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Conference 2022 Photos from Ames, Iowa

President's Corner



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A MFCP Conference to Remember!

My favorite part was.....EVERYTHING

I just finished taking the evaluation survey about the MFCP Spring Conference that was held March 3rd and 4th in Ames, Iowa. There were a lot of 5-stars ratings because I thought the event was fantastic. I was trying to think of my favorite thing about the conference and I decided it was; the circulation summit, Ryan Dohrn, 3 Minute Idea Exchange, Iowa State Hockey pep band, networking, Gateway hotel, ad awards, good food, door prizes, talking with our affiliate members and of course happy hour. The only reason I didn't mention Russell Viers was because I don't have a graphic background. I asked other attendees how he was and it sounds like there would have been another 5-star rating in my questionnaire.

Well, we can't turn back time, but you can mark your calendars for the Publisher's Summit on July 13th and 14th at the Arrowwood Resort in Okoboji, Iowa. You will have the opportunity to get new ideas, talk with others in the industry and enjoy beautiful Okoboji. Don't miss out.

Julia Thompson

Check out the Conference Photos and videos here: <https://www.mfcp.org/2022-conference-photos-ames-iowa/>

From the office



Can I buy you lunch?

Lee Borkowski

One of the best values in advertising would have to be the ad networks that are a part of MFCP. These networks are the lifeblood of our association. To ensure that they remain strong the MFCP board of directors would like to see more publications successfully selling clients into them. That's where you and I come in!

I've made it a goal train all member sales teams on selling the ad networks. The training will be done via Zoom and will take less than 30 minutes. I know selling into the programs can seem a bit overwhelming but I assure it's a very easy process.

Sales reps have the relationships in your markets. They know who would benefit from reaching more readers. The MFCP office staff knows how to get the ads entered into the system and sent out to all participating members. Combine the efforts of both offices and you have a winning combination.

Every member that has their team trained by me will receive \$50.00 for a pizza lunch in their market. If pizza isn't your thing, you can do coffee and donuts, or maybe ice cream.

So, how about it.... can I buy you lunch? Give me a call at 715-340-9500 or send an email to director@mfc.org and let's get a time reserved on the schedule.

Lee

Member News

Bob Berting, long-time friend of the free paper industry, passed away last month.

For those that have been around awhile you will remember Bob as a speaker at some of our conferences and a regular contributor to Paperclips. In his memory we're offering a reprint of one of his monthly columns. We thank him for his contributions over the years and offer our sympathy to his family.

Tips for Coaching the Sales Team

By Bob Berting, Berting Communications

Because of their value to the publication, it's very important to focus on the performance of the sales team. While many sales managers will lament about the sales force and their inability to build advertising sales, the critical problem is that the salespeople are simply not motivated. In my experience as a large suburban newspaper sales manager, then executive, and current newspaper marketing consultant, I find the following points to be valid in coaching the sales team:

Enthusiasm breeds excitement

We always like to be around someone who truly enjoys what they do. Our prospects and customers enjoy working with salespeople when they are enthusiastic. Enthusiasm is a sign of belief that people can sense. The axiom "To be enthusiastic, you must act enthusiastic" can be applied for good results. The enthusiasm of the sales manager is important. If the manager is low-key, aloof and too reserved, this could affect the enthusiasm of the sales team.

Self-esteem creates greater self-worth

This is probably one of the great assets of a successful publication sales team. They believe in themselves, and they don't worry excessively about what people think of them,

The subconscious mind helps to achieve excellent attitudes

Salespeople can program themselves to set goals and beliefs. The sales manager has to instill a good team attitude by his or her attitude every day. If the sales manager is perceived as someone who is constantly pre-occupied with worry and negative beliefs, this will have a negative effect on the attitudes of the salespeople.

Investing in the sales team

Positive thoughts need to be projected every day and this can be done by the development of a reference library of self-help books, DVDs, and podcasts. Listening to podcasts while driving to and from work, as well as between sales calls is an excellent way to develop "spaced repetition", by repeat listening of the same podcasts in spaced intervals.

Having more fun

One of the greatest forms of motivation is to lighten up and work at making things fun. The use of humor in advertising campaigns is powerful. The sales team needs to brainstorm in sales meetings how they can effectively create more humor.

Avoiding comfort zones

Although it's very easy for a very experienced salesperson to get into a comfortable rut, newer salespeople can have the same problem, although sometimes to a lesser degree. The sales manager has to ensure that their salespeople are learning something new on an ongoing basis.

