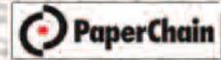


July/August 2022

# PAPER CLIPS



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# President's Corner



## You Missed Out!

As you can see from the picture, you missed out on the fun. What you can't see is that you missed out on the ideas we exchanged at the Publishers Summit in Okoboji. Even though my to-do list got much longer it's full of revenue generating ideas. A few of my favorites were;

Joyce Fredrickson's Century Farm tab.

Greg Birkett's obituary web-page and sponsor ads.

Lloyd's Uthe's success story turning his free MCN classified into a new revenue stream.

Lee Borkowski's political sell-sheet that I can update with my publication's information.

Peggy Loveless's success in selling ads to other MFCP publications.

And much more.

Enough name dropping.... wait, just one more. When Shane Goodman says, "That idea alone will pay for this trip", not once but three times, you know it was well worth our time. Lee and Zippy will be emailing you more information on a few of the ideas, so you can look forward to that.

Speaking of looking forward, we have our fall training coming up in October. The headliner will be graphics superstar, Russell Viers. The committee is working hard lining everything up, so watch your email for more details.

Now get out there and sell something!

Julia Thompson

# From the office



Lee Borkowski

## The Dog Days of Summer? Not Here!!!

In case you weren't aware, the Dog Days of Summer are the period between July 3<sup>rd</sup> and August 11<sup>th</sup>. It was named such as the days are hot and sultry making folks (and dogs!) quite lethargic. Well, it's been hot that's for sure. But the team at MFCP has been anything but lethargic! Here's what we've been working on:

**POLITICAL ADVERTISING:** We have put together an entire program that allows us, ad agencies, and **you** to sell political advertising throughout our entire coverage area. Our focus is on state and national races. So, if you have access to a candidate that needs a large buy let's talk! If you have a lead and prefer we work it for you we can do that too. (And, that goes for any of our ad programs). [Click here to see a copy of the national sales sheet.](#)

And, click here to see an interactive map of our coverage area.

<https://www.google.com/maps/d/u/0/edit?mid=1P1761Lf0rHgFNGuCiIEvyBsALS67x8Rc&usp=sharing>

**MIDWEST HELP WANTED NETWORK:** Starting with some amazing sell sheets created by Karen Knoblach of Star Publications we just completed a large mailing to target Help Wanted Advertising. The materials were sent to a targeted list to include companies that specialize in one of the following fields: Warehousing, Trucking, Manufacturing and Healthcare. The mailing included information about each of our ad networks and let the reader know how affordable and cost-effective our networks are. We hope to have a great response to the mailings and if we have a bite from someone in your distribution area the lead will be turned over to you to manage.

**LUNCH-N-LEARNS:** There is still time to get your team trained on our ad networks (MCN and MDN). We can do first-time training or a refresher. Either way, plan to spend about 20 minutes total on a Zoom call. Then look for our check for \$50 in the mail to treat your team to pizza or donuts!

**FALL TRAINING:** The conference committee is firming up plans for our fall training. This year the courses will be offered online. We will have a trainer for graphics and a trainer for sales. Keep reading Paperclips and watch your emails for details.

**DUES RENEWAL** – There's always paperwork! It's just an inescapable fact. Late May we sent out the dues renewal notices. If you haven't paid yours yet would you please move it to the top of the stack? We use those funds to run the association and I hope you'll agree that we're putting the funds to good use with all of our initiatives.

So, as you can see the MFCP team hasn't been lazing around this summer. There is certainly a lot going on and we're busy....but never too busy to be of help to you! Whatever you may need don't hesitate to reach out. And, remember, we are here to help you make more money! Put us to work!!

Lee

# Member News



## Saving Traditional Newspapers One Paper at a Time

By Shane Goodman

I bought a newspaper last week — a good, old-fashioned, traditional, paid subscription newspaper. I swore I would never publish one of those again, but here I am. A paid subscription newspaper publisher of the Guthrie County Times Vedette in Panora.

In my early years, I oversaw newspapers and shopping guides covering much of Dallas, Boone, Story and Greene counties, starting several from scratch. After that, I managed a commercial printing operation, a small daily newspaper, and a group of weekly newspapers and shoppers in southeastern Nebraska and southwest Iowa. Building readership through paid circulation is a difficult task, and one that I did not have much success doing. Few have. The traditional model of newspapering based on subscription revenue and a reliance on legal advertising is broken. I am convinced of that, and you likely are, too.

Our company, Big Green Umbrella Media, has changed a great deal since I started it in 2003. It had to, or we wouldn't be here today. We have more readers and more advertisers than ever before, and we accomplished this in ways much different than most newspapers. But regardless of the type of media, the focus has to be on growing the audience. Ultimately, what that means is creating more eyeballs for advertising. If you don't get results for your advertisers, you don't survive today. Period.

Beyond that, a publisher also has to truly care about the community. Local media ownership is important, as I have seen too many out-of-staters — and even out-of-towners — destroy newspapers and the hearts of the communities they were supposed to serve.

