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# President's Corner



## Better Late Than Never

The bad news is that you've missed the registration deadline for the Publishers Summit on July 13<sup>th</sup> and 14<sup>th</sup> in Okaboji Iowa. The good news is that we can still get you into the event and we will do our best to get you a room at the Arrowwood Resort. Maybe you could use a fresh perspective, a few new promotional ideas or some good old MFCP networking. We've got it all.

Also, there's also been an addition to the schedule. We've added a site visit that will be at the White Wolf Web Print Plant in Sheldon, Iowa on Wednesday, July 13<sup>th</sup>. There will be a bus leaving the resort at 10am and returning by 2pm for the roundtable discussions.

Don't wait any longer. Contact the office today to get your spot secured.

[director@mfc.org](mailto:director@mfc.org)

888-899-6327

Julia Thompson

# From the office



## Getting into Politics MFCP-Style *Looking for a piece of the PAC.....*

As you know, our readers will head to the polls again this fall. And, with that in mind, MFCP is headed to Washington! Well, not us exactly but an agent acting on our behalf will be. That person is working hard to attract political ad dollars to our publications. Our goal is to secure advertising tied to PAC funds as well as state and national races.

This has been a huge undertaking to be sure. We started the process by taking the rates and ad sizes we have for the individual publications from the database and calculating them out as a full, half, quarter and eighth page ads.

Under our current cross-sell agreement if we sell an ad into your publication, we discount the rate 30%. That is not how it will work for the political advertising. The discount on the political side will be just 15%.

Some advertisers will want the option of color on their ad. This added a special challenge because of the wide range of color rates within our member publications. In the interest of time and to help move the selling process forward we chose a set amount for color (\$200 full page, \$125 half page, \$75 quarter and \$50 for an eighth page) to each publication.

All of the rate data can be found using the link below. What we ask you to do is click the link and search for the data for your pub. The top row lists the state, the 2nd row lists the counties in alphabetical order. Scroll over and down to find your publication.

You'll then find all of the info we have on file for your publication(s). Check the data for accuracy.

Are the page dimensions correct? Column inch rate?? Circulation count??

Continue to scroll down the column and you will find the full page black and white rate stated in row 23. Your circulation number is in row 24.

The section in red (rows 29 to 33) reflects the full, half, quarter and eighth page rates for your publication. These rates are commissionable at 15%.

The next section (rows 35 to 30) lists those same sizes in color. Because our rates are all over the board on color (and because we need to keep things relatively easy to sell) we are going with a standard charge for color. \$200 for a full page, \$125 for a half, \$75 for a quarter and \$50 for an eighth. Again, the rates are commissionable at 15%.

Continuing down the workbook you will see the rates we have on file for your publication when another member sells into you...in that case rates are commissionable at 30%.

In the event your info is not correct, please send a message ASAP to [director@mfcf.org](mailto:director@mfcf.org) or give me a call at 715-340-9500.

Time is of the essence. Our selling agent will be headed to Washington in the next week or so. I want to be sure he's armed with correct data. I hope to hear from you within the next 48 hours.

[Click here for the Rate Data Spreadsheet](#)

Thanks!

Lee Borkowski

Executive Director

# Member News



## Oelwein Has a New Publisher

**Tracy Cummings has been appointed Group Publisher** to lead Community Media Group teams at the Oelwein Daily Register, area publications and websites, effective June 1. Other publications she will lead include the Independence Bulletin Journal, The Waverly Newspapers, The Vinton Newspapers, related shopper publications and websites.

Cummings brings extensive expertise and experience in sales, advertising and marketing, along with her knowledge of the publications and the area to her new role. She started with the company in 1999 as a sales rep and was later promoted to sales manager. Current Publisher, Deb Weigel, retired on June 1, but will stay on as a consultant part-time to help with the transition.

"Tracy's extensive background and connection to these markets provides a vision and a plan to draw on each publication's rich legacy for continued success," said CMG President and CEO Jody Perrotto. "We are excited to see where she will lead her group and the publications in her new position."

"I have enjoyed working with my customers over the past several years and look forward to the next chapter as the group publisher," Cummings said. "Deb Weigel has provided me with extensive training throughout her time here. Therefore, I feel I am prepared for the new challenge. I am fortunate to have been able to learn from someone who has so much experience and knowledge in the newspaper business. I will definitely miss her but am surrounded by a wonderful group of employees in our Oelwein, Independence, Waverly and Vinton offices who will be great support as I transition into my new position.