In addition to his seminars Bob had written four books that have been used by salespeople across the United States. If you are interested in ordering any books you can find them on his website and at: adsalespro.com

3-Minute Idea Exchange Winners -2022

1ST PLACE:

Help Wanted Section – Kari Jurrens

Kari Jurrens worked with the team at New Century Press to grow a strong Help Wanted section last year. Kari wanted to help her customers reach a wider market to help fill their open positions. And, she wanted to do it in a way that would be noticed by the readers. That desire led to the creation of their Help Wanted section.

To ensure her customers were reaching a broader market the tab section was printed and inserted into all three of their publications. The rate was adjusted to make sure it remained affordable and all ads ran in full color.

As an added bonus larger advertisers received editorial space in which they could tell readers why they would want to work for their company. Some companies chose to share details about their culture, others focused on pay and benefits. Whatever they chose to share, the articles shed a bright light on the featured advertiser and have been successful in getting more people to apply for open positions.

The original goal was to run the section every quarter – but the advertisers were begging to have it more often as the employment market is so tight right now. So, New Century Press publishes the section on a monthly basis.

When NCP started the section it was grossing \$2,500-\$3,000 per issue. That amount has grown exponentially and continues to grow. This month the billing will be over \$4,000.

To help make the entire process easier Kari recommends that you allow yourself a very short selling window. The reason – the companies all have a great need to get their message out. And, having a tight window ensures that the positions that are listed are current. (Plus, we all know customers are never ready until 10 minutes before deadline...or a couple of hours after!)

If you'd like more info on this section feel free to reach out to Kari. Her email is:

kjurrens@ncppub.com or by phone at: 712.472.2525.

p.s. Kari also shared that the quality ads her graphics team created were instrumental in helping sell the ads – and in increasing readership and response. So, thanks graphics!! We look forward to seeing more of your award-winning ads in next year's Ad Competition!

[Click here for a sample email with sell sheet information for Help Wanted Section](#)

2nd PLACE:

LEGEN-DAIRY PUZZLE BOOK – AMANDA HOEFLER

The staff at the Dairy Star produced a book full of different puzzles (crosswords, Sudoku, word search, etc) and inserted it in their publication for their readers to enjoy. They started this project in 2020 – when they did 3 different books. They did three more in 2021 and are on track to do four this year.

The advertisers can choose from a full or half banner ad. If they chose the full banner ad (at a cost of \$235) they have a say in what kind of puzzle they would like to have on their page. And, many of the puzzles can be fully customized for their business. The half banner retails for \$135 – but there is no puzzle choice. Clients that go that route just accept whatever puzzle is assigned to that page.

The book has a total circulation of 8,500. It's printed as an 8.5x11" booklet and the last edition was 52 pages!

If you have questions or need more information please reach out to Amanda at The Dairy Star. 320-250-2884.

[Click here for Puzzle Book Sell Sheet](#)

TIE FOR 3RD PLACE:

CALENDARS – Sara Schultz, Fillmore County Journal

For the past 12 years the staff at the Fillmore County Journal have created and inserted a full run yearly calendar. The calendar is inserted into the publication the week of Christmas – so it sort of serves as a gift to their readers. Extra copies are printed as well and are kept in-house for pickup.

Every month features an attractive photo taken from within their circulation area. The photos are submitted by readers. A \$25 gift card is given to every person that has a photo chosen for the calendar.

Each month of the calendar features size ads. Advertisers can buy one ad for \$200 or they can buy 3 for \$480. The ads are 3.5” wide by 1.5” tall. Note: the calendar is a 13-month calendar good from January of one year through January of the following year.

Sara shared that the calendar is quite easy to share with a number of businesses repeating from year to year. She noted that the calendar is very popular with realtors – so that’s a great place to start if you’re prospecting.

Total ad revenue for the calendar is around \$12,000. If you’re looking for a great product that readers and advertisers alike will love....this is it!!

For more information give Sara Schultz of the Fillmore County Journal a call at 507-765-2151

[Click here for Calendar Sell Sheet](#)

APPRECIATE THEM ON A BUDGET! – Julia Thompson and Barb Powers

The idea here is to show everyone that impacts your business that they are appreciated all year round (not just at Christmas). Rather than sending a Christmas card the staff in Spokane, WA actually send hand-made Valentine’s Day cards with fun messages inside. An example of a saying: I’m going to be BOLD and say that you are just my TYPE!

Julia has done several things over the past year for her team. This year she put one long stemmed rose on every employee’s desk (she traded with a florist). She has also traded pumpkin pies for Thanksgiving and plants for Mothers’ Day.