Michael Gartner told me more than a decade ago that he felt a day would come when the large media corporations would no longer be satisfied with the profit margins of the newspapers they depleted, and the publications would be owned locally once again. That's happening right now. In Storm Lake. In Spencer. In Indianola. And more to come, certainly.

We are glad to be part of this trend. I say that carefully, as our company is based in Polk County. Even so, we are planning to continue to have an office in Guthrie County, but, more importantly, we also live, work and play there. My wife, Jolene, and I own a home in the county, and we have gotten to know many great people. We see passion in Guthrie County, and that inspires us. We also believe we can take some of what we have learned through the years and apply it to a paid subscription newspaper, too.

This effort is going to take time, patience, a financial investment and trust, but we believe it can happen. We have also learned to slow down, listen and learn before making any rash decisions.

Like other local publishers across the state, we are going to be experimenting with new models and making every effort to ensure that the community newspaper — and local journalism — is around for many years to come.

Have a thoughtful Thursday, and thanks for reading.

Shane Goodman

President and Publisher

Big Green Umbrella Media

[shane@dmcityview.com](mailto:shane@dmcityview.com)

515-953-4822, ext. 305

# Members Helping Members

## White Wolf Web Press Tour



### *Three Generations!*

*Jeff, Peter and Sam Wagner gather in front of their web press for a quick photo during the recent MFCP press tour.*

As part of the Managers' Summit this summer we offered attendees the opportunity to tour the White Wolf Web in Sheldon, Iowa. Owned by the Sheldon family, this plant was built after their previous plant was destroyed by fire in June 2013.

Jeff Wagner walked us through the entire plant and shared many stories about the fire and subsequent rebuild. Those who didn't go missed a treat! As far as press tours this was the best I've ever been on!

The conference committee would like to make site visits a part of all conferences. So, if you have an interesting story/plant to share, please reach out to [director@mfc.org](mailto:director@mfc.org) with the details. We may hold a conference near you in the future.



*Jeff Wagner speaks to the MFCP attendees about the press facility at White Wolf Web, Sheldon, Iowa*

# MVP'S At Work



By Megan Punt

*It's Contagious.....*

## Positive Attitudes at Work

**In our last MVP call we had a discussion on Positive attitudes at work. Sometimes it can be hard to always stay positive. Here are six points we talked about:**

- **Attitude of Gratitude.** Enjoy the little things. Journal about your days. Don't stew on negative situations, find a positive spin on it. Think about what you're grateful for at work and focus on that.
- **Reward Yourself.** Do something awesome for yourself.
- **Leave work where it is meant to be.** Work is meant to be at work. Make room and time outside of work for your life, and do not dwell on work. Find your harmony.
- **Keep your friends close, Keep your co-workers even closer.** Over 60% of your time is spent with or working with co-workers. Get to know your co-workers, have a connection with them. Having a connection with your co-workers really makes a difference in our attitudes. Don't approach work with a "come in to get your hours in and then leave" attitude.
- **Create a positive environment.** Challenge yourself to help make the whole environment more positive. You have control over your environment. Put up inspirational quotes. Change them weekly if you wish! You do not have control over everything. But you do have control over yourself and your space. It is your choice on what you want to do, so empower yourself. Leave positive notes for people if they help you or make you smile. Show your appreciation to others. Enjoy your days!
- **SMILE.** I know many of us have heard this, but a warm smile can make all the difference in a person's day. Smiles put people in good moods.

Attitudes are contagious! The big difference - positive attitudes are more productive. The challenge is to make the best choice.

# Kevin Slimp



## Paying Attention to Readers

*Increasing eyes on the page might be simpler than you think.*

Kevin Slimp  
[kevin@kevinslimp.com](mailto:kevin@kevinslimp.com)

In 1849, French writer Jean-Baptiste Alphonse Karr wrote, “plus ça change, plus c'est la même chose.” (The more things change, the more they stay the same). That's certainly the case in the newspaper business. While newspapers have evolved and changed in many ways, some of the most fundamental concepts continue to apply to growing papers. I suspect that is just as true for the Swedish newspaper, Post-och Inrikes Tidningar (Post and Domestic Times), today as it was when first published in 1645.

I don't keep a log of such things, but it seems like I'm getting more calls from newspapers than I ever have. The calls run the gamut of just about every area of the publishing business, but more times than not, the callers want advice on ways to improve their newspapers. Most weeks, I meet for an hour or more online with three or four publishers (and often their staff) to review their papers and suggest improvements. Jean-Baptiste Alphonse Karr probably wouldn't be surprised to learn that most of these newspapers have a lot in common regarding areas of potential improvement.

Since 2016, I've conducted five surveys of thousands of newspaper publishers to learn how things are going at their papers. At the same time, I've conducted national surveys and dozens of focus groups to find out what readers think of their papers and suggest improvements. The results of these focus groups are almost identical, no matter their locations. The results of these focus groups might not surprise you, but it's interesting how consistent their primary suggestions are:

- Keep the focus of the paper on local news
- Run plenty of human-interest stories
- Design attractive pages

There are always dozens of additional suggestions, but these three seem always to top the lists.

