PAPER CLIPS

MFCP · CIRCULATION VERIFICATION COUNCIL · PaperChain

in this issue >>>

President's Corner

The Hamptons of Iowa

The photo I submitted was taken 5 years ago at the Barefoot Bar in Okoboji of me and my son. When the tagline to an establishment is, "No shirt, No shoes, No problem", you know it's going to be a laid back, fun place. Sunshine, cold drinks, and live music on the water is my kind of spot.

Aren't you glad we chose Okoboji for the upcoming Publisher's Summit? Come and spend July 13th and 14th with us at a place known as the Hamptons of Iowa. We will be staying at the Arrowwood Resort which is centrally located in the Okoboji area and is right off the green of Brooks Golf Course.

On Wednesday our roundtable discussions will begin at 1pm and will be all about the people; employee retention, recruitment, motivating team members and creating a cohesive and attractive work environment. We will wrap up by 4pm and head to the Okoboji Store for drinks, dinner and delightful conversation.

Thursday will start with breakfast at 7:30am followed by the annual meeting. After that, our roundtable discussions will focus on the money; how to make it and keep it. I'm sure we can all benefit from cost saving, revenue generating and digital packaging ideas. We will be all wrapped up by 11am so you can have the rest of the day to yourself to enjoy golf, shopping or relaxing at the Barefoot Bar with me.

I'll see you in July.

Julia Thompson

From the office

Spring Cleaning…Digital-Style
Check out our new look at mfcp.org

Though the weather isn't necessarily cooperating, it is Spring. And, here at the office we've been doing some Spring Cleaning.

We've done the usual sorting through files, shredding old documents and the like. But the thing we're most excited to share with you is the Spring Cleaning we did on our website.

We rolled out the new look on Monday, May 2nd and we hope you like it!

Please take a few minutes to scroll through the site. I think you'll like the way the materials are organized and appreciate the many resources that are available 24/7. You will need a password for the Members only section. Please contact MFCP for access.

Another thing we've been doing this spring is training members on the ease of selling the MCN/2x2 and MDN ad networks. Publications that sign up for training will receive a check for $50 to fund a treat for their team members. The training takes less than 30 minutes and has already started to pay off for many members. One person sold their first MCN ad to a customer that was looking to hire truck drivers. The customer signed on for a 5 week run!! That's a pretty big win for a first time seller!

Check out the newly freshened promotional materials for the MCN and 2x2 ad networks. They are professionally done and sure to capture your clients' attention. You can download these materials on the website by going to the Members Only section and choosing Network Advertising.

 I'm convinced that every market has at least one customer that would benefit from advertising in the MFCP ad networks. Give me a call if you'd like to brainstorm who that would be in your market!

Lee

Member News

Doris May (Johnson) Been, **87, of Belmond, Iowa, passed away at the Belmond Rehabilitation Center on Tuesday, April 19th, 2022, surrounded by loved ones.**

On September 1st, 1934, Doris was born to William "Bill" Johnson and Mary Edith (Lutman) Johnson in Tingley, Iowa. She was the youngest of Bill and Edith's ten children. Their basketball team made it to the Girl's State Tournament during her senior year. She was proud to be their 5-foot "speedy" Guard! In 1952, she graduated as the Salutatorian from Tingley High School.

On October 4th, 1952, Doris married Merle C. Been at the Little Brown Church in Nashua, Iowa. They began their married life in Newton, Iowa, where the Vernon Company employed her. During Merle's deployment in the armed forces, they lived in the states of Virginia and California. Their marriage was blessed with three children: Steven, Jonel, and Rodney.

Doris held various jobs in communities where they lived: Cal-Farm Insurance of Marysville, California, and Thorpe Well Drilling Company in Des Moines. In 1965 they purchased the Town & Country Advertiser of Wesley, Iowa. They then started The Reminder in Belmond, which led to the beginning of Printing Services, Inc. (PSI). Doris and Merle were Co-Owners of Farm & Home Publishers and City Directory, Inc., along with various other business ventures, making many lifelong friends along the way. She especially enjoyed being a graphic designer and composing Ads.