"It takes all the employees working together to make our products successful," Cummings said. Tracy has been married for 21 years to her husband, Ryan Cummings. They have a daughter, Olivia, who will be a senior at Iowa State University. Tracy's stepdaughter, Paige, lives in Utah with her husband Bonner and daughter Remi. Tracy enjoys spending time with family and friends.

# Member News



## **A Legend Retires** *Happy Retirement* *Deb Weigel!*

Deb Weigel started her career with Woodward Communications at The Eastern Iowa Shopping News when it was located in Edgewood, Iowa. She was hired as the Composing Room Manager. In 1999 Woodward purchased the Dyersville Commercial and the Eastern Iowa Shopping News moved to Dyersville, IA. During the early 2000's she went back to college and obtained her master's degree and was promoted to Group Publisher of the Free Paper division for Woodward.

In 2008 she went to work for Community Media Group in Oelwein as Group Publisher overseeing four NE Iowa community papers in Oelwein, Vinton, Independence and Waverly. "The last 14 years here have been a great opportunity for me to expand my newspaper experience after having been with Woodward Communications out of Dubuque for 22 years," Weigel said. "I have met some wonderful people and have worked with some very talented employees who have made my job easier. I know Tracy will be excellent as the new publisher and wish her nothing but the best! She knows the newspaper/shopper business very well and is one of the hardest working employees I have had the pleasure to work with. There is no doubt in my mind she will continue to put out the best publications possible in all of our locations."

Deb has served on the MFCP board of directors for over 20 years, serving as President in 2000-2001. She continues to serve on multiple committees for the association and is always willing to lend a helping hand and do it with a smile on her face. In 2017 she was honored with the Distinguished Service Award for all her loyalty and support she has given our association.

Thank you Deb for all that you do on behalf of Midwest Free Community Papers and the Free Paper Industry. Happy Retirement!

# Member News

## **POSTAL RATES TO RISE JULY 10, 2022**

**BY DONNA E. HANBERY**

**EXECUTIVE DIRECTOR**

### **SATURATION MAILERS COALITION**

On April 6, 2022, the United States Postal Service filed a notice of change in rates for Market Dominant products that would increase the average prices for first-class mail and marketing mail by an average of 6.5%. The price adjustment was filed in connection with previous announcements made by the Postal Service, and intentions stated in the Postal Service's ten-year, Delivering for America plan, that it would seek to increase prices in a "judicious manner", with increases twice a year. The Service has consistently stated it is likely to seek the greatest increases permitted by the law to recoup losses the USPS has experienced in the past, adjust to declines in mail volumes and increased costs. Although mailers continue to resist these price increases, and oppose the announced 2 times a year Postal rate filing schedule, the Service's proposed rate filing is unlikely to be rejected by the Postal Regulatory Commission under current law and PRC regulations.

Accompanying this article is a chart, reprinted with permission from the Association of Postal Commerce, showing the specific rate changes for the rate category used by many free papers, known as the Enhanced Carrier Route, saturation flat category.

For free papers that are able to mail as periodicals using "requester rates", or periodical rates, the average rate increase exceeded 6.5%. Because the periodical class does not cover its attributable costs, it is required by PRC regulation to add an additional 2% on a class basis annually to any price change to make up for its underwater status. The average increase for periodicals was 8.54%.

On first blush, the average increases for saturation flat mail look as high or higher than the CPI Market Dominant average. Fortunately, however, this price filing included a new discount that can help saturation flat mailers achieve a significant reduction in their rates.

The April, 2022 filing, added a discount of .07 cents per piece for saturation, high density plus, and carrier route flats that enter mail in 5-digit containers. A direct container discount is now available for flats entered in a manner where they can be cross docked, and avoid Postal Service handling.

Any container, including sacks, pallets, tubs, or trays, that are sorted to a 5-digit level can qualify for this additional, substantial 5-digit container, discount. This discount recognizes the substantial savings the Postal Service can achieve when mail is entered in a way where it can be routed immediately to the DDU, or the carrier, without handling at the entry Postal Service facility. When the 5-digit container discount is applied to the rates for saturation mail brought to the DDU the effective increase is reduced from over 8%, to just above 4%. For mail that is entered at the SCF, the rate increase is reduced to 2.66%

The Postal Regulatory Commission is anticipated to rule on the USPS's adjustments by mid-May. Once approved, the rate changes will go into effect on July 10, 2022.

