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in this issue >>>

President's Corner- Networking to Lifelong Friends

From the Office- Free Flash Drive Headed Your Way!

MVP's at Work- Welcome to My Space

Member News- Spring Conference 2023

Kevin Slimp- Common Issues at Papers

John Foust – A Key Question: What's Next?

Ryan Dohrn- Finding the Happiness You Desire in 6 Steps

President's Corner



Networking to Lifelong Friends

One of the reasons I enjoy going to the MFCP spring conference is to network. I enjoy meeting people with similar interests and catching up with those I've met in the past. Whether I need some business advice, revenue generating ideas or just a good listener, I can contact any of these professional colleagues to help me out. But one thing I didn't expect from these business acquaintances, is that they would move into the "friend zone". Now laughing, joking and having fun are a given whenever we are together. I come back from a conference with a notebook full of good ideas and aching ribs from all the laughter. In my mind this is one of the best benefits MFCP could ever offer.

The next time you are faced with a networking opportunity, don't hesitate. There could be a new lifelong friend in your future. Who knows, maybe it's me.

Julia Thompson

From the office



Lee Borkowski

Free Flash Drive Headed Your Way!

FREE Flash Drive headed your way! Be sure to check your mail for an envelope that shipped November 8th to your publication. Inside the envelope you will find a free flash drive.

You may be wondering why MFCP is sending you a Flash Drive! Let me explain.....

Last year we were proud to bring you a Winners Tab – which showcased the winners in each category of our Ad Award Contest. A copy of that tab is enclosed along with the rules and deadline information for this year's contest as well as a pre-loaded flash drive.

Our print partner, Woodward Printing Service, made some suggestions as to how we could make the tab even better for 2023. To do that we're going to need your help! We've started the process by purchasing individual flash drives pre-loaded with a folder for each category.

As you prepare your contest entries we ask that you place a PDF file of the entry on the flash drive in the appropriate category. Return the drive along with your physical entries and we'll take it from there. Please note: judging is on the actual printed version. The file on the flash drive is what we will use to produce the winners tab.

Another change is in the wording as to what ads are allowed to be entered into the contest. **Entries must have been generated within your own shop OR at your contracted outsourced graphic design service.** Any entry supplied by an advertising agency, client, or art service spec ad will be eliminated from competition.

If you haven't started saving your favorite ads yet, now's the time. We have a very tight turn around for this year's contest. **All entries and flash drive must be received no later than January 13th, 2023.** So, don't delay! You can send your entries in this week if you'd like! Just make sure we have them by the 13th of January.

We're looking forward to seeing your entries and to helping you showcase your best ads! If you have any questions, please give us a call at 888-899-6327.

Lee Borkowski and the MFCP Ad Awards Contest Committee

MVP'S At Work



Carrie Fowler

Welcome to My Space

We don't always realize the impact of office relationships.

It's amazing how much time you spend with the people you work with, and it's important that conflict stays at a minimum. The need to respect each other's time and personal space is vital. So, following office etiquette makes everyone feel more comfortable. On the other hand, it's equally important to go out of your way to make others feel comfortable in your office space.

Keeping spirits high while showing others that you appreciate the work they do, that their presence in the office is a breath of fresh air, only makes working together easier and makes coming to work pleasurable.

We all have people that we work with whose personalities clash with our own. We can't change that, but providing a welcoming atmosphere may change how they approach you and the work that you do. Being defensive and putting up walls makes the workplace more divisive than it needs to be. You don't have to be best friends with your co-workers, but creating a friendly atmosphere helps to keep stress levels down to create a more relaxing work environment.

Taking time to stop and listen to your coworkers and understand their viewpoint when issues arise, helps both parties grow and reduces animosity.

We all know that newspaper business can be stressful, but having a more relaxed workplace can help to relieve some of the heavier stresses we are facing.

And we all know, less stress keeps everyone happy.

Member News

Spring Conference 2023

Mark your calendars and plan to join us in Des Moines this coming March.

Our Spring conference will be held on Thursday, March 2nd and Friday, March 3rd at the Holiday Inn, 4800 Merle Hay Road, Des Moines, Iowa.

King Executive rooms and double queen rooms are as low as \$89 per night.

We'll announce the schedule and speaker lineup in our next issue of Paperclips. So, stay tuned!!

Get your 2023 Wall and Strip calendars while they last!

We have a few 2023 Wall Calendars left so let us know if you need one (or two or three!)

The wall calendars measure 22"x29" and the strip calendars measure 14" long, 1-3/16" tall. The strip calendars have an adhesive back and are great for use with your laptop or monitor.

There is no charge for these calendars. They will be provided to you and shipped at no charge. It's just another benefit of belonging to MFCP!

Kevin Slimp



Kevin Slimp
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Common Issues at Papers

Many newspapers face these same design dilemmas

As I write this, I've just returned from a trip to Marysville, Kansas, where I worked with the staff of The Marysville Advocate on their new design, which went to the press today. Over the past few months, I've worked on redesigns with several newspapers all over the U.S., and I've noticed that the technical and design issues faced by these newspapers were often quite similar. I thought it might be helpful to share my suggestions for a few problems that seem to crop up in many newspapers.