While growing up, Doris was a member of the Tingley United Methodist Church. Family and friends from her hometown of Tingley, will always hold a special place in her heart. Later, Doris was a faithful member of the Belmond United Methodist Church. She served on the Memorial, Missions, Pastor/Parish, and Funeral Committees and held various offices through United Methodist Women. Doris organized a yearly UMW skit for the Care Center during the summer. After the devastating Parkersburg tornado of 2008, she helped organize a Christmas celebration for the town. Doris also enjoyed being a Cub Scout Leader, teaching Sunday school and Bible School. She held many hobbies such as crafting, sewing, reading, golfing, composing skits, and being a part of the Red Hat Ladies.

Doris and Merle enjoyed traveling to extraordinary places, especially when it involved family and friends. They embarked on adventures in Hawaii, Spain, and Europe and loved going on cruises. During the winter months, they ventured south to warmer climates. She was proud to attend family weddings and special occasions in all parts of the country. Her main pleasure in life was being a true B-K Bronco Fan. She loved musicals, sporting events, County and State Fairs, and all events that featured family! She enjoyed good friends and good times and was always "up" for a good laugh.

Doris was part of the Iowa State Cyclone fan base on the stadium bleachers and the La-Z-Boy in front of the TV. In addition, she loved spending time at Lake Cornelia and all the fun that went with it. Merle and Doris were honored to be married for 52 years. Ten grandchildren and ten great-grandchildren filled their home with love and laughter through the years. Her family meant the world to her, and she enjoyed being a Wife, Friend, Mom, Grandma, Great Grandma, and Aunt.

Those left to survive Doris include her children: Steven (Jeri) Been of Clarion, Jonel (Brian) Worden of Belmond, and Rodney (Laurie) Been of Belmond; Grandchildren: Linzey (Clayton Wieben) Nosbush, Kevin (Allyson) Been, Lane (Katie) Worden, Travis (Kaiti) Been, Landon (Jonica Hernandez) Worden, Rory Dillon, Luke (Spenser Becker) Worden, Dana Been, and Nathan Been. Great Grandchildren: Cooper & Chantel Nosbush, Natalie, Harper & Nora Been, Addy Hernandez, Avett & Juniper Been, and Ella & Landry Worden. Sisters-in-Law: Chrystal Johnson of Waverly, Nebraska, Lillian Been of Palm Harbor, Florida, and a host of nieces, nephews, and other relatives.

She was preceded in death by her Parents: Bill and Mary Johnson; Loving Husband: Merle C. Been; Sisters: Cleone (Joe) Thompson and Marian (Dale Reynolds) (Ben Solomon); Brothers: Keith, Clare (Pat) (Louise), Lawrence, Merrill, Dean (Cleone), and Marvin (Gene) (Willie) Johnson; Father and Mother-in-Law: Harley and Leona Been; Sisters-in-Law: Margaret (Charles) Dutton, Maudeene (Bud) Swinehart, Marrabell (Earl) Schultz, Marilyn (Max) Tindle, Mardell (Don) Donner; Brothers-in-Law: Marvin, Mark, Mac (Nila), & Milo (Naomi) Been and Kenny Hosfield; and Grandson, Corey Been.

Per Doris' request, she would like memorials to go towards the B-K Scholarship II Foundation, Iowa Specialty Hospital Foundation, Tingley Community Center, or any donation of your choice.

Members Helping Members

Associate Member Publication Printers offers Design Tips for Printing Success

Introducing **Michele Rodriguez**, owner and principle designer at <u>Incognito Graphic Design</u>. Michele developed her expertise in designing for commercial printing over the course of a decade at Publication Printers, providing training and support to our customers in file prep and best commercial print practices, among other things. Today, she's sitting down with us to provide some basic design and file prep tips to help ensure success with your print projects.


Design Tips to Prepare Files for Print

Commercial printing is a science, with multiple variables that affect the outcome of the project. As a designer, how you prep and supply your files to the printer will determine the outcome of your final project. Of course, no two projects are the same, but there are some common things to keep in mind along the way.

