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WEDNESDAY, APRIL 2

3:30 P.M. - 5:15 P.M. - Leadership Roundtable Falls East
6:00 P.M. - Pup Crawl Meet in Lobby

THURSDAY, APRIL 3

6:00 A.M. - Restore yoga Cascade
7:30 A.M. - BREAKFAST Falls East
8:15 A.M. - 9:45 Opening Ceremonies Falls East

KEYNOTE Dustin James
Create Everyday EXCELLENCE - Shaping the Future, Honoring the Past
This interactive keynote integrates music and massive crowd engagement. You will learn to create intentional focus, driving greater success in your life and business. Master the Four E's - Emotion, Education, Experience, and Energy. You will identify critical areas of your life that can be controlled and allow you to stand out in any market. We need to grasp a clear understanding and commit to excellence in all aspects of our daily lives. We participate in a busy world and can find ourselves chasing sales numbers, competing both externally and internally. We need to quit comparing material things in life and start committing to EXCELLENCE!

9:45 A.M. BREAK
10:00 - 11:15 A.M. - BREAKOUT SESSIONS
Time and Territory Management Excellence
Boost your productivity and optimize your sales approach with practical strategies for managing your time and territory. This session identifies common time-wasting pitfalls and explores the Three Ps of effective

management—Planning, Prioritizing, and Persistence. Learn 28 proven tips to streamline your workflow and participate in hands-on exercises, including a time log review, to sharpen your skills, achieve your goals with greater efficiency and make more sales.

EDITORIAL TRACK Lindsey Young Cascade
Character Styles on steroids
Ah the humble Character Style, often misunderstood as "just another way to make type bold," is actually quite a powerful formatting tool, for both ads and editorial pages. Not only can it make type bold, used in conjunction with Paragraph Styles, it can format text in magical ways, often automatically. In this class you'll unlock a new way of working with text, thanks to our ignored friend, the Character Style.

EDITORIAL TRACK Lindsey Young Cascade
Creatively Covering Your Community Explore innovative approaches to community journalism with Kansas Publishing Ventures, Lindsey and Joey Young have cultivated a fresh, engaging storytelling style across their three newspapers in South Central Kansas! This session dives into creative techniques and unique story ideas they've developed over the past decade to enrich routine coverage. If you're looking to break free from the typical story lineup and want to infuse new life into your content, attend this workshop during which Lindsey will offer actionable ideas to keep your reporting dynamic and relevant.

THURSDAY, APRIL 3 CONTINUED

11:30 A.M. AWARDS LUNCH Falls East

1:00 - 2:45 P.M. - BREAKOUT SESSIONS

Sales Strategies of Separation - Using Creativity to Connect and Deliver Meaningful Moments for your Customers
This session is designed to grow relationships. Learn how to utilize creativity to connect, stand out, and grow deeper relationships. You don't have to be a professional artist to personalize moments for customers. This session will give you the tools and simple tactics to leverage personalization to maximize simple moments. We want our customers to keep us top of mind in their decision process. After this session creativity will be your calling card!

EDITORIAL TRACK Lindsey Young Cascade
Automate Page and Ad Building with Object Styles
Maybe semi-automate is more accurate, as you have to push a couple of buttons first. Yes, once you set up Object Styles (sometimes with the help of Paragraph and Character Styles) you can format pages and ads... and entire documents, with a few simple tricks. You may not format 100 percent of the documents, but these techniques can save so much time that you don't mind doing a little clean up at the end.

EDITORIAL TRACK Lindsey Young Cascade
Mastering Interviewing Skills Interviewing isn't just about asking questions; it's about crafting a conversation that reveals the story behind the words. Lindsey Young, experienced community newspaper co-owner, will guide you through the finer points of interviewing, from asking insightful questions to handling sensitive subjects and difficult sources. This session covers preparation techniques, effective follow-up strategies, and ways to manage challenging interview dynamics, helping you unlock the full potential of each interview. Perfect for editors and reporters looking to elevate their interviewing game and deepen their storytelling impact.