Another area where a substantial rate increase was put into place was on use of Detached Address or Marketing label or DML card that is permitted to accompany saturation flat. The Postal Service has been pursuing an ongoing practice of imposing steeper than "average" price adjustments on the cost of a DML (a card with a marketing or addressing message on the card). The rate for a DML will increase from \$0.07 per card to \$0.08 a card, with an effective increase of over 14%.

When viewed with the full spectrum of rate increases, saturation flat mail and saturation letters did “better” than other types of marketing mail, taking into account all available discounts. Some types of mail, including carrier routes flats and high density, saw increases exceeding 12%. The Postal Service has made statements in its presentations on costing and pricing that it is seeking to recognize differences between saturation shared mail programs that go to all households and are sent by a single publisher or mailer, from mailings entered by mail service providers that might be consolidating a number of different customers to achieve ECR high density or high density plus qualification. The Postal Service claims it has not seen the savings or benefits of these cooperative mailings. The Postal Service has also shared with representatives of SMC that it has heard our message, and understands that saturation shared mail program mailers are dealing with a competitive market environment, are facing higher costs with print and changing advertiser demands. It appears the Service has heard and responded to the SMC messages, that saturation shared mail programs are a “different”, more price sensitive product than other mailings that might be able to qualify for high density or high density plus.

The only “winner” in this recent rate filing was the Postal Service’s own product, EDDM Retail, a saturation flat entered at a local, retail postal station. The previous rate of \$0.20 per piece, was reduced to 18.7 cents, for a 6.5% rate reduction. In response to mailers that questioned the Postal Service’s treatment of its “own product”, as opposed to mailers that prepare saturation mailings for drop ship entry, the Postal Service rationalized this treatment as a promotional effort to stimulate small business interest in the mail and to incentivize and encourage more mailings from local business.

In spite of these higher rate adjustments, SMC continues to pursue discussions with the Postal Service in efforts to advocate for a different approach to pricing and a potential new rate category for mailings that are entered by saturation shared mailers including free paper publishers, coupon envelopes or magazines, and shared mail packages. [Click here for a pdf of the chart below.](#)

**USPS Marketing Mail Flats Postage Rates--Enhanced Carrier Route (USPS Rates for July 10, 2022 Implementation)**  
*(All Rates Shown in Cents)*

SUBCLASS/Rate Category	For Pieces Weighing 4.0 Ounces or Less /1 /2				For Pieces Weighing More Than 4.0 Ounces /1 /2							
					Current Rates		New Rates		% Difference		Amount Difference	
	Current Rate	New Rates	% Diff	Amount Diff	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound	Per Piece	Per Pound	Per Piece	Per Pound
<b>ECR FLATS – Basic</b>	35.3	39.0	10.5%	3.7	14.7	82.2	17.1	87.7	16.3%	6.7%	2.4	5.5
NDC Entry	30.9	33.4	8.1%	2.5	14.7	64.7	17.1	65.1	16.3%	0.6%	2.4	0.4
SCF Entry	29.7	32.3	8.8%	2.6	14.7	59.8	17.1	60.6	16.3%	1.3%	2.4	0.8
Delivery Unit Entry	28.9	32.1	11.1%	3.2	14.7	56.5	17.1	60.1	16.3%	6.4%	2.4	3.6
<b>ECR FLATS High Density /3</b>	28.9	32.0	10.7%	3.1	13.1	63.0	15.0	68.0	14.5%	7.9%	1.9	5.0
NDC Entry	25.0	27.4	9.6%	2.4	13.1	47.4	15.0	49.7	14.5%	4.9%	1.9	2.3
SCF Entry	24.3	25.9	6.6%	1.6	13.1	44.7	15.0	43.4	14.5%	-2.9%	1.9	(1.3)
Delivery Unit Entry	22.2	24.0	8.1%	1.8	13.1	36.5	15.0	35.8	14.5%	-1.9%	1.9	(0.7)
<b>ECR FLATS – High Density Plus</b>	24.1	27.5	14.1%	3.4	8.3	63.0	10.5	68.0	26.5%	7.9%	2.2	5.0
NDC Entry	20.2	22.9	13.4%	2.7	8.3	47.4	10.5	49.7	26.5%	4.9%	2.2	2.3
SCF Entry	19.5	21.4	9.7%	1.9	8.3	44.7	10.5	43.4	26.5%	-2.9%	2.2	(1.3)
Delivery Unit Entry	17.4	19.5	12.1%	2.1	8.3	36.5	10.5	35.8	26.5%	-1.9%	2.2	(0.7)
<b>ECR FLATS – Saturation</b>	23.4	26.1	11.5%	2.7	7.6	63.0	9.1	68.0	19.7%	7.9%	1.5	5.0
NDC Entry	19.5	21.5	10.3%	2.0	7.6	47.4	9.1	49.7	19.7%	4.9%	1.5	2.3
SCF Entry	18.8	20.0	6.4%	1.2	7.6	44.7	9.1	43.4	19.7%	-2.9%	1.5	(1.3)
Delivery Unit Entry	16.7	18.1	8.4%	1.4	7.6	36.5	9.1	35.8	19.7%	-1.9%	1.5	(0.7)
<b>EDDM</b>	23.5	26.2	11.5%	2.7	7.7	63.0	9.2	68.0	19.5%	7.9%	1.5	5.0
NDC Entry	19.6	21.6	10.2%	2.0	7.7	47.4	9.2	49.7	19.5%	4.9%	1.5	2.3
SCF Entry	18.9	20.1	6.3%	1.2	7.7	44.7	9.2	43.4	19.5%	-2.9%	1.5	(1.3)
Delivery Unit Entry	16.8	18.2	8.3%	1.4	7.7	36.5	9.2	35.8	19.5%	-1.9%	1.5	(0.7)