Before you get too far into designing your publication, you should have the following information:

- page count
- trim size
- binding style (perfect binding, saddle stitching, Wire-O bound, etc)
- spine, if applicable

Depending on your binding style, you can determine what size margins will be needed and if you will need to take a margin loss into consideration while designing your layout.
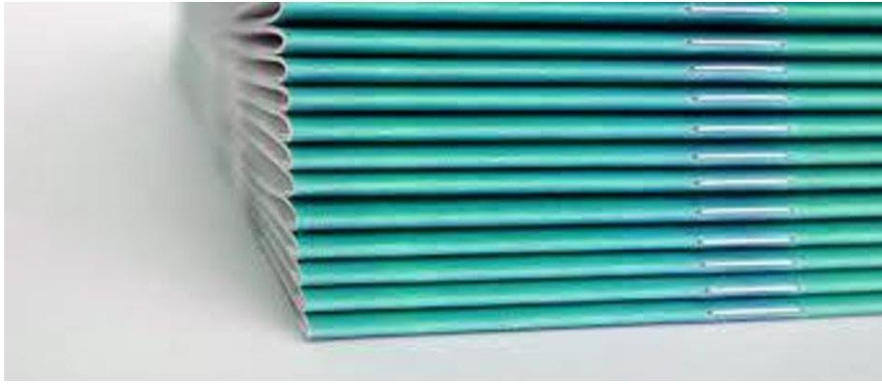
Saddle Stitch: If your project will be saddle stich, you can build this type of layout keeping only minimal margins in mind. Crossovers will cross over as viewed on screen, though you should still be conscious of splitting images in non-crucial areas and splitting headlines in between words rather than between or on letters. Keep any non-bleed elements a minimum of 1/4" away from trim. It's best if you can allow more space, as there is fluctuation during the bindery process that can result in a variance up to 3/16" in trimming.

Perfect Bind: For perfect bound projects, you have a few more considerations to keep in mind. The first is the glue hinge. This is where the cover glues onto the interior pages of your project. You will notice that there is a loss from the inside front cover page 1 and from the last page to the inside back cover of the publication. This is the glue hinge area. You will want to keep this loss in mind when positioning your art on these two spreads, especially for crossover images or headlines. Here is a link to more helpful information about glue hinge specs. You can also send a sample of your layout to have the prepress department verify that the setup is correct. Perfect bound projects also bind differently than saddle stitch in that the forms stack off press and the cover wraps around them, which creates a little more loss in the spine area of the magazine since this type of publication does not lay completely flat. Your page count and stock weight will dictate the amount of loss you will experience, but a good rule of thumb is to keep any non-bleed elements, copy or images at least 3/8" (or more) away from the spine edge. If you have a crossover image or headline, please be aware of this additional loss and position accordingly. If you have questions about this, please reach out to your account manager or sales rep about having the prepress department review your layout for issues ahead of time.
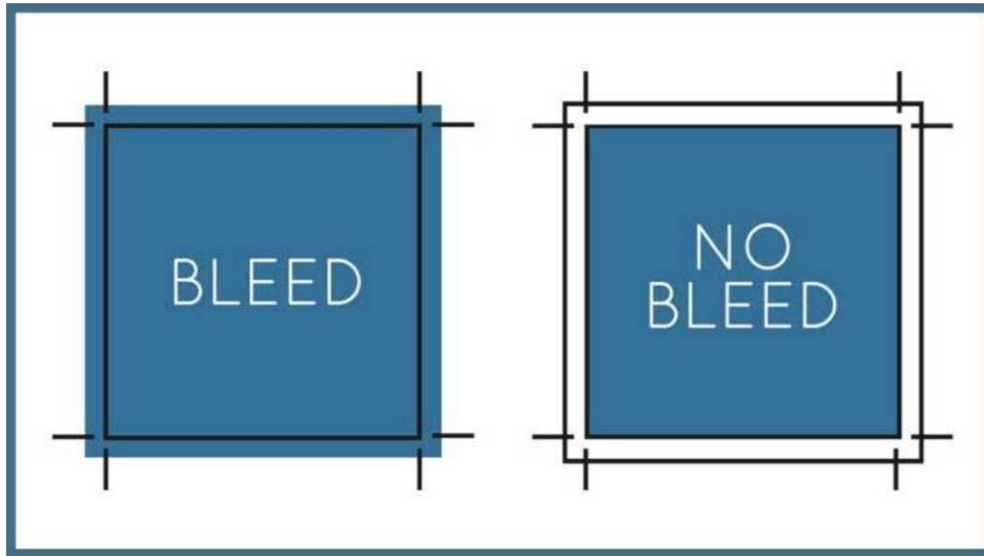
Bleed - This one can confuse some designers that have never designed for print. Bleed is the area outside of the trim that will get cut off during the bindery process. The best way to explain this is to set your bleed margins to either 1/8" or 1/4". Any element that runs up to the trim edge will need to extend to that bleed margin. This could be a colored background, line, graphic element or image. Keep in mind there is variation during trimming and binding of up to 3/16", as mentioned earlier, so you will want to keep any crucial non-bleed elements at least 1/4" or more away from the trim edge.
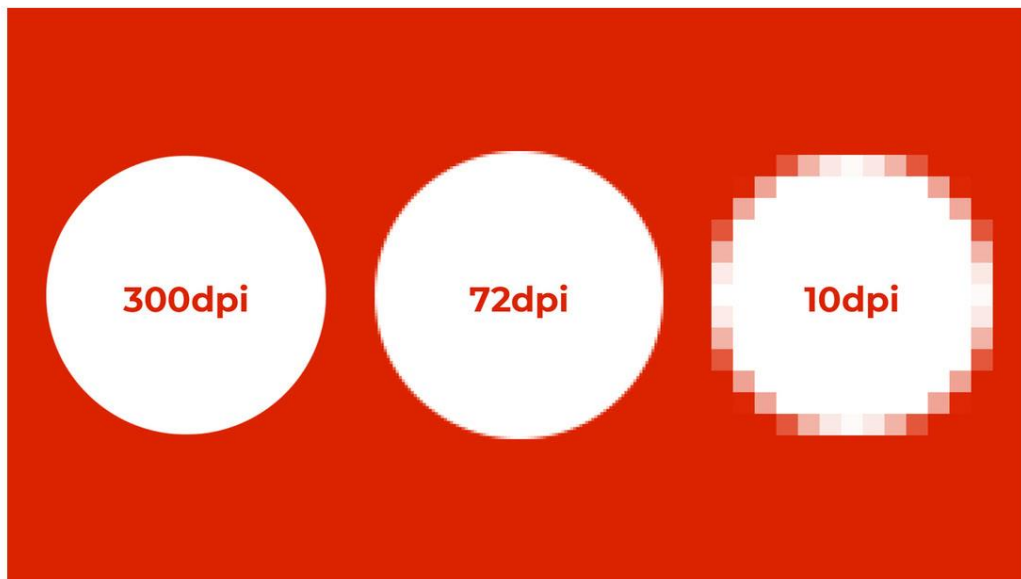

