, and he still sells media today. Learn more online at <http://360AdSales.com> or <http://RyanDohrn.com>



THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!



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

A MONTHLY COLUMN EXCLUSIVE TO PRESS ASSOCIATIONS

Not all attempts to eliminate newspaper ads are working

Newspapers and Shopper publications in Iowa and surrounding states are again carrying a major grocery chain insert that pulled out of all papers the end of December. I am purposely leaving out the name of the chain.

The return of the insert is good news for us for the foreseeable future. Good for our papers because the weekly insert revenue is important to our company's bottom line. Good for the grocery chain because local community families look to our local publications for the weekly food specials every week.

The local and metro papers alike were dropped by the chain in response to many unknowns and explosive changes in modern marketing. Believing all

papers are deluded by huge circulation losses, the company's top management decided to use just direct mail, social media blast emails and increased television to promote shopping their stores. The emails would be sent to customers who had shared their email addresses as part of the chains gas discount program.

But the direct mail program, with its much higher postal costs, was usually directed just to homes within five miles of the store or patrons who were known for high volume purchases. That might work well in major markets, but not in rural areas where the next community in any direction was at least seven to 10 miles down the road.

Part of the food chain's reasoning was the company would save money by controlling duplication of delivery where one paper overlaps another. Part of it was the hope the change would reach more younger buyers. Much of it, as we said earlier, was the food corporation was hearing that "newspapers subscription numbers were falling across the nation" and major marketing changes were needed to maintain and grow their market share."

It's what I call the "Chicken Little, the sky is falling" fallacy promoted by social media platforms every day. The surge of electronic publications, continually posting updates to computers, tablets

and mobile phones has changed the reading habits of the hip younger generation. But those posts are usually either reports of breaking national or international news or unverified individual observations or opinions.

Only the local newspaper still delivers the church softball league scores and the details regarding the heated discussion at the recent city council meeting. That is why recent newspaper industry surveys are reporting the thirty-year-olds and older demographic is growing for local, community newspapers.

Plus, not all papers are suffering major subscriber losses. The Detroit Free Press is a good example of a paper often cited as an example that newspapers are failing. That once powerful voice across Michigan has lost more than half of its paid subscribers over the last five years. The Free Press now only offers home delivery three days a week, the days when they have the most inserts. The other four days readers have to buy the newspaper at a nearby convenience store.

But remember, Detroit also lost more than half of its population when America's automotive industry collapsed. There are 900,000 less families in Detroit to subscribe to the Detroit newspaper. (Cont. on page 9.)



GET REAL

THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

Not All Attempts to Eliminate Newspaper Ads Are Working

(Continued from page 8)

Papers in smaller, rural communities have done much better. From a high point when our N'West Iowa REVIEW reached close to 6,600 homes, The N'West Iowa REVIEW has only lost about 400 subscribers. We credit that retention figure to our large weekly package of news and feature sections, strong regional sports coverage and Saturday morning delivery.

We have no bad feelings toward the food chain for testing new marketing ideas. Both of Iowa's major, locally founded grocery chains have been good advertisers in our papers for many years. Even while the chain discontinued the inserts, the local stores in our two largest communities have continued to purchase occasional print ads promoting image and occasional specials.

Until recently the food chain left almost all the marketing decisions to the local manager. He, they reasoned, was most aware of the local situation and able to get the most return on investment from every promotional dollar spent. The chain built its five-state leadership position through local

decision-making policies.

But the retail landscape has changed the last few years. Wal-Mart, Target and other general merchandise discounters have all chosen to enter the grocery business with super stores featuring large grocery sections. Sam's Clubs and Costco are cutting deeply into the purchase of the basics and even meat, produce and bakery sales.

One area business person told me she never visits a grocery store anymore. Instead, she gets a box of ready-to-fix meals delivered to her door twice a week.

Finally, just about every kind of retail business is starting to sell at least some grocery items. Their explanation is families only buy gas, an item of clothing or greeting cards once a week but often need milk or bread daily. Selling at least the basic food items can greatly increase the customer count for any kind of store.