Not wanting to overlook her carriers she’s done small items for them as well. On a hot summer day, she’ll put a cooler with sodas in the warehouse along with signage to encourage them to have a refreshment. Sometimes she puts ice cream bars in the freezer for them. Fast food restaurants are often willing to trade for various food items that folks can stop by and pickup.

Event trading also works well - example: Julia has a dinner theatre in her market. The theatre gets ads in her paper and she gets free tickets to shows that she can share with her advertisers and employees.

Perhaps the best part of these ideas is that they allow you to stand out and not get lost with a gazillion other cards and greetings.

There are a lot of opportunities to let people know they are appreciated. How many are you taking advantage of??

MVP'S At Work



How to Maximize the Conference Experience

By Amanda Hoefler

Hopefully spring will be in the Midwest soon! At our February meeting, we discussed how to get more out of a conference. This was an excellent topic for us to discuss and an opportunity to share ideas before heading to the MFCP Spring Conference!

Conferences are a great opportunity to network with those in your industry and grow your skills! While these opportunities can be exciting and educational, conference attendees can also feel overwhelmed by the vast amount of information and the number of new people they meet in a short period of time.

So how does an attendee get the most out of a conference without feeling overwhelmed?

We discussed different ways each of us finds helpful when attending these conferences. For some, sitting towards the front of the room during a speaker session helps them focus and feel less distracted by things going on around them. For others, sharing a table with other attendees is a simple way to network and gain new connections. It is also an opportunity to strengthen those connections with those you already know but do not see on a regular basis.

Lastly, if you do feel overwhelmed, it is important to remember that it is okay to take some time for yourself at conference. You might just need a few minutes to go to your room during a break to catch your breath or choose to skip out on drinks after the conference to catch up with family back home. Everyone is different. So, when attending a conference, find what works best for you and remember to enjoy it!

Kevin Slimp



CBS and the Death of Newspapers

60 Minutes is beginning to try my patience.

*The True Cost
of Buying a Home*

Kevin Slimp
kevin@kevinslimp.com

It's late as I write this column, just around midnight. There's nothing unusual about that. I tend to write my columns, stories, and books late in the evening. Apparently, that's not the norm for most famous writers in history. Maybe I should take a clue from them. Most famous writers, it seems, were like Ernest Hemingway, waking up as soon as – or before – the sun came up to write while their creative juices flowed, and no one was around to disturb them.

Everyone seems to know I'm a night owl – my phone buzzes with text messages and calls well into the wee hours of the morning. Two nights ago, I received more than a dozen messages asking if I had watched the story about newspapers on 60 Minutes. I responded to the first three or four with something like, "I'm sure it's the same 'Newspapers are Dead' story 60 Minutes does every year or two," then finally gave in to the hysteria and watched Jon Wertheim repeat pretty much the same story Mike Wallace, Harry Reasoner, and Morley Safer recited beginning back in 2010 or so. Yes, it was the same story. Different players, different cities, but the same story.

I posted something about it on LinkedIn, which seems to be the safest place to post things. I once wrote if I were holding a party and didn't want anyone to attend, I'd send out the invitations on LinkedIn. Low and behold, as of yesterday, more than 2,000 LinkedIn users, mostly newspaper-related folks, had read my post. A lot of them responded to it, and a bunch responded with "You're my hero," "Attaboy," and similar sentiments. Surprisingly, I've only received one "You're so naïve" comment. I suppose that group spends more time on Snapchat than LinkedIn.

I reminded that writer that I wasn't really in the mood for a debate, but if she wanted to place a bet, she'd be wise not to bet against me. So far, I've won every bet I've made about the future of newspapers, beginning with my now-famous bet with a university dean who asked if I thought there would be a single newspaper left in America by 2018. I said there would be. He said he believed there wouldn't be – not one newspaper left.

I suppose I could have been more tactful, but I was younger then. My response was, "I believe that might be the dumbest thing I've ever heard." When asked why I felt that way, I answered, "Because if there's not one, I'll start one and make a fortune." That conversation was in 2008. I keep meaning to have a shirt made with "I was right" in big letters on the back.

By now, I probably shouldn't be surprised that there are still a lot of newspapers doing just fine. Tomorrow, I'll be leading a webinar on Basic InDesign, a topic I must have taught several hundred times over the years. You might be surprised to know there's a big crowd registered for the class. I guess the newspapers sending these folks to my class plan to be around a while longer.