Image resolution & quality – Publication Printers recommends a minimum resolution of 200dpi, preferably 300dpi for all raster artwork. Please keep in mind that upsampling images doesn't necessarily increase the quality and images pulled from the internet are typically low resolution. You can verify your resolution either in Photoshop under "image size" or in the "links" palette of Adobe InDesign or Illustrator software. They will list both "actual" and "effective" resolution. Actual resolution is the resolution of the original image placed at 100%, while effective resolution is the resolution of the image with any scaling applied and should be used to determine what your final output will be. Keep in mind that size and resolution are dependent upon one another. If you have a 5x5 image at 300dpi and enlarge it to 10x10, it will drop your effective resolution to 150dpi. The same is true for reductions as well. Image quality is determined partially by resolution but also by how the original artwork was created and if compression has been applied. That is why you can sometimes have an image under 200dpi reproduce okay. This is a case-by-case scenario and can be determined by zooming into your final piece to review the quality and amount of pixelation present.
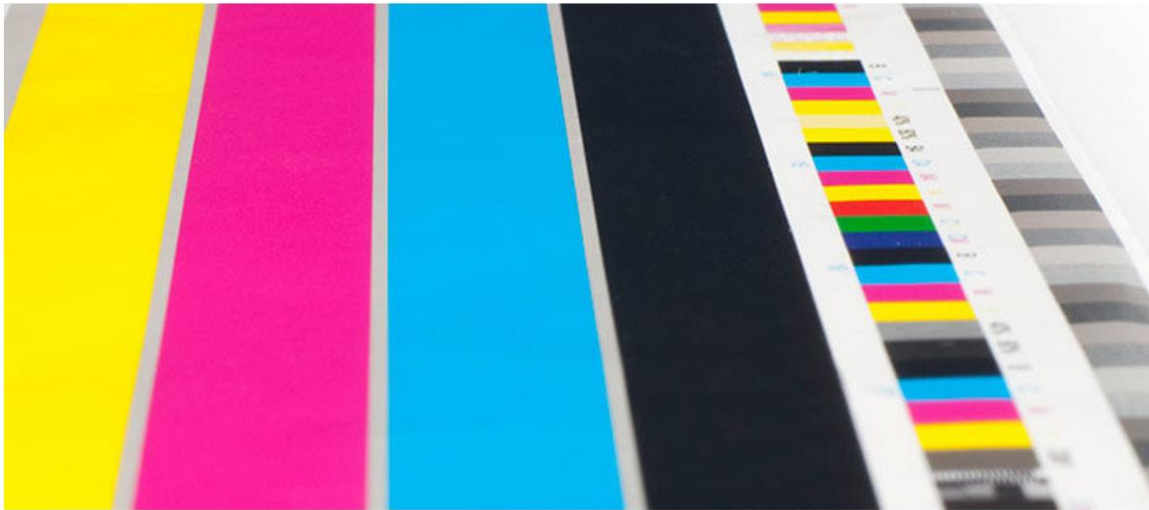
Colors - Commercial printing is in CMYK and has some normal fluctuations on press. Saturation and hue will vary depending on the type and brightness of the paper stock used, the densities the pressmen run at and what is running in line with the pages on the press forms. Please be aware of your color builds and conversions from non-CMYK color space.