And don't overlook Amazon. That internet retailer is out to eat everybody's lunch. They want all the grocery business as well as every town's book, clothing, health goods and gift

business, too. If Amazon has its way, there will be no main street serving any town anywhere.

But, for the moment at least one major chain has discovered that digital media and direct mail won't do it alone. There is still a need for newspaper advertising to succeed. Newspaper and Shopper readers want to continue their decades old tradition of spreading out the weekly printed page of specials out on the kitchen table to see what's good to buy that week.

So, we welcome back the weekly inserts with open arms. The revenue is important to us if we want to continue the size and depth of our printed products.

But more important, the return of the inserts proves the importance of print advertising, especially here in N'West Iowa where individual beliefs in higher education, the community library and reading the local paper remains high. We hope we can continue to be a worthy conduit between Iowa's two important food chains and our discerning readers for years to come.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. You can receive his free monthly GET REAL newsletter, written exclusively for State Press Associations, by contacting your association manager. To get his free PAPER POWER email newsletter for publishers, editors and sales managers email him at pww@iowainformation.com. The two monthly email newsletters contain information completely different than the monthly Publisher's Auxiliary column and are available without charge or obligation. Wagner can be contacted by emailing pww@iowainformation.com or calling his cell at 712-348-3550.

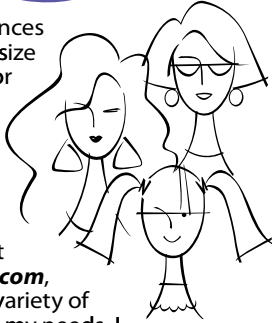
I really like artwork that can offer multiple solutions. Most times, the ads I worked on did not have room for "big art," that's when I became a fan of...

Ad Talk

with Ellen Hanrahan

Line Art

Just add art... is not always that simple. My preferences for art are varied and somewhat dependent upon the size of the ad. For larger ads—that is a quarter of a page or more—I try to look for an appropriate photo. Smaller ads are more challenging because a photo can easily turn in a "blob of grey" (my technical term for the effect). I used to find quite a bit of artwork from **Metro Creative Graphics** and **Dynamic Graphics Designer's Club**. But, alas, I no longer work and my second resource is long gone. Now I have to pay for it myself... so I have **Storyblocks** (check storyblocks.com, recently offered one year for \$149) that offers a wide variety of vector art, photos, video—which works very well for my needs. I also have many years of artwork that I have collected over the last thirty-plus years—since I stared as a Graphic Designer.

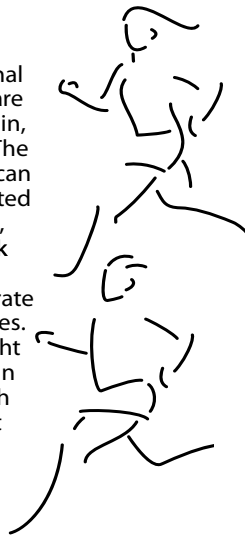


MODIFY VECTOR ART

The original vector art is shown to the right and the final usage in the ads to the far right. All of the art I've used are **Adobe Illustrator** or vector files. This type of art, again, gives me a simple way to modify the original for ads. The simple female line art heads came from Metro and you can see I modified the original "hair styles." I added graduated screens, additional lines in the hair, eliminated the child, flipped horizontal in Illustrator and brought that artwork into my **InDesign** program.

The art for the Memorial Run/Walk ad are two separate pieces from Metro and I did nothing to the Illustrator files. The artwork itself could be very weak, but once I brought the artwork into my ad, I used the shape drawing tool in **InDesign** to create some loose contours, filled them with a radial feather and placed them behind the art to give it a little more substance. I cropped portions of the figures and overlapped them to maintain enough room for the message.

Both ads using the Metro artwork have visual interest without having it overpower the messages. The use of vector artwork also means that no matter what the final size of the art, the integrity and details of that artwork will not be degraded—in other words, flexibility in size with no loss of detail.