Next week, I'll be in Michigan for most of the week, training a weekly newspaper staff there. It would be a shame to go to all that trouble of flying from Knoxville to Detroit, driving a rental car for two hours, then spending three days with the newspaper staff just to watch them go out of business after I leave. I guess the same is true of the conventions I'll be speaking at over the coming months.

If there were three of me, I would head down to Chattanooga, where the paper is being converted to a Sunday-only print edition and start a twice-weekly community paper. Unfortunately, I already own a few businesses, and I'm pretty sure I'd have to give up the little sleep I get to start another. I'd be willing to make another wager – that some industrious journalists will create a new paper in Chattanooga.

That reminds me a lot of the prediction I made after a 60 Minutes report nine years ago, proclaiming newspapers dead following the announcement that the New Orleans Times-Picayune would be moving away from the daily printed format. A group of business leaders in New Orleans acquired my services to get the Times-Picayune to change its mind. I recently found an email exchange from those days and giggled when I read something I wrote to the group. "Don't worry. I'm guessing the Advocate, from Baton Rouge, won't waste any time coming down to New Orleans and creating a new daily paper. They were thrilled when I turned out to be right.

I'm not sure how I'll fit all of that on a tee shirt.

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



Do you have an eight-inch frying pan?

John Foust, Raleigh, NC

There's a story about an old man who was fishing from a pier. He was catching more fish than anyone else, so a crowd gathered to learn his secret. His behavior was unlike anything they had ever seen. Each time he caught a fish, he pulled a tape measure out of his pocket and took a measurement. He put the small fish into his cooler and tossed the big ones back into the ocean.

When one of the onlookers asked about his strange technique, he explained that he kept only the fish that were under eight inches long. "Why are you doing that?" he was asked. He said, "Because my frying pan is eight inches wide."

Imagine that. The old fellow was throwing away the fish that didn't fit his eight-inch frying pan. It didn't occur to him that he could get a bigger frying pan or cut large fish into smaller pieces.

We may laugh at this silly example, but there's a bit of that old fisherman in all of us. It's human nature to resist change. It's no surprise that we have a tendency to discard ideas that don't fit the way we've always done things. We all have eight-inch frying pans in our minds, and sometimes it takes discipline to break down those barriers.

Pablo Picasso once said, "Every act of creation is first of all an act of destruction." While there is some debate about what this famous artist actually meant, I think it's safe to say he was talking about the need to let go of former – often stubborn – inclinations to do things in certain ways.

Eight-inch frying pans have no place in a creative profession like advertising. If we discard the ideas that don't fit the way we've always done things, we restrict our thinking and limit our potential. When that happens, we end up in a creative rut – and our advertisers get short-changed.

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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

Photos from 2022 MFCP Conference Ames, Iowa



Help Wanted Section



The newest thing in fashion



Legen-Dairy Puzzle Book



Calendars and Show them the love!



50/50
Raffle
winner



Get your
Cracker Jacks
Here!



Our Fearless
Leader



Ryan and Julia-
Two class acts!

...page works well!
...I love to hear that you believe in
marketing on social. We love social media
too. The issue is that nearly every business
is competing for eyes on FB. So, what are
you doing to stand out from your
competitors? [Also explain that social and
...ent.]



Iowa State Hockey Pep Band kicks off the 2022 MFCEP Conference in style!



Past and Present Presidents



Russell Viers packs the room!



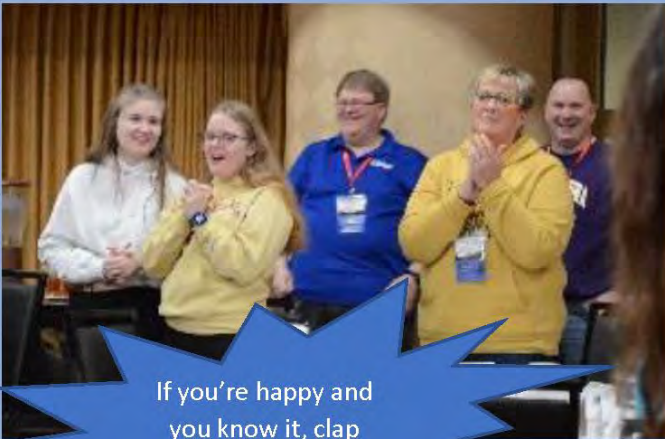
LIVE MUSIC – the best wake up alarm!



76 Trombones or
is that "7" or "6"?

=

Old
friends



If you're happy and
you know it, clap
your hands!



Band brings the crowd to its feet!

The New Golden Girls



Iowa Rivals playing nice



Friendly Vendors at our service...

Welcome Tesha and Bjornour newest members



Happy Hour