Please note that there are certain spot colors that do not translate well into CMYK. Be sure to use the correct color swatch book for "process color" (if you have one) and watch your images that may be in RGB during conversion to CMYK. While RGB hosts a much larger color gamut than CMYK, when converted, the result can be dull and flat images. That, combined with the brightness and type (coated vs uncoated) of paper stock your project will print on and other normal conditions on press, can result in a less than optimal product. If you've experienced color issues with your publication, there are some things you can do to help ensure great color moving forward.

One helpful thing you can do is to use a calibration device to calibrate your monitor to SWOP (Specifications for Web-Offset Publications) standards. There are also paper and ink simulation profiles in Adobe software that can help you gauge how your end product will reproduce. PPC offers support with calibration as well as Epson proofs for color critical pages, if needed.

Use of Black - This is another area some designers run into issues with. The general rule with black usage is that for body copy, small areas of coverage and thin lines or thin headlines, you should use 100% black only. For larger, bold headline copy, heavy bars or large, solid areas of black coverage, you can use a rich black build. The one that looks best on PPCs presses is **C60 M40 Y30 K100**. The exception here would be if you have an image you wish to match that is a custom build of black. In that case, you will want to use the custom build instead. Otherwise, you will see a visible difference once printed. Never, ever use registration black for anything. Registration black is 100% of all four colors and can cause a multitude of issues on press if used in any capacity.

Classic
SERIF

Modern
SANS-SERIF

Bold
SLAB SERIF

Elegant
SCRIPT

Informal
HANDWRITTEN

DRAMATIC
DECORATIVE

Fonts - Font issues can cause big headaches, as any designer knows. With so many different types of fonts available, it's important to be diligent in embedding or outlining your fonts. I would also recommend choosing and sticking with one type and family of font, if possible, so you don't end up with 5 different Helveticas conflicting with one another and causing weird, unexpected reflow issues during layout.

Preflight - Since most designers will build their publication in InDesign, please be sure to utilize the preflight option before outputting your files to PDF. You can define custom preflight profiles to flag for just about anything that could hinder your files. This will also alert you to issues you may need to fix before exporting. Be sure to set up your export preset to ensure the PDFs are exported correctly. I've seen it time and time again that the layout is good but the PDFs are not, which can result in delays with your project. Here are some instructions to help with exporting to PDF. Again, if there are any questions about your files, please reach out to your account manager or the prepress department for advice before your deadline.

Please don't hesitate to reach out to your account manager with any questions regarding file set up. Our prepress department is happy to review your files if you have questions.

We are currently organizing workshops and training opportunities, so please reach out to info@publicationprinters.com if you're interested in remote or onsite training.

Subscribe to our email list.

303.936.0303 // 2001 S. Platte River Dr. Denver, Colorado 80223

Click here for a PDF of this article.