DECONSTRUCT VECTOR ART

The bottom artwork was from another art service because I wanted to show a more extreme example of "deconstructing" a piece of art to fit into an ad space. This artwork came from Designers Club as an Illustrator file. I lightened the gorilla area so you could better see the two figures that I pulled from the family group. In **Adobe Illustrator**, I isolated the two children, removed the mom's hand, flipped them horizontally and added color for more emphasis. I then enlarged the art and cropped the figures to call more attention to the boxed area at the bottom of the right-hand column.

Both Metro and Designers Club offered a variety of similar artwork to develop advertising campaigns, brochures, or direct mail as well as ads to maintain a visual, cohesive approach. But time marches on and artwork disappears, but the way to handle the design is pretty much a constant.

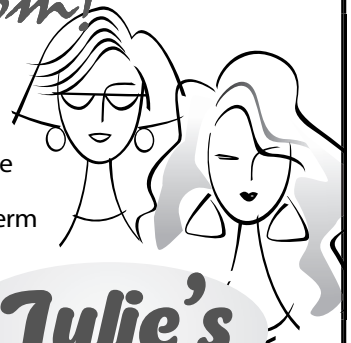


I started as an art teacher many years ago, and changed to a graphic design career in the 1980s. I now write for IFPA TIP, SAPAToday and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2018

The Perfect Gift for Mom!

Gift Certificates from Julie's.

Remember to make your appointment for that summer perm and/or color!



Electrolysis by Jean Marie

Julie's Beauty Boutique

Hwy. 555 Slinger 555-5555

The fight against cancer is a race we can win.

Join the American Cancer Society's Finish Line—

Bob Cross Memorial Run/Walk Sunday, July 15

It's a 5K run/walk at Regner Park to help raise money to find a cure. For more information, call your American Cancer Society at 1-800-ACS-2345.



I finally purchased **Adobe Creative Cloud** and while I am transitioning, I may have run into a snag or two jumping between the programs. In the coming months I will let you know how my new learning experience... and progress... are coming along.

Using part of a piece of art can be more effective than using all of the artwork. Especially if you are working with a limited amount of space.

...Until next month!



By Bob Berting
Berting Communications

Junky Ads

Letting Form Overwhelm Content

The basic rule in all ad design is that the eye has to be drawn to the ad and the reader has to be motivated to actually read the ad without succumbing to distraction or irritation. Certainly the selection of type faces is important with the emphasis on headings in sans serif type which reads cleaner and body copy in serif type, preferably in the 9 to 12 point range. The visual syntax of ad design is important and the popular “Z” path of ad elements is critical to the initial scanning pattern, which directs the eye around the ad (optical path).

What you say is more important than how you say it

However, in spite of all discussion about the attractiveness of the ad, what really helps the reader to buy is the content of the advertising, not its form—what benefits you are going to promise.

Many times, over-zealous graphic artists over-design ads so that the content is obscured and the important message is lost. The ad literally goes gray and the reader’s eye passes over it.

Overdesigning comes in several forms

These forms are the following:

- Reverse type, which many times is too small and not readable.
- Greatly exaggerated borders, which are distracting.
- Graduations of dark to light and copy which doesn’t show up well in the process. The maximum screen for black type is 30 percent: the minimum screen for white reverse is 30 percent.
- Backgrounds of prints and designs with type superimposed over them. Usually the type is difficult to read.
- Too many boxes, sunbursts, and other visual elements that distract from the content of the ad.

