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FREE TRAINING FROM MFCP

RYAN DOHRN'S MUST ATTEND SALES TRAINING

SEPTEMBER 20TH

OCT 4TH



RUSSELL VIERS SHARES HIS DESIGN MAGIC WITH YOU!

OCT 10TH



President's Corner



Mike Kolbe

Be Aggressive with Passive Sales

Tuning in to a PGA golf tournament or a NASCAR race allows me to accomplish two things: 1) Watch some of the world's best athletes compete for a ton of money and 2) Attend to other chores and pastimes at the same time. I can watch the first 20-30 minutes, turn my attention to other things, and tune back in to see the conclusion without missing a beat.

Selling long-term, small space advertising, section and page sponsorships and directory advertising can provide the same time-saving and productive outcomes. With a bit of work on the front end, you can sell the space at a rate that is beneficial for both your paper and the advertiser, set the schedule for a multi-week or multi-month run and move on to other projects and sales efforts.

We currently offer nearly 20 regular sponsorship opportunities and directories in our publications, some at a discounted rate, and others at 3 to 4 times our open rate.

A sampling of sponsorship opportunities include: Crossword Puzzle, Church Schedules, Instant Replay Photos, Front Page, Community Calendar, Sports Page, Student Profile, Page 2, Savvy Senior, Weather Forecast.

Directories in our line-up include: Business Spotlight, Farm Services, Health Care Professionals, Dining & Entertainment.

If you would like more information about any of these sponsorships or directories drop me a note: mike@harlanonline.com

We also offer a 12-week special on classified display advertising with a savings of over 50%. Straight line classified advertising is sold by the week, or with a "buy 2 weeks, get the third week free" special. Nearly everyone selects the three-week option.

These long-term schedules give our advertisers a better chance to succeed than a "one-and-done" advertising approach. They also provide our staff with time to attend to a multitude of special section projects, larger space advertising sales, and an occasional day off! Once the schedules are set, it only takes minimum maintenance and updating to keep them rolling.

Directories and sponsorship opportunities are as limitless as your imagination and your business base allows; you just need to recognize them and seize the day.

From the Office



We Want to Hear from You!

*You are invited to join us at the MFCP roundtable!
We are stronger together!*

Lee Borkowski

Each month, MFCP brings you a roundtable Zoom session, tackling all sorts of industry topics to keep you in the loop and connected. As we plan our upcoming sessions, we'd love your input on what matters most to you. What do you want to learn, discuss, or dive deeper into? Your voice will help us tailor these sessions to deliver the most value for you and your team.

It'll only take a few minutes (seriously, no more than 3!) to fill out our quick multiple-choice survey—because we like to keep things easy for you!

[CLICK HERE TO TAKE THE SURVEY](#)

Once you're done, we'll take it from there and turn your feedback into action, crafting quality sessions that help you grow and make more money. After all, we're here to support your success!

Lee

P.S. Make sure your team doesn't miss out on these upcoming training sessions:

September 20th & October 4th – Ryan Dohrn's must-attend sales sessions.

October 10th – Get ready for Russell Viers to share his design magic with you.

[CLICK HERE TO REGISTER FOR BOTH](#)

Members Helping Members

We need your input...

Do You Still Bind Your Annual Volumes? Let us know!

For many years, it has been a tradition among our members to save one copy of each edition throughout the year and have them bound into a book at year's end. While some have moved away from this practice, we know others continue to bind their archives.

We're curious—are you still binding your papers? If so, we'd love to know which vendor you use for the job. For those who no longer bind but might be interested in a contact, please let us know that, too! We'd be happy to share any vendor information we receive with members who are considering reviving this tradition.

Reach out and share your experience, and we'll be sure to pass along any useful contacts!

director@mfcf.org or 715-340-9500.

Help Us Grow Our Association -Your Referrals Make a Difference!

Do you know a publisher or business that could benefit from being a part of MFCF?

We're always looking to expand our network with like-minded professionals, and referrals from our members are the best way to do that. If you can think of anyone who should be a part of MFCF, just point us in their direction, and we'll take it from there. Your recommendation could make all the difference in helping them thrive and grow through the resources we offer!

MVP at Work



Obsessing Over Their Story

By Amy Kylo
Dairy Star, Sauk Centre, MN
Staff Writer

Taped to my \$20 fake wood desk in my work-from-home office is a note which reads: “Stop worrying about writing your story and start obsessing over writing theirs.”

As news media, especially for those of us who do a lot of feature writing, it’s easy to get caught up in writing “your story.” The interview with that Korean War veteran is filling your need for a Veterans Day feature, or this story with a 4-H family fills your need for a fair story. The angle with which you lined up the interview can quickly choke out the unique and beautiful chronicle in front of you.