Add \$0.065 (currently \$0.055) for each piece addressed using a Detached Address Label with no advertising or \$0.080 for a Detached Address Label containing advertising (currently \$0.070).

IMB (subtract)	0.1
Direct Container Discounts (subtract)	
Basic CR Flats	2.2
HD Flats	1.2
HD Plus Flats	1.0
Saturation Flats	0.7
EDDM Flats	0.7

<sup>1</sup> Per piece maximum weight is 4.0 ounces before piece/pound rates apply.

<sup>2</sup> Saturation, High Density Plus, and High Density letter-shaped pieces, that weigh more than 4.0 ounces must pay the piece and pound prices shown in the applicable Saturation, High Density Plus, and High Density Flats (Commercial and Nonprofit) price tables. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 3.5 ounces, but not more than 4.0 ounces, must pay Carrier Route Flats (4.0 ounces or less) prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 4.0 ounces must pay Carrier Route Flats (greater than 4.0 ounces) per piece and per pound prices. These pieces cannot be entered at a DDU and must be prepared as letters.



# Member News



By Joey Young

## CHANGING THE CONVERSATION ABOUT NEWSPAPER CLOSURES

For my entire career, the newspaper industry has been dying. It's interesting that it was dying prior to me getting into the business over 15 years ago, too. Whatever is killing us has been taking a long time to put us down, and it's odd that I happen to know there are a lot of newspapers still doing quite well, including our own.

That doesn't change the fact that some newspapers are struggling. To ignore that fact is to be blind to what is happening around us, but the struggle isn't always the industry's fault and sometimes it's very self-inflicted when it is.

I want to address the latter first.

Hedge funds and large corporate ownership is hurting newspapers across the country—just like they are hurting retail and, really, any industry they get their claws into. The reason for this is simple: their main goal isn't customer service, building a better product, or making sure the business is viable 10 years from now. A hedge fund exists for one reason only, and that is to provide dividends and returns for investors. If you don't provide those things each quarter, you lose investors, and that requires a quick tweak to everything. Hedge funds have no patience for losing money, so when they are doing that, they cut their way to profits and claim, "Poor me." The wound is self-inflicted, and anyone who is paying attention knows that.

A huge reason the newspaper industry is "dying" is due to poor management and poor long-term thinking by hedge fund managers, and that doesn't necessarily reflect on the rest of the industry, which is smaller and locally managed. It's a different world between the two and how they are managed.

That leads us to the small weeklies and locally managed newspapers that are struggling and some of which are closing. If they aren't run by hedge funds, then why are they struggling? It must just be the industry failing, right? No. Things are rarely that easy. The truth is, and I am sure there are exceptions to this rule, in areas where newspapers are locally owned and failing, it is likely due to one of a few issues.