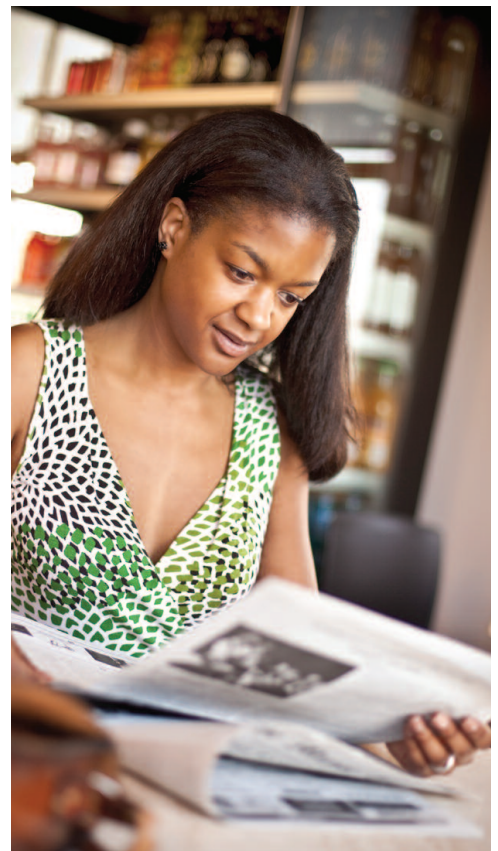
The balance between good ad design and powerful headings

Don’t overlook the fact that the heading can be 80 percent of the ads effectiveness. There should always be a definite contrast between the heading and the rest of the ad. The message of the ad can be divided into units of thought which will incorporate sub-heads and body copy into each unit of thought.

The Final Analysis

Advertisers must provide reasons for people to shop with them.

They must give benefits to reach the subconscious mind of the consumer, motivating them to shop at their business. The salesperson and the artist have to work as a team to decide the exact image to be projected for an advertiser. The graphic artist has to be creative, not only for a single ad but for ongoing campaigns that will not only tell the story, but build readership for the advertiser.



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.”



Michael Angelo Caruso

My Dear Aunt Sally Loves the Order of Things

You've probably met my dear Aunt Sally. Most likely, you met her when you were in high school. You may not recall what she looks like, but this wise old woman offered a valuable lesson.

O! Aunt Sally understands how important it is to do certain things in order.

In fact, being familiar with my dear Aunt Sally would help you better understand how various Internet platforms have come to value the information you share online.

My dear Aunt Sally has always been insistent about the order of things. She can even help you appreciate Facebook's current challenge in the handling of customer data.

In some ways, Sally is your Aunt, as well. She brought you a life lesson as valuable as any math skill. See if this example helps jog your memory.

What's $2 + 3 \times 3$?

If you said, "15," you're wrong. The correct answer is "11."

Fifteen is the answer you get by reading the equation from left to right, doing the addition part of the calculation before the multiplication as in $2 + 3 = 5$, then $5 \times 3 = 15$.

But, if you do the multiplication first, the answer turns out to be completely different, as in $3 \times 3 = 9$, then $9 + 2 = 11$.

Math isn't flexible, neither is my dear Aunt Sally

Our society may be casual, but math is not. Here's why.

Around five centuries ago, some brilliant mathematicians formulated something called the "order of operations." This order is now known as PEMDAS or as many people refer to it-- "Please Excuse My Dear Aunt Sally."

PEMDAS stands for "Parentheses, Exponents, Multiplication and Division, Addition and Subtraction."

If you got "15" as your initial answer in the above exercise, it's because you forgot you met my dear Aunt Sally.

The order of operations and other forms of Boolean logic, play a big role in the marketing world when it comes to search, Internet algorithms and even creating a simple bulk e-mail campaign. Don't forget your relatives, especially, (yours and) my dear Aunt Sally!

There's an order to the perfect sales call. The order of things is certainly important in my line of work.

I do sales coaching. In my opinion, most salespeople talk a bit more than they listen. Some sellers don't listen much at all.

I help salespeople by teaching them to ask key questions that encourage the prospect to talk first.

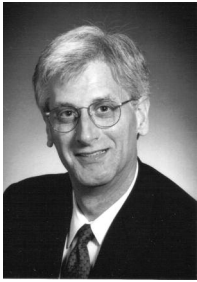
When the prospect talks first, the seller can obtain all kinds of helpful information that he or she can then package into the sales presentation.

So when selling, the order is to listen first and then deliver your presentation. I'll bet my dear Aunt Sally would love this article. What do you think?