MVP'S At Work

Workplace Organization

By Carrie Fowler

Recently, my office has been working on making organization a priority in our everyday work lives and we are noticing that the word "organization" means something different to each of us!

Organization is important for optimal workflow, but it also helps with stress and anxiety. Being able to focus on our work at hand instead of wasting time looking for the items we need to complete the task, just makes life easier.

We've also noticed we have *paper people* and *electronic people*. *Paper people* love to have physical copies. They print everything out and put it in physical folders organized on their desks or in file cabinets. *Electronic people* do the same thing, but on their computer desktops. They don't need to print out everything, they just save it and put it into an electronic folder so they can find it when necessary.

To be honest, I'm a little bit of both. I like to print out certain things because having the ability to physically check something off a list just satisfies my soul. But, almost all of my important documents and the files that I need for everyday work, can be found in folders specifically marked on my desktop.

Personally, I like to start with simple folders that get more and more specific as you go into them. That's just my organization system though. You will need to find out what system works best for you.

As a graphic designer and part time youth minister, I also work very well in organized chaos. It may not look organized to someone from the outside, but I know what each of those papers are used for and being able to find something when I need it makes my life easier.

A few things to remember when you are organizing:

- Find what works best for you. You don't need to be organized for someone else because they will not be the one using your files daily.
- You should find what makes your workflow stress free, so that you can make the most of your time.
- Pinterest is a great place to find ideas for different ways to organize.
- Make your space your own; spend your time more efficiently by being organized.

After all, it is Spring. What better time to clean out, organize, and free up time for summer fun!

Kevin Slimp

Want To Save Time?

Kevin hasn't been this excited about hardware in a long time

Kevin Slimp
kevin@kevinslimp.com

If you've been around the newspaper business for 20 years or so, you might remember when a lot of folks referred to me as the "tech guru" of the newspaper world. Beginning with my work with PDFs in the mid-90s, followed by a budding career as a traveling I.T. problem-solver, I somehow became the go-to technology guy in the industry. That paid off in many ways for me, including a 20-year stint as the director of The University of Tennessee Institute of Newspaper Technology.

I wrote a syndicated column for 20 years related to newspaper technology. Quite a few software and hardware companies would send me their latest products, hoping I would include a favorable review in my column. It was often like Christmas when the FedEx or UPS delivery person arrived.

Packages from Adobe, Quark, and others were standard fare in those stacks of goodies. Printers, mice, and other hardware goodies were also common. I often would get to try out products before they were available to the public. An Ivy League school sent me the first (at least the first that I know of) trackpad long before they were available on laptop computers. I called my workmates to my office to watch in amazement as I slid two fingers down the pad while the monitor screen moved in tandem with my fingers.

It wasn't unusual to have a stack of goodies just waiting for me to dig into them. These days, I buy software and hardware like anyone else. So, if I mention something in a column, you know I liked it well enough to spend my own money on it, which brings me to this column.

My New Keyboard

Last month, I realized it was time to buy a new keyboard. My three Apple Magic keyboards were all showing their ages (two were less than a year old). I put a lot of wear and tear on keyboards. I wondered if there might be a keyboard that would meet my needs better than the kind I had been using. I diligently searched through reviews, only to find that almost every review I read recommended the same keyboard – and it wasn't from Apple. It was the Logitech MX Keys for Mac. Take note; there is also a Logitech MX Keys for Windows machines.

After a month, what's my verdict? You've probably guessed that I wouldn't be writing about the MX Keys if I didn't love it, and you would be right. There are so many features that make the MX Keys an excellent keyboard, but the feature I love best is the ability to control up to three computers simultaneously. More about that later.

My New Mouse

I quickly fell in love with my new keyboard and wrote a Facebook post about my experience. Soon, I was hearing from designers worldwide who had fallen in love with the MX Keys in much the same way as I did. Soon I was getting comments from readers like, "If you love the MX Keys, you've got to get the MX Master 3 for Mac mouse!"

A quick look at Amazon made the decision easy, or so I thought. $99 is a lot for a mouse. So, I passed.

However, I couldn't get that MX Master 3 mouse out of my thoughts. How could a mouse be so great? All you do is point and click, right?

Finally, last week, I couldn't stand the suspense any longer. I dug into my wallet and placed an order for the MX Master 3 for Mac, and – good heavens – am I ever glad I did.