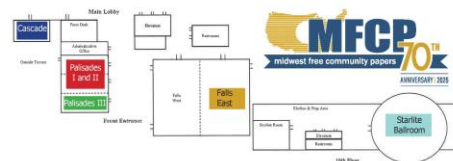
3:00 - 4:15 P.M. - BREAKOUT SESSIONS

TLI 114 - Strategic Long-Term Customer Planning
Subtle: Increase sales, lessen stress and create customer loyalty
In this class, you'll explore proven strategies for selling through long-term contracts, mastering the art of upselling, and creating persuasive proposals that secure commitment and growth. Gain the skills and insights needed to deliver exceptional value and build customer loyalty for the long haul.

EDITORIAL TRACK Lindsey Young Cascade
Image Adjustment Ramblings
I take a lot of photos... a LOT of photos. And I shoot both digital and film. I mean A LOT of photos. So how in the world do I organize, find, adjust, format, and use my photos without quickly and easily? Join me as I show some tips and tricks based on whatever I end up doing during the day before this session. In short, we'll wander around, covering a lot of ground about image adjustment, metadata, and more, including any questions you might have.

EDITORIAL TRACK Lindsey Young Cascade
Getting the Shot You don't need a studio full of equipment to capture compelling visuals for your publication or social channels. In this session, we'll cover key techniques for making the most of any camera—even a smartphone—to enhance the quality and impact of your photography. We'll explore practical camera settings, composition tips, and quick tricks that can make your next local event photo stand out, whether it's for the newspaper or social media. While we may not transform you into Ansel Adams, you'll leave with the know-how to capture photos that bring your stories to life.

6:00 P.M. 70th Anniversary Celebration BANQUET
Starlite Ballroom 10th Floor



FRIDAY, APRIL 4

8:00 A.M. - Forum Press Tour Meet in Lobby
9:45 A.M. - Idea Exchange Falls East
10:30 A.M. - Membership Meeting Falls East
10:45 A.M. - Idea Exchange winners announced Falls East
11:00 A.M. - Checkout Safe Travels

Something for everyone! Join us for a 70th Anniversary adventure at Spring Conference in Sioux Falls, South Dakota
[CLICK HERE FOR A BROCHURE](#)

[CLICK HERE TO REGISTER](#)
We hope to see all of you there!

President's Corner



Full Day of FREE Training Registration Open Now!

Lisa Miller

A full day of FREE training ... need I say more?

Last month I talked about a few of the benefits of MFCP. February is the month of LOVE and I would like to talk about one of my favorite benefits of MFCP ... conference.

Conference is a benefit that should not be taken lightly. I am proud to say some of my closest friends were met at an MFCP conference.

The people attending conference are fighting the same challenges and celebrating similar victories as you are each day. Is there a reason you wouldn't want to spend two full days with them? Or better yet, can you afford to not take the time to hear their ideas?

One of the best parts of conference is you attend for FREE as a member and so does your staff! Imagine what it would cost to have one speaker/trainer come to your office to address your staff. This year, you will have the ability to learn from five speakers at zero cost for registration. Some conferences have a registration fee of almost \$800 a person.

April 3-4 are the dates to write on your calendar. Conference will be at the Holiday Inn in Sioux Falls, South Dakota. Speakers include Dustin James, Holly Hoffman, Russell Viers, Lindsey Young and Joleen Goodman. We are offering three full tracks for editorial, graphics and sales for our 70th.

If you have not taken the time to attend conference, 2025 is your year.

Download the sheets and schedule below and don't forget to go register!

We are all about deadlines. Every day we have some sort of deadline to meet. Your deadline for today is to register for 70th anniversary MFCP conference and trade show.

Lisa

[Here is your link to register](#)

[Here is the link for the brochure.](#)

From the Office



MFCP- Style You've Got a Friend!

Lee Borkowski

As you'll see in Lisa Miller's column this month, plans for our Spring Conference are well underway—and this one is extra special! We'll be celebrating 70 years as an organization, a milestone that wouldn't be possible without the incredible members we've had over the decades. What makes MFCP truly stand out is the willingness of our members to share openly and support one another. That generosity is the heartbeat of our association, and it's why so many lifelong friendships have been formed at our meetings. I'm honored to be part of this amazing community.