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. Mr. Caruso 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. Learn more at www.MichaelAngeloCaruso.com

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Sometimes it's a good idea to feature a boss in an ad. Sometimes it's not.

By **John Foust**
Raleigh, NC

Two ads come to mind. One shows a plumbing company's president seated at the head of a conference table, surrounded by a handful of employees. He is the only one looking at the camera, and they are leaning toward him, eyes fixed on a document he is holding. (Maybe it's a flow chart showing their titles and job responsibilities.) Names are listed in the caption, and his is in bold type. The headline – too trite to mean anything to anyone who is not pictured – reads, "Leading the field." Clearly, the underlying message is, "Look at me. I'm the boss."

The other ad features a large, close-cropped photo of a construction CEO standing next to a pickup truck. He's wearing a hard hat and his expression suggests that the photo was shot as he was talking. The headline is in quotes and emphasizes the fact that he is involved in all of his company's projects – and even devotes time to travel to clients' job sites. The body copy provides details about his commitment to make sure things are done correctly.

That's a stark contrast, isn't it? The first ad says, "I'm important." The second one says, "You (the customer) are important."

Putting bosses in ads can be tricky, because bosses are bosses. They ultimately control their companies' ad budgets. So when you get an idea – or a request – to put the boss



in an ad, things need to be handled with care. Here are some points to keep in mind.

1. Make it relevant. A boss-testimonial has to mean something. It is about the message and the messenger. Ideally, the message should be one that can be delivered only by that specific messenger – a person who represents a big emotional investment in the business being advertised. He is in a strong position to sell benefits and strengthen the brand image. (Think of the classic Dave Thomas ads for Wendy's.)

2. Make it real. For this kind of ad to be effective, the photo and the copy must have the ring of authenticity. This is not the place

for portrait photography; the photo's destination is an ad, not the boardroom. The boss should be depicted in a slice-of-life setting – like the construction CEO beside the truck. She should make eye contact with the camera (and hence, the readers).

To give the right voice to the photo – and personalize the message – make the headline a quote.

3. Keep it simple. For maximum visual impact, the photo composition should be uncluttered and the boss should be the most prominent element.

The language should be human, clear and non-corporate. It's much better to say, "Our commitment to customer service starts at the top – with me," than to say, "We're committed to the relentless pursuit of best practices to better accomplish our actionable customer-facing objectives."

Here's a thought: What about the relentless pursuit of stronger boss-testimonial ads?

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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

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Printers and Publishers Unite to Launch Coalition to Stop Baseless Newsprint Tariffs *By Pat Boyle*

Members of the printing, publishing and paper-producing industries, which employ more than 600,000 workers, are announcing the formation of Stop Tariffs on Printers & Publishers (STOPP), a coalition to fight proposed countervailing duties (CVD) and anti-dumping duties (AD) on imports of Canadian uncoated groundwood papers including newsprint and other papers.

These preliminary duties, which were assessed by the Department of Commerce in January and March, respectively, are the result of a petition filed by one company, North Pacific Paper Company (NORPAC), an outlier in the paper industry that is looking to use the U.S. government for its own financial gain. The STOPP coalition is concerned that these CVD and AD duties, which range up to 32 percent combined, will saddle U.S. printing and publishing businesses with increased costs and threaten thousands of American jobs.

The Coalition is asking the International Trade Commission (ITC) and the U.S. Congress to reject these newsprint tariffs and protect U.S. jobs. With the announcement, STOPP has launched a new website: www.stopnewsprinttariffs.org and is inviting other interested parties to join in the fight to overturn these tariffs.

Members of the STOPP coalition include:

American Society of News Editors, Association of Alternative Newsmedia, Association of American Publishers, Association of Free Community Papers, Association for Print Technologies, Book

Manufacturer’s Institute, Catalyst Paper, Independent Free Papers of America, Inland Press Association, Kruger, Local Search Association, Mid-Atlanta Community Paper Association, National Newspaper, Association, News Media Alliance, Printing Industries of America, Quad Graphics, Rayonier Advance Materials, Resolute Forest Products, Southeastern Advertising Publishers Association, Southern Newspaper Publishers Association, Trusted Media Brands (formerly Readers Digest Association), Valassis Communications, and Worzalla.

and at many other organizations and companies in our communities that rely upon a healthy newspaper.”