As time has passed, my increasing goal has been that my stories would ooze the essence of the people I visit with. That their priorities and dreams and their “why” would be at the forefront. That the story printed would not be the story I came to write, but the story they had to tell.

Not only do I think this concept creates great stories, but it also bleeds good journalism. First of all, it creates an urgency for accuracy. If I can reference every word and paragraph I write back to what they told me, I know it not only reflects their story, it’s also accurate.

A pursuit of accuracy can help dispel the fears the public has around media. I have personally interacted with people that have had bad experiences with inaccurate media and others with an overall distrust for the profession. As much as we may want to stick our head in the sand about this, it’s not until we can demonstrate our integrity and storytelling prowess that we can begin to change that narrative.

This concept of telling their story also better reflects our communities. When we don’t have a choke hold on our feature that we “need” which we self-imposed on ourselves, we can start telling the stories that matter to our communities and in so doing, fulfill our mission as newspaper publishers.

When I took this job as a staff writer, I remember struggling at first with my sense of purpose. In media and information saturated surroundings, I wondered whether I was just one more voice in the melee. It wasn’t until I received emails from readers thanking me for stories that I began to see my role. As media, we are connecting our communities. We are celebrating stories of ordinary yet extraordinary people that might never otherwise be told.

In order to be this celebratory, connecting source, it means I need to do my work well. That means growing in my skills and connections in the MVP program. That means continuing my habit of creating goals for my writing and editing.

My challenge for MFCP members is this: how can you begin to tell the story of our communities better? This isn't just an issue for editorial. This means ads that help and bless both that business and the community. It means graphics that illuminate what the words have to say. It means excellence in business relations that reflect who we are as newspapers and how we want to interact with our communities.

As an industry, let's start obsessing over the big story we have to tell. We won't be disappointed.

Amy

Kevin Slimp



Valuable Apps for Newspapers

One use could cover the perpetual cost of these applications

Kevin Slimp - kevin@kevinslimp.com

Twenty years ago, many days seemed like Christmas at my office. That's because I used to receive packages from dozens of software and hardware companies with their latest products, hoping I would review them in my syndicated columns. I still receive software occasionally, but FedEx or UPS doesn't deliver it. The applications come in emails with URL links and passwords, allowing me to download and install applications on my computer.

Now and then, I will test a product that would benefit my newspaper friends. Recently, I tested the latest versions of three programs by Markzware, a software developer based in Dayton, Nevada. I have used previous versions of two of these applications for years, while the third, OmniMarkz, was new to me. By the end of this column, I will suggest that most newspapers would be wise to have one, if not two, of these applications available on their computers.

FlightCheck

Most publishers have likely heard of FlightCheck, even if they've never used it. That's because larger newspapers and printers often use it to perform preflight quality control inspection on many common types of files. FlightCheck entered the market in 1995, allowing Markzware plenty of time to perfect the application.

Basically, FlightCheck examines and preflights many of the files we use in the publishing business, including InDesign, QuarkXPress, Illustrator, PDF, and Photoshop files, to find printing issues before the files go to the press. I tested FlightCheck on files from InDesign, Photoshop, and Acrobat and received a report of potential problems found in each file. Finding one error in an ad before it goes to press could save many of us more than the \$399 perpetual license fee for FlightCheck. An annual subscription is available for \$249, but I suggest that those using FlightCheck purchase the perpetual version.

The list of checks would take more than my allotted space, but significant printing issues, including harmful or missing fonts, text on multiple plates, and color issues, are included.

A fully functioning free 30-day demo of FlightCheck is available at markzware.com

IDMarkz

Trust me. IDMarkz is worth its weight in gold. Thankfully, a perpetual license can be purchased for \$179. IDMarkz has many functions. A few include exporting InDesign files so they can be opened in Affinity Publisher, Illustrator, various versions of InDesign, and many other applications.

Why is IDMarkz so valuable? I've often received frantic messages from publishers who could not open their page templates or files, even though the documents were fine just a few minutes earlier. Even earlier versions of the files on their backup drives wouldn't open. That is a sure sign of a corrupt file and usually means beginning from scratch to re-create the document. That's where IDMarkz comes in. Even though an InDesign file might become corrupt, IDMarkz still manages to open the file and export it to an IDML file that opens perfectly in InDesign.

IDMarkz also allows users to extract InDesign text as RTF, TXT, or HTML files while preserving the original formatting. For newspapers using Affinity Publisher, IDMarkz will enable you to export an InDesign file to PDF without needing InDesign or Acrobat.

One use of IDMarkz to save a corrupt document pays for the cost of a perpetual license.