A perfect example of Members Helping Members in action happened just last month. We had two eblasts go out with requests for help, and the responses were a testament to the power of our network. One member's chamber of commerce had asked them to recreate a city map, and they wanted to know what sources others were using. Within 12 hours of the eblast, three solid answers came in—two suggested great mapping resources, and another shared that they create their own maps using Adobe. Just imagine how much time and effort it would have taken to track down those answers the old-fashioned way, one phone call at a time!

The second request was from someone looking for a sample sell sheet that combines pricing for digital and print offerings into one page. That one didn't generate responses, which tells us something important—there's a need for this resource. And that's what MFCP is all about: identifying what our members need and working to fill those gaps. We'll be taking a closer look at this to see how we can help.

If you ever have a question, problem, or issue, don't hesitate to reach out to me! I can move quickly to send out a Members Helping Members eblast, and the entire association will help find a solution. It's one of the greatest benefits of being part of MFCP—having a network of industry professionals ready to assist.

Next week, I'll be heading into our Strategic Planning session. This is always a valuable time to step back, assess where we are, and have honest conversations about what we can do better. The goal is simple: to ensure that MFCP is here for many years to come, stronger than ever. As I always say, we're here to help our members make more money—and that's a responsibility we take seriously!

Thank you for being part of MFCP and for making it the unique, supportive, and forward-thinking organization that it is. I look forward to seeing many of you in April as we celebrate 70 years together!

Lee

MVP at Work



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

Two Questions for Supporting Remote Employees

For many of us, working remote or semi-remote is reality. Remote workers are in a complicated dance as they deliver value to the company while simultaneously balancing life and work that are uniquely intertwined. Though convenient on the surface, working a remote job requires an extra level of attention to detail to be successful.

As an editorial staff person working fully remote with in-person interviews, here are two questions I would encourage you to ask your remote employees. First, do they feel isolated from their team members? Second when do they do their work and are they happy with how these hours interact with the rest of their life?

Working as a remote employee it is easy to become siloed from your team as you push out deliverables. As an extroverted, social person, I have found this detachment makes me feel sad, dissatisfied and robotic in my role. It's so easy for isolation to creep in and for all the contact you have with your coworkers to devolve into connecting when you need something from them or they need something from you. Remember, remote workers have no built-in water cooler conversations.

My boss and I have begun implementing intentional check-ins for me with himself and another of my coworkers. I also have a professional mentor and a writing mentor who I can set up times to visit with.

As I continue to grow in community with my team, here is what I have learned:

Connecting with coworkers helps you to enjoy your job. Fostering job satisfaction is not inefficient. We all know it is hard to find good employees. Do not let yourself become a victim of burnout and force your company to find a new employee. You are worth it. Taking the time to love your job benefits everyone.

Connecting with coworkers amplifies energy. When I share about an amazing story I'm working on or a social media post that performed well, I get a huge boost of enthusiasm and excitement which bleeds into the quality of work I do. Sharing my work changes my mood and animates me.

Connecting allows exchange of ideas. You do not have to do this alone. Connecting allows questions to be asked and ideas and tactics to synergize instead of molding in one person's corner of the company. I have good ideas and so do my coworkers, but if we never talk about them, they only do one person any good.

With remote work comes flexibility. No one is watching when you punch in. In some ways, remote work is more about being available to coworkers and getting your work done in a timely fashion than it is about working specific hours. However, this thinking also has limitations.

With work malleability comes the joys of a long lunch break with a family member who is in town or flexing your work around an event. However, remote flexibility also comes with almost no accountability or motivation outside of yourself.

Though I get my work done by deadline, I've found myself clocking in and out all the time and starting my day late. These bad habits stretch work into the evenings and Saturday mornings. Of course, since I work for a newspaper, occasionally there is no avoiding an evening interview or editing that has to be done by the next morning, but most of the time working in the evenings is more about not having been disciplined about completing hours.

My boss who mentors me has challenged me to work more consistent, normal hours and clock out less. I'm not fully there yet, but I am working towards healthier timing. I would encourage coworkers to check with remote workers about whether having someone in their lives as accountability or a reminder to have stricter boundaries would be a mental relief. Remember that as long as they are getting their work done on time, this conversation is about their well-being, not their performance.