1. The community itself is failing. Is Main Street getting sparse? Has the community lost its population to the nearby metros? If so, well, it's not just the local newspaper that is struggling, is it? I am unaware of any industry that is judged like newspapers are. If the local hardware store in "Anywhere Town" in rural North Dakota closes, that doesn't reflect on the rest of the hardware store industry. With newspapers, people draw the conclusion that the industry is failing and isn't worth investing in, which obviously doesn't make sense. Newspapers aren't responsible for economic development for rural communities, and the fact that there is a massive brain drain and flight from rural areas of this country isn't a newspaper industry problem but rather an American problem. It sucks, and it doesn't mean that losing the newspaper in these communities isn't terrible, but it also is representative of what is happening to that community as a whole and not the entire newspaper industry.

2. Speaking of rural brain drain, some of these newspapers can turn a profit despite flight, but when it's time to retire or hire help, it's damn near impossible to get graduating college students to even remotely think about coming to a rural newspaper. It's something we deal with—even with our flagship newspaper being just 25 minutes from downtown Wichita. I have been told multiple times that a candidate isn't interested in living in our coverage area and will only consider the job if they can live in Wichita, which we don't allow. We are wildly recognized as an innovative, young, and up-and-coming newspaper group, yet we can't get college students to consider us. So, if you are an older owner, tired of the long days and nights, and can't find help or someone local to buy your newspaper, you eventually come to the conclusion that you have to close it, despite the impact on the community.

When I read about news deserts, newspaper closures, and the problems with the industry, I rarely see the above issues—minus the hedge fund one—be mentioned as reasons for the industry having issues recently. That seems like flawed logic to me and something we should be more apt to consider.

What can newspapers do if they find themselves in one of the above issues? That is a tough call, but one of the things we have done at Kansas Publishing Ventures is try and train up people who live in town already. People who want to live in our coverage areas, and honestly, they have been better than some of the college students we have managed to lure away from the cities. My wife, Lindsey, is working on something our company will announce soon that might just solve this issue on a larger scale, as well. More to come when it's closer to ready, but the idea is to adapt some of our strategies into a format that can be used in other markets.

As for economic development, there aren't a ton of answers, but along with the University of Kansas, the University of Colorado and the University of Minnesota, we are going to see if we can find some new revenue streams rural newspapers can try this summer that might help rural papers slow the bleeding. We are going to experiment with a membership model that includes events and e-newsletters. If you can't find help these ideas might scare you, but we are going to give them a shot and see what happens. The three universities are going to study the results and see if there are some viable solutions. Let's hope we don't scare them too much while they are hanging with us in south-central Kansas.

Everything requires effort and work. There are no silver bullets in this industry. Non-profit status, membership models, events, digital marketing, whatever the next thing is isn't going to fix the issues the industry does have.

Nuance, knowing your community, and some old-fashioned elbow grease might, though.

As for the death of the newspaper industry, I am willing to take the over on whatever the line is. If you are reporting on the issues within the industry, try harder and realize that newspapers aren't the same from community to community, much less across the board in this country. A lot of factors go into one struggling, if it is, and much of it isn't something easily remedied or controlled by the newspaper itself.

# Member News

## Hillsboro Free Press Chosen as A Pilot Partner

A study, conducted by researchers from the University of Kansas, University of Colorado-Boulder and University of Minnesota, surveyed 132 publishers and 416 readers throughout the central United States on revenue streams they'd like to see put in action or would support funding.

The researchers chose Harvey County Now and sister publication Hillsboro Free Press for a \$10,000 grant to act as a pilot partner in putting the study's findings into action. The research is funded by the William Allen White School of Journalism and Mass Communications at KU. The grant also includes an intern from KU, William O'Dell Crow, who will be starting with the publications in mid-May.

Link to full article:

<https://harveycountynow.com/all-news/national-research-study-picks-newspaper-to-test-innovation?fbclid=IwAR2uH6Vi3cZYvfMWC6YyW4-Z12w1Zh-YpHZuzT3ZKYnniW73jw2ymBvfiOQ>

# Member News

## NOMINATING COMMITTEE REPORT

The nominating committee which consists of Greg Birkett, John Draper and Deb Weigel met recently to discuss potential candidates to fill vacant spots on the board

Choosing qualified members to serve on the Board of Directors is not a duty they take lightly. In order to ensure MFCP is able to achieve its' goals it is imperative that we have a Board of Directors that is diverse in their roles, understanding of the challenges we face day-to-day and willing to roll up their sleeves and work hard for the good of the association.