As I critique newspapers for publishers each week, one of the most common recommendations I make is to increase the number of human-interest stories. Readers love them. They are easy to write and, with a good photo, are guaranteed to draw eyes to the page.

Three years ago, a young reporter in Canada wrote me in a panic. "I just walked out of the news meeting, and it's the first time I've not been assigned a story. I'm supposed to go out and find my own! What should I do?"

I couldn't help but giggle. We've all been young, and most of us have faced similar trials.



"Go find someone in your community," I told her, "that is at least 90 years old. Ask the person to tell you their life's story."

The following week I heard back from the reporter. You guessed it. Her story about the local citizen was her most popular story ever. She was getting emails from readers. She learned a valuable lesson.

I'm amazed at the stories behind people I meet daily. I stopped a man at a local food back not long ago. He looked to be in his 90s. In conversation, I learned he spent his life in the military, and I eventually learned that he had spent several of his younger years as a spy, traveling the world.

Traveling down a lonely road in Colorado not long ago, I stopped at a "motel and restaurant" to grab a bite. No other customers were around, so I invited the owner to sit with me. We talked for about an hour, and I learned he was once a golden-glove (boxing) champion long before he went into the motel and restaurant business.

Great human-interest stories are everywhere. Everyone indeed has a story. Pulitzer winner Frank McCourt wrote, "Everyone has a story to tell. All you have to do is write it."

I agree with McCourt.

I've already met with two newspapers this week, and they left those meetings with hundreds of suggestions. We discussed design, fonts, content, photos, ads, and more. One bit of advice, however, I mention to almost every client is to emphasize human interest stories. It's perhaps the best way I know – other than a redesign – to increase a paper's readership.

Who knows? Maybe, like the Post-och Inrikes Tidningar, your newspaper will still be in business 400 years from now.

*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



## The Importance of Proofreading

John Foust, Greensboro, NC

Proofreading is one of the most important skills in the advertising world. While anybody with a sense of humor can appreciate a harmless blooper (one of my favorites is the sign that read, “Ears pierced while you wait”), no advertiser wants to run an ad with a mistake. Many an ad campaign has been damaged by typographical errors, inappropriate illustrations and inaccurate information.

I remember receiving an email promoting a Zoom meeting that seemed interesting. However, the copy put a stop to any thoughts I had of registering. The date of the event was listed as March 9 in the headline, and as March 2 in the body copy. To make matters even more confusing, the email was sent during the first week of April. What are the chances that anyone made the effort to contact the advertiser to find out the real date? Slim and none. (And like the old saying, Slim just left town.)

Proofreading would have prevented that problem.

Early in my ad agency days, I designed a logo for a development company. When the printing was completed, I enthusiastically drove to their out-of-town office, my backseat loaded with boxes of letterheads, envelopes and business cards. My excitement faded as soon as my client pointed out that one digit in their address was incorrect; what appeared as a 9 should have been a 7. The only way to handle the mistake was to offer to reprint everything at my expense.

Proofreading would have prevented that costly lesson.

Then there was the half-page furniture ad with “Store Name Here” at the bottom. Obviously, a manufacturer had provided the ad to local merchants who were supposed to insert their individual logos. In addition to being a glaring error, that probably cost that particular dealer some co-op money. Proofreading would have prevented that, too.

Typos can be sneaky. For example, take a look at this four-line headline.

DON'T MISS  
OUR BIGGEST  
SALE OF  
OF THE YEAR

The word “of” appears twice. Because we read at a glance and jump to conclusions in a fraction of a second, it's easy to miss important details.

Proofreading shouldn't end with typography. Consider the photo of the fashion model who posed in a national ad, wearing a baseball glove on the wrong hand. Or what about the photo that was flopped so it would face in the opposite direction? The problem was that the subjects ended up with t-shirts featuring backwards letters.

Advertisers may have approved each one of those ideas. But that doesn't mean they happily accepted responsibility for the mistakes. It would have been better to present them with proofing copies that were as close to perfect as possible.

The point of all this is simple: (1) Proofread everything before it is published. (2) If possible, ask someone else to proofread it. (3) Then check it one more time for good measure.

Speaking of measuring, this seems like a good time to quote carpentry's famous slogan: "Measure twice, cut once."

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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



## Warming up the Cold Call for Better Results

It's important to recognize that selling in a post-pandemic world or to pandemic-fatigued customers is a challenge in and of itself. Many of us are told that we have to make X number of phone calls every day to new clients. I get it. I need to do it every day, as well. But, cold calling without warming up a client is sort of like attempting to run a 5K race without any training or pre-race stretching. Your chances of winning will greatly increase when you do some training and you properly stretch before you attempt the race. Another example would be marriage. When you go on a first date with someone do you ask them to marry you immediately? In most cases, the answer is no. Both of these examples prove that warming up works. So, why would sales be any different?

Click the link below to read more.

<https://360adsales.com/warming-up-the-cold-call-ad-sales-training/>

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](#).