I hope this column helps you understand and utilize your remote workers or coworkers better. We can be among your best employees if you will collaborate with us with intentionality, connection and help.

Amy

Members Helping Members

POSTAL INCENTIVES

One of the greatest strengths of MFCP is our members' willingness to support one another, and when it comes to postal discounts, Pete Schultz, Mailing and Delivery Specialist at Woodward Printing Services, has gone above and beyond. Pete has made it his mission to keep our members informed about available postal incentives, creating detailed step-by-step guides to help navigate the application process and claim discounts through the Postal One Business Gateway.

This year, there are four key postal discounts/incentives available, if applicable:

Marriage Mail Incentive – A holdover from last year, this incentive offers a 10% savings for newspapers that weigh 2 ounces or under and are published at least 10 times in a calendar year.

Integrated Technology - Mobile Shopping Incentive – To qualify, you must submit an approved ad (we're using Omaha Steaks this year), run it each week, check the appropriate box on your paperwork, and save 3%. The program runs for a six-month window, so be sure to start by July 1 to maximize your benefits.

Containerization/Pallet Discount – While this discount is small—just \$0.001 per copy—those fractions add up over time. To claim it, all you need to do is check a box.

Sustainability Discount – A 1% savings for using qualified recycled paper. This discount is an add-on, meaning you can claim it alongside the Integrated Technology Mobile Shopping Promo.

If this all sounds a bit overwhelming—don't worry! Pete and I will be hosting a Roundtable in the coming weeks to go over everything and answer any questions. We're also putting together a training video that you can watch at your convenience, along with handouts featuring step-by-step instructions and screenshots.

MFCP extends a huge thank you to Pete for his dedication to helping our members navigate these incentives. If you have questions or need assistance, don't hesitate to reach out to him—but please be mindful of his time. He's more than willing to help, and his expertise is a tremendous resource for us all!

Stay tuned for more details on the upcoming Roundtable, and as always, if you need help with anything, don't hesitate to reach out. We're all in this together!

Ad-Libs



Don't Ghost Your Clients

John Foust, Greensboro, NC

Eric is an advertiser who has dealt with a number of media salespeople. “In all of my years of placing advertising, I have only one pet peeve,” he told me. “I don’t like it when salespeople ghost me.”

Although “ghosting” is most frequently associated with personal relationships, it also occurs in business relationships. Eric is as cheerful as any advertiser you’ll meet, but it bothers him when a salesperson ignores him after an important appointment, after his store has featured a big sale, or after a new campaign starts. At those crucial times, he may need to discuss tweaks to the ad schedule or new offers to generate more interest. “I’m definitely not high-maintenance, but not promptly returning phone calls or not replying to emails and texts is wrong. That tells me they are disorganized, they are procrastinating or they are deliberately ignoring me.”

Poet Maya Angelou famously wrote: “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

How do you think Eric’s ghosters make him feel? Whether their inaction is intentional or not, he may feel that – after he becomes a regular advertiser – they don’t see him as worth their time any more.

Is that the way you want your clients to see you? Your answer should be a resounding “no.” The solution is to make it a standard practice to follow up regularly with *every single one* of your advertisers. Eric has a few words of advice:

1. Use the right method. “Some people like emails, some like texts, some like phone calls. While it’s human nature to use the form of communication that we prefer, things are different in the world of sales. When you’re dealing with prospects and customers, think about their likes and dislikes. Reach out to each individual the way *they* want to be contacted. In fact, they’ll appreciate it if you ask about their preference.”

2. When you say you’re going to do something, do it. “Nobody likes broken promises. If you tell me you’ll send a proposal or an ad proof by next Tuesday, please do it. If something unexpected happens and you can’t deliver on time, please let me know as soon as you find out. I understand that delays happen, and I’ll respect you more for keeping me informed. For goodness’ sakes, don’t avoid me and make me call to ask what’s taking so long.”