The committee puts forth the following candidates for office this year, all are currently serving on the board:

Joyce Frericks – The Sauk Rapids Herald, Sauk Rapids, MN

Julia Thompson –Freeborn and Mower County Shoppers, Freeborn, MN

Lloyd Uthe – Ad-Venture, Sioux Falls, SD

The slate of candidates will be presented to the membership for voting at our Annual Meeting. That meeting will be held on Thursday, July 13<sup>th</sup> at 8:15 A.M. in the St. Andrews room, Arrowwood Resort and Conference Center, Okoboji, IA.

If you or someone on your team is interested in being considered for a board position [please click here for more details.](#)

# Members Helping Members

Pre-Press set up tips to save you time and money!



Michele Rodriguez, owner and principal designer at [Incognito Graphic Design](#), 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. Today, she's sharing some advanced design and file prep tips to help ensure success with your print projects. This is the second in a two- part series. If you missed the first set of basic tips, you can read them [here](#).



## Design Tips to Prepare Files for Print, Part 2

Commercial printing is a science, with multiple variables that affect the outcome of



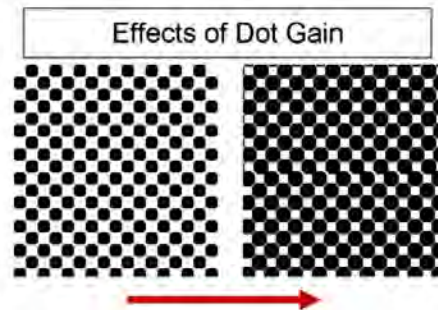
the project. As a designer, how you prep and supply your files to the printer will determine the outcome of your final project. Here are some common things to keep in mind along the way.

**Color calibration of your monitor & simulation profiles:** All Adobe programs have simulation profiles available to simulate the printing conditions, paper, and ink for your project. This will aid you in making color adjustments to photos and getting a feel for how your project may look once printed. Of course, looking through light on a monitor will be different than ink on paper, but if your monitor is calibrated and the profiles are used correctly, you should have a good representation of what the output will be.

To accomplish this, first you will need to calibrate your monitor using a calibration device and target. PPC uses and recommends the [Calibrite ColorChecker Display Pro](#). They can provide the settings needed and a printed target from their Epson proofer that will assist you in getting your monitor calibrated.

There are different brightness levels in the paper your project runs on. Rarely are magazines printed on bright white stock. While bright white is available, it is generally more expensive than less bright stock. Therefore, many magazines are printed on a #3 stock, which has a slight gray tint to it. If you take a piece of copy paper and put it on a non-printed area, you will see the difference. This is where the simulation profiles will help you. When you choose the correct color profile and the "simulate ink & paper" option, Adobe will apply a filter to your screen to show you how the paper may affect the final look of your layout. This does not change the file but gives you a visual representation so you can make color adjustments to compensate.

If you would like further information about how to utilize simulation profiles, please contact your account manager, who will put you in touch with the prepress department.



**Ink density & gain on press:** Ink density is determined by adding your CMYK values together. Registration black is 100% of CMYK resulting in an ink density of 400%. Generally, you will want to keep your ink density around 300% total area coverage for coated stock and about 280% TAC for uncoated stock. This is because as the ink hits the paper, it spreads and will gain, or cover more area. This results in a more saturated and dense color. The amount of gain will vary but is around 8-10% on coated stock and 10-12% on uncoated stocks. Please note that there are varying levels of uncoated and coated stock so you will want to discuss this further with the prepress department for your specific project.

This explains why you may have noticed some of your light screen values come out darker or shift in color on the final piece and why images that are already a little dark may print even heavier on paper. If this is the case, you can compensate for these gains by adjusting your builds and images to be about 8-10% lighter than what you would like the end result to be.



**Screen values and light builds:** Let's start with gray. While there are warm, cool, and neutral grays, whenever possible, for large areas of coverage or multiple use of gray type or elements across pages, I recommend going with a screen value of black only for gray screens. There are variations on press of the CMYK inks, so if you have CMY values in your black screens, although the build is neutral in your file, if the pressman has to adjust the CMY to accommodate other images or elements on the page, your once-neutral build of gray could turn warm or cool or have a tint of pink in it due to the slightest adjustment on press of those other colors. The same is true for light builds of neutral colors such as beige, tan, yellow, green or the like. Using these builds over large areas or across multiple pages on a form can present a challenge to the pressman and make it difficult to keep the color consistent across all of them. We'll discuss the press forms and adjustments next, so this makes more sense.