OmniMarkz

OmniMarkz is a newer application by Markzware. Think of it as IDMarkz on steroids. OmniMarkz combines these three apps:

IDMarkz

PDFMarkz

QXPMarkz

In a nutshell, OmniMarkz allows the user to convert InDesign, QuarkXPress, and PDF documents to other formats. Conversion possibilities include:

PDF to InDesign

InDesign to Affinity Publisher

QuarkXPress to InDesign

Adobe Illustrator to InDesign

InDesign to previous versions of InDesign

Yes, you can open PDF files and edit them in InDesign. If you have legacy QuarkXPress files, you can open them in InDesign. If you're an Affinity user, you can quickly convert your InDesign files to open in Affinity Publisher. And you can quickly export just about any type of file to a high-quality PDF. During export, OmniMarkz even runs a preflight to inform the user of potential font, link, and color problems.

OmniMarkz isn't cheap. With a perpetual license of \$599, it's a tool larger newspapers or design centers should have. Small papers might be served as well by having IDMarkz on hand.

I've appreciated Markzware for two decades. They continue to create quality software while keeping the needs of newspapers – and other publishers – in mind. Visit markzware.com to find these and other apps and demo versions of many of their products.

Kevin Slimp has been a popular consultant and speaker in the newspaper industry since developing the PDF remote printing method in 1994. His upcoming webinars on design, circulation, and software can be found at newspaperacademy.com.

Kevin Slimp is former director of The University of Tennessee Newspaper Institute and founder of NewspaperAcademy.com.

Ad-Libs



Sometimes it's Good to Create a Stir

John Foust, Greensboro, NC

My wife and I have family friends who told us about their boating experiences in northern Virginia. They had a pontoon boat which was docked at a local lake. During the cold months, they used a device called a dock bubbler to keep the water around the boat from freezing.

As they explained it, a bubbler, also known as a de-icer, features a perforated hose connected to an air compressor, which is placed along the bottom of the lake next to the dock. The hose releases air bubbles that push up warmer water from below, which in turn, creates an area of unfrozen water above the hose.

In simple terms that my non-scientific brain can understand, the water won't freeze when it's constantly in motion while warmer water is circulating.

This talk of dock bubblers and constant motion reminds me of a conversation with Matthew, who oversees an ad team. "We fight against complacency all the time," he said. "Once a salesperson makes a sale and the ads start running on a regular schedule, there might be a tendency to move that client to the back burner. And before you know it, a lot of time can go by without any meaningful contact. During that lapse, there's a good chance that our advertiser is hearing from other media outlets. When that happens, we want our advertiser to remember all the good reasons they are running with us.

"Our solution is to keep things stirred up – in a good way, of course," he explained. "It's all about staying top-of-mind with advertisers. If we fade into the background after the sale, we're not providing good service."

Let's take a look at two fundamental ways to keep things stirred up:

1. Focus on the business. "The first action step is to continually monitor the results of their ads," Matthew said. "What's working? What could work better? What products are moving? Which ads are resonating with readers? Are competitors changing their messaging?"

"Then it's important to work together to conduct periodic reviews and adjustments. Show your advertiser that you're always thinking about them and how to make their ads more productive.

"And don't wait until the eleventh hour to talk about contract renewals. I've see that happen, and it's not a pretty picture. It sends the message that we're disorganized or not paying attention. If we're doing our job the right way, contract renewal time usually goes much smoother."

2. Focus on the person. Matthew mentioned the old saying: “People won’t care how much you know until they know how much you care.”

Relationships count. Years ago, I saw a bumper sticker that read, “The best vitamin for making friends is B1.” In our world, this could be delivering extra tear sheets to display in store windows – without being asked. And it could be taking time to say “hi” and sincerely ask how their kid’s soccer team is doing.

Turn on your customer service bubbler. You’ll prevent freeze-ups and keep things moving.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training DVDs to save time and get quick results from in-house training. Email for information: john@johnfoust.com

Ryan Dohrn



How to Sell Almost Anything to Almost Anyone at Almost any Price

In this month's podcast, Ryan shows how 3 small steps will help you sell just about anything. Using his simple strategy will help you with prospecting emails, hosting meetings, and, most importantly keeping your clients.

1. Move trust off of you as salesperson to your success with other clients.
2. Prove Relevance- do your homework, come prepared.
3. Safety in pricing – provide 3 options—lower, higher, and just right.

[How To Sell Almost Anything To Anyone At Almost Any Price with Sales Training Coach Ryan Dohrn by Ad Sales Nation, Ryan Dohrn Show \(soundcloud.com\)](#)

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/RyanDohrnLIVE>

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*.