3. Don't always be in sales-mode. "If someone contacts me only when they want me to buy something, their calls become an annoyance. In my business, I work to build relationships with my customers, so I appreciate it when salespeople do the same thing with me. My best piece of advice is: Show your customers that you care about them and their businesses. When they know you care, they'll be more likely to trust you and they'll be more likely to invest in what you're selling."

That advice is hard to ignore.

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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

Kevin Slimp



Healthy, Growing Papers

The secret is making changes now, instead of later

Kevin Slimp - kevin@kevinslimp.com

Those of you who pay attention to such things – and I’m guessing that’s not too many of you – may have noticed I didn’t spend nearly as much time speaking at conventions in 2024. It wasn’t because I didn’t get invited. I just decided to see what would happen if I took a year away from speaking to focus on other things. I did several newspaper redesigns, which took a lot of time. I traveled from coast to coast and led focus groups for newspapers. I also spent more time at home, overseeing my businesses here.

After 30 years in the speaking business, I’ve learned a lot. Three times over those 30 years, I took a year away from speaking to focus on other things. I noticed two things that always seemed to happen after a year away from speaking. First, I saw the demand for my speaking increase significantly after a year off the road. I guess that makes sense. Secondly, it seemed like – not always on purpose – I reinvented myself after time away from the road. The focus of my speaking changed. New topics, along with new audiences, were often the result.

In the early days, I spoke almost exclusively about software. I would probably talk about it or teach related classes if it was a popular application.

Next, almost by accident, I traveled to major universities to talk to faculty members about this new thing called the Internet and how it would disrupt the journalism world. Because of my role at The University of Tennessee Newspaper Institute, I was a trusted voice by most schools of journalism faculty. A few of you might remember when Rob Curley, now executive editor of The Spokesman-Review in Spokane, and I spoke – not together, but independently – to newspaper audiences about the potential for online news. I think Rob would agree that we both got some things right and some wrong.

Following a break in the early 2000s, I found myself speaking a lot about the future of newspapers. Most folks had already decided there was no future, so I decided my role – at least for the next few years was to offer a dissenting view on the subject. I made a lot of friends and a lot of detractors during that period. Saying newspapers weren’t dead wasn’t a popular opinion at the time.

I find myself at the beginning of another year after a “break year.” I’ve already spoken at a few newspaper conferences, and my calendar is packed with upcoming conferences. Fascinating (to me, at least) is that I’m noticing the topics drawing the larger crowds are different than in previous years. I suppose that’s only natural.

Sure, I still get asked to teach software classes occasionally – photo editing classes are still a big draw – but most classes seem related to growing newspapers. People are especially interested in information about redesigning – which includes more than just the design – their newspapers and working with advertisers to create marketing campaigns. Sessions where I invite publishers to bring copies of their newspapers, which I critique in front of the audience, are especially popular. I’ve had attendees write to me afterward and tell me they were about to close their papers before attending one of my critiquing sessions, and, yes, the paper turned around after they returned home and made changes based on what they learned.

Audiences seem to love learning about focus groups. Both what I’ve learned through leading focus groups throughout the U.S. and how they can conduct focus groups of their own.

Just to be clear, this isn’t a promotion for my work. I’ve never been busier and often wonder how I’ll finish everything. I hope readers understand from this column that newspapers evolve and grow continuously. I hear from publishers regularly who want me to know how their changes have revived – and sometimes, saved – their newspapers.

There’s no good reason to delay innovation. Gather your staff together immediately and begin discussing steps your newspaper needs to take to start revitalization immediately.

I don’t know how many new versions of me lie ahead. Still, in this edition, I’m enjoying seeing newspapers renewed and resuscitated after making decisions to make changes rather than giving in to the “newspapers are dead” mentality.

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.

Ryan Dohrn



Creating Urgency with Clients

Ryan tackles the issue of how to encourage customers to consider a sales proposal at the first meeting. He suggests that creating a sense of urgency might be a good start.

Discover actionable strategies to motivate clients to make quicker decisions. Ryan shares insights on effective incentives, the importance of immediate buy-in during initial meetings, and the necessity of controlling follow-up schedules. Perfect for anyone looking to enhance their sales techniques and drive faster results.

Check it all in the link below.

<https://www.youtube.com/watch?v=zsbqioq5pW8>

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](#).