**Press forms and inline pages:** When a publication runs on press, it is likely to run on forms with 8, 12, 16, 24 or 32 pages. The forms are paginated based on the binding style and page count. This means that you will not be running consecutive pages next to, or in line with, one another. If you have a catalog with product images and different colored bars on the face to designate sections, oftentimes the pressman will have to decide if they want the bars to remain consistent in color or adjust the photos to look consistent. Rarely can you accomplish both and keep it consistent throughout the entire run.

The same is true when running an ad or layout with heavy black coverage and a dark image in line with a page that has no coverage and a bright image and neutral/tan background. If the heavy ad is lightened, the brighter ad will be affected. This can present a challenge on press. The lesson here is to try to adjust your images and layouts to be consistent throughout so that minimal adjustments to the ink densities need to be made on press.

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

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# MVP'S At Work



## Focus on Staying Focused

By Amanda Hoefler

Happy June! With summer in full swing, there are lots of specials and events free community newspapers have to get ready for. As for the MVPs, we are in a bit of a lull between the conferences.

During our May meeting, we discussed different ways we stay focused at work. With the strict deadlines we all work under, we know we need to stay focused and prioritized.

Many of us shared that we find it beneficial to get up and walk away from our desks for a few minutes when getting stressed. On the other hand, when we find ourselves having trouble focusing it is a good idea to set timers. Others find muting notifications is beneficial when focusing on a specific task.

Some suggested apps like “Google Keep” have your to-do list in one place and limit distractions. For me, good old-fashioned paper and pen to-do lists help me keep focused and from feeling overwhelmed. What are some of the ways your team members and yourself stay on-task?

# Kevin Slimp



## A Tale of Two Publishers

*or buying a home*

Kevin Slimp  
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I'm not that old. Seriously, I'm not. But in my work with newspapers, I've worked with so many younger people that I sometimes feel like Yoda (for you Star Wars fans) to a sizeable group of up-and-coming publishers in our business. In addition to all these young publishers, I hear from regularly, I also hear from a lot of publishers who are retiring and moving on to enjoy the fruits of their labors and – as happens in many science fiction movies – and there are times when these two worlds collide.

Joey Young, the young publisher who has made a name for himself in Kansas and beyond, stopped me at a convention three years ago and asked, “Why are you working so hard to make me famous?” Joe didn't realize it at the time, but I wasn't the one making him famous. He was becoming famous on his own, starting newspapers in his home state. I was simply spreading the word.

Hardly a week (or is it a day?) goes by that I don't hear from a former student (I spent 21 years directing The University of Tennessee Newspaper Institute) or young journalist thinking about buying or starting a newspaper. At the same time, it's rare when a week passes that I don't hear from a longtime publisher searching for the right person to take over their newspaper. Now and then, I introduce them to each other.

This has been an exciting month as I watched one of my favorite students, Jessica Prevatt, buy the newspaper she worked at for more than 20 years. Jessica attended my Institute every year, and we'd often have conversations about her purchasing her own newspaper. The Baker County (Florida) Press has been very successful – with significant market penetration – and Jessica always believed there was a bright future for the paper. So, I wasn't surprised when she swore me to secrecy – I'm an excellent secret-keeper – a few months ago and told me she was going to buy The Baker County Press. I was a proud mentor.

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While I was having conversations with Jessica about her budding future as a rising star in the newspaper business, I also had conversations with my friend Lesa Van Camp, publisher of the newspaper in Drayton, North Dakota. I met Lesa when she first purchased the paper and, by her admission, didn't know a lot about running a newspaper. She heard I was in the area, working with a larger paper, and asked if I could come by for a few hours to help learn how to produce a newspaper. The few hours turned into a day, then I asked if she'd like me to stay into the evening and redesign her newspaper, and the rest is history. Due to some health issues, Lesa knew it was time to find a new owner for her beloved newspaper. But she didn't want just any owner. She wanted someone local who would care for her paper in the way only a local owner can. For a while, it looked like Lesa would be forced to close the paper without selling it, but I received word a few weeks ago – again, I was sworn to secrecy – Lesa had found a local buyer. Last week, Lesa published her final edition of Valley News & Views, and the new owner will publish next week's issue.