“The bottom line is these tariffs on uncoated groundwood paper would not protect domestic paper producers. Paper manufacturers are not able to absorb the cost of the tariff and have already let it be known that the tariff will be passed on to U.S. consumers,” stated Joel Quadracci, chairman, president & CEO of Quad/Graphics. “This will result in driving up the costs of print and force an even faster migration to digital options at a time when our industry is already being severely disrupted. This will result in the loss of U.S. jobs. In the case of rural residents with no broadband access, they will end up underserved with no newspaper either.”

Allan Adler, General Counsel and Executive Vice President for the Association of American Publishers stated: “The U.S. International Trade Commission and the U.S. Department of Commerce should consider how protective duties can harm some important U.S. industries while protecting others. AAP joined the STOPP Coalition to address book publishing concerns that unjustified countervailing duties in the pending ITC proceedings regarding Canadian ‘uncoated groundwood paper’ imports could cause material injury to U.S. book publishing and literacy programs for young readers by raising the cost of papers used to produce inexpensive paperback books for children that help advance early childhood reading development.” (Cont. on page 15.)



STOP TARIFFS ON PRINTERS & PUBLISHERS

www.stopnewsprinttariffs.org

The impact of these tariffs on newspapers, paper producers, book publishers and others has the potential to be devastating to entire industries.

“Newsprint is the second largest expense for small newspapers after human resource costs,” explained Susan Rowell, publisher of the Lancaster (SC) News and president of the National Newspaper Association. “A decision by the federal government to impose tariffs on our paper supply would imperil our news-gathering missions and put jobs in jeopardy at our newspapers

Printers and Publishers Unite to Launch Coalition to Stop Baseless Newsprint Tariffs

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“Publishers are already feeling the negative consequences of a tighter newsprint market and higher prices because of these preliminary newsprint duties,” stated David Chavern, president and CEO, News Media Alliance. “We will turn over every stone to fight these duties so that there is no disruption in the flow of news and information to the citizens who rely upon printed newspapers throughout the country.”

“As the leading producer and employer for uncoated groundwood paper in the United States, we recognize that market erosion, not unfair trade, has caused more than a 75 percent decline in North American newsprint consumption since the year 2000,” stated Seth Kursman, vice president of corporate communications, sustainability and

government affairs for Resolute Forest Products. “The current investigation by Commerce, at the request of one outlier company, is causing even more turmoil and job losses in the newsprint and commercial printing paper segments.”

Michael Makin, president & CEO of Printing Industries of America (PIA), stated, “As consumers of Uncoated Groundwood (UGW) paper, printing companies — especially those geographically positioned in the Midwest and Northeast — will feel the havoc countervailing duties and anti-dumping tariffs will bring to the marketplace. Printers will be faced with the lose-lose proposition of absorbing the hit, which will lead to higher operational costs, or passing it on to their customers, many of whom wish to remain in print but have cheaper, electronic alternative methods

to deliver content or to advertise.”

“In addition to newspapers and directories, UGW grades of paper are used extensively by book publishers,” stated Jim Fetherston, president & CEO of Worzalla Publishing Company and current president of the Book Manufacturers’ Institute. “Imposing these duties and tariffs will have a devastating economic impact especially on the domestic printing industry and the tens of thousands of Americans employed in the process of making books.”

Association for Print Technologies Vice President, Government Affairs Mark Nuzzaco stated “technology suppliers stand shoulder to shoulder with their printing and publishing colleagues in STOPP, the efforts of which comport with APTech’s free trade agenda.”



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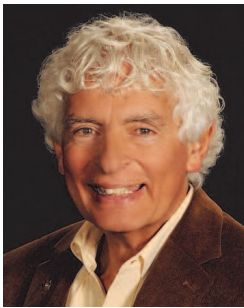
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