"What could make a mouse so great?" you ask. This mouse has more features than I dare attempt to describe in 800 words, so let me share just a little about my favorite features of the Logitech MX Master 3 for Mac.

I can move between monitors with ease. "Big deal," you say. That wouldn't be such a big deal if you didn't know what was coming next. I can move my mouse between computers with ease. No, I don't mean I can switch Bluetooth settings or click a button on my mouse to change computers. I can slide my mouse from one computer monitor to the monitor of a different computer and control that computer. Yes, it's like magic.

The mouse has programmable buttons that are pre-programmed to work specifically with the application you are using. So, if you're using InDesign, there are buttons that perform shortcuts in InDesign. If you're using Microsoft Word, Illustrator, Photoshop, or whatever, the MX Master 3 knows what application you are using and changes its settings (invisibly to you) to work with that application.

Ok, here's my favorite thing about this mouse. And, I've got to tell you, I almost fell over when this worked for me. After setting up my keyboard and mouse, using Logitech's "Flow" application, I could not only move between computers, but I could copy and paste between computers! I kid you not. No more airdrops or emails or sending files over the network.

Finally, when using both the keyboard and the mouse, the Flow technology (which runs invisibly in the background" allows me to control the computer currently being used by the mouse. That's right. No buttons to push…no settings to change. If I move my mouse from one computer to another, the keyboard automatically takes control of that computer. I'm now using one keyboard and one mouse instead of the three keyboards and three mice I was using before.

How much does all this cost? Logitech MX isn't cheap, but it's worth the price. The MX Master 3 mouse sells for $99 (US), while the MX Keys keyboard sells for $119.

Oh, by the way, the mouse is for right-handed users only. Yes, I know. Maybe it's time for my left-handed friends to start a social-media campaign to convince Logitech to create a left-handed mouse. Now you know what I know.

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

One Way to Make Presentations More Memorable

John Foust, Greensboro, NC

Samuel, the ad manager at a community paper, told me about a simple technique his sales team uses at the end of meetings with prospects and clients.

"I once read that people remember only about 25 percent of what they hear," he said. "That's a harsh reality, because we focus our client conversations on things we think are memorable. It's painful to walk away from a meeting knowing that the person on the other side of the desk might forget three quarters of the discussion. Of course, we use ad examples, charts and coverage maps to add visual elements to presentations, but they still forget a large percentage of what we talk about.

"We've learned that one way to deal with this problem is to summarize at the end of a meeting," he said. "It's an easy way to repeat the important points in a conversation. And a lot of times, we find out the other person has completely missed a key fact. A summary helps us clarify things and make presentations a little easier to remember."

Samuel's process has three steps:

1. Restate briefly. For example, a member of Samuel's team might say, *"Thank you for meeting with me today. To make sure we're on the same page, let me recap what we've talked about. First, we looked at the target audience for your new Widget product, then you gave me a list of the most important features and benefits, then we talked about some special offers that could appeal to your customers."*

Notice how this brief statement hits the highlights in a logical sequence. There's no need to go into great depth about everything which was discussed.

2. Confirm the information and ask for input. After the summary, it helps to nail it down by asking, *"Does this cover everything?"*

Even though it's short, this is a crucial question. It is designed to give the other person permission to say they missed something which was covered – or even to say they would like to know something else. If something has been misunderstood, it's better to find out now.

3. Include an action item. For instance, *"My next step is to start on that market report you want and get it to you by Monday. Will that work?"*

This is the time to get some kind of agreement and advance the sale. If the other person is not yet ready to finalize things and sign on the dotted line, this keeps the dialogue going in a helpful, low-key way.

"An action step can make a conversation stick in the mind," Samuel explained. "It gives the salesperson a specific reason to get back in touch. It lets the other person know to expect a call by a certain day. When someone is waiting for information, an action step reduces the chances that an email or a voice mail message will be ignored."

It's all about creating memorable presentations. When advertisers and prospects remember the key points, they are more likely to buy.

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

Ryan Dohrn

Ryan Dohrn

One Subject Line That Always Works!

Dan in Tulsa says, "Ryan, If you can identify one subject line that always works, what would that subject line be?"

This is just one of the questions Ryan has been asked. Click on the link below to see the answer.

https://youtu.be/l66SpSrWUY8

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.

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