A couple of months ago, I heard from a young (it's a relative term, I know) journalist who I've met many times through the years when speaking at conventions and training events. She came searching for solid advice about buying a newspaper. At that moment, it felt like all my experience and connections came into play, and I connected her with Joey, Jessica, and another friend who had traveled similar paths. After a few minutes of group conversation, I hung up the phone and allowed them to carry on without me.

When working with newspapers these days, I spend most of my time helping papers create better publications. In 30 years of consulting, the one constant I point to most often is that growing, thriving newspapers continuously work to improve their products. I've seen hundreds – probably thousands – of the latest gimmicks to make newspapers rich. I've heard speakers and seen vendors pushing ideas and products that promise to line the pockets of newspaper owners, only to see these same speakers and vendors quickly fade away (or come back with new “incredible” ideas a year or two later).

I'm convinced Jessica will continue to grow her paper in Florida as a publisher. I'm confident Joey will do the same, as will the young journalist mentioned previously who is considering purchasing her first paper. It's all about improving the product.

I'm a proud Yoda.

*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](http://newspaperacademy.com).*

*Kevin Slimp is former director of The University of Tennessee Newspaper Institute and founder of [NewspaperAcademy.com](http://NewspaperAcademy.com).*

# Ad-Libs



## Advertising's Blast from the Past

John Foust, Greensboro, NC

In order to look ahead to a new advertising idea, sometimes it helps to take a look at the past. When an advertiser has been in business for a number of years, there are plenty of possibilities.

Let's take a look at a few idea-starters. Although there's some natural overlap, it helps to examine each one separately:

**1. Years of experience:** This is a good starting point. You can either talk about the number of years the company has been in operation, or you can emphasize the cumulative years key members have been on the team. For example, "We have been in business for 75 years," or "Our service team has a total of 312 years of experience."

By themselves, these facts don't mean much – and in fact, could indicate that the company is outdated and out of touch with today's consumers. The secret is to connect an age-related statistic to a specific benefit: "Our service team has 312 years of overall experience. This means we have encountered – and successfully diagnosed – just about every plumbing problem."

This kind of information could become the main subject of an image ad campaign – or be shortened to be used as a tagline throughout that company's marketing.

**2. Business anniversary:** Of course, any business can celebrate an anniversary, even if it's for one year in operation. An anniversary just means more when it's an impressive number.

Your advertiser could throw a party to celebrate the anniversary of when they opened their doors. They could invite customers to drop by for a slice of birthday cake or have a sale featuring "throwback prices" on selected products.

**3. Archives:** You advertisers may have a wealth of inspiration in their files. Anything that documents the start and growth of a business can spark ideas. Photos can illustrate the construction of branch offices, the history of relationships with existing customers, or the evolution of flagship products.

You might be surprised at what you find: internal newsletters, early brochures on products that became best sellers, maybe even old copies of ads that announced special events.

**4. Profile of founder(s):** A conversation with – or about – the people who started the company can uncover some fascinating facts. Could one of these tidbits become the theme of an ad?

**5. Then and now (what's changed, what hasn't?):** Think of the “New look, same great taste” label we see on so many packaged goods.

When a company has been around for a long time, change is a consideration. Obviously, some older things have been good enough to keep and some things are newer and better. Those things – both old and new – can be selling points.

Have the advertiser's product lines expanded since the beginning? Are there new locations? New hours?

Does the company still have the customer service focus it had in the beginning? Is that philosophy in a frame – and can it be photographed?

It adds up to this: sometimes, a blast from the past is just what the idea process needs.

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

# Ryan Dohrn



## -Customer Retention

## -Is Texting Clients the New Normal?

We all know it takes more money and energy to attract a new customer than it does to retain an existing one. In this podcast Ryan shares tips for increasing your retention rate.

[https://www.youtube.com/watch?v=G0gZzA\\_ayjI&t=36s](https://www.youtube.com/watch?v=G0gZzA_ayjI&t=36s)

**This week's listener question is:** Brenda from Omaha asks, "I feel like texting clients is the new normal. How do you feel about texting clients?"

<https://emailservice.mirabelsmarketingmanager.com/view-in-browser/eyJjbGlkIjoiMTEwMyIsIndpZCI6MjI5LCJmaWQiOiJiYTBiYjVINC04MzJILTo4ZDQ0YjYzZS1hNzA0ZGU2MTJmM2YiLCJlbWVpbGlkIjoiZGlyZWV0b3JAbWZjcC5vcmeiLCJjcG5pZCI6Mzh9>

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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