Clean is in: I hear it all the time after redesigns, "Wow, our pages look so clean!" People often don't notice how cluttered their pages look until they compare them to other newspapers or redesign their pages. The paper in Kansas wasn't as "cluttered" as many, but with a few tweaks, the pages looked even cleaner.

Text alignment: By setting the body type to "align to grid" in InDesign, lines of body text align throughout every page. By aligning text to the grid, columns always line up evenly at the top and bottom. It's important to set only the body text to align to grids. Aligning anything else causes confusion. I was proud when I saw the pages of The Marysville Advocate this morning, and all body text aligned evenly across the pages.

Thin lines are in: I remember when most newspapers set borders around photos at 1 point or higher. With the advent of computer design, most moved their border size between .5 and 1-point. With better methods for making plates and printing, it's possible to have even thinner lines around pictures. I've been using .4-point borders on most pages I've designed lately. Thin lines fit with the "Clean is in" philosophy.

Use Clipping Paths (cutouts) sparingly: It's easy to get excited about clipping paths and other techniques available in Photoshop and InDesign. Just because it's "fun" or "cute" doesn't mean the reader wants to see these special effects throughout your pages. A clipping path can be very effective now and then – perhaps on a cover page. But when overused, they get in the way of good design.

The fewer typefaces, the better: I only used two font families when designing the Marysville newspaper. Headlines and body text were all in the same serif typeface. Subheads, cutlines, and other text elements were variations of the same sans-serif typeface. When a skilled designer mentioned how many fonts were available in Adobe Creative Cloud, I reminded her that every high school student has access to the same fonts. We want to be sure our pages don't look like high school newsletters.

Ragged right is in: I know. You've used justified text since the 1850s. Remember that readers prefer ragged-right text. I won't be there when you're designing your paper, and I probably won't be reading it, so it doesn't matter to me how you align your text. It does, however, matter to your readers. A publisher in New York wrote to me about ragged-right text today, "Thanks for helping us stay abreast of design trends."

Always use the shoulder rule: Crop those photos to the shoulders. All that space to the left, right, and above the image is wasted space. There are times we break this rule, but they should be rare. By cropping photos correctly, space is saved for more text – or to fill the photo frame, making the picture appear even more prominent.

Replace older fonts: Use Acumin instead of Helvetica. Nimrod, in place of Times or Schoolbook. Resist the urge to use a typeface you were using 15 years ago.

"Good design never changes." That's what my design mentor, Ed Henninger, told me many times.

Sure, the tools we use to design pages change. The fonts, styles, and elements change with the times. But the basics of good design never change.

When I'm tempted to try something flashy or "out of the box" on a page, I always ask myself, "Is that good design?" Otherwise, I might look at the page a few years from now and ask myself, "What was I thinking?"

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



A Key Question: What's Next?

John Foust, Greensboro, NC

Gregory talked to me about a lesson he learned in his early days of selling advertising. “In one of my first presentations, the prospect rejected my ideas for a new campaign. Back at the office, my ad manager must have noticed the stunned look on my face. When I told her what happened she didn’t want to know the gruesome details. She just asked, ‘Okay, so what’s next?’

“That turned out to be great advice. I sat there and gave myself a good talking-to. Nothing could change the fact that my sales presentation had fallen flat. But what I *could* change was my approach to that reality. Instead of giving up on that new business prospect, I dove back into my notes, reflected on our conversation during my presentation, and developed another campaign proposal. The new ideas were accepted, and I’m happy to say that company became a consistent advertiser.

“What I learned is that it’s important to look ahead,” Gregory said. “Think beyond what is happening right now and be ready to change directions.”

Gregory’s story reminds me of an old Bob Hope line in a movie I saw on TV: “All I’ve gotta do now is figure out what I’m gonna do now.” If we look beyond the double-talk of that gag, we’ll see some real truth. Our biggest challenge is often figuring out what to do next.

In fact, I believe one of the most important business questions we can ask is, “What’s next?” These two little words represent a deliberate focus on the future. This is especially true in a profession like marketing, which demands constant evaluation and adjustment. Considering the current situation as a new starting point, what’s the next step? If we expect to make any progress at all, there should always be another step.

Let’s say you make a big sale. I heartily recommend that you celebrate your success and share the glory with your teammates. But after the high fives at the goal line, it’s not a good idea to camp out for a long time in the end zone. Things will not stay like that forever. The game goes on. There’s a next step.

What if consumers don’t respond to the current offer being made in an advertiser’s ads? Do you keep running the offer again and again, hoping that something will change on its own? Or do you analyze the plan and make some adjustments?

If you're a manager who notices that morale in your department is sagging, what can you do to make things better? (Please don't say, "team building activity.") Do you hope the situation will go away "when the economy improves?" Or do you take the initiative with a little inter-department research to get to know your team as individuals? Let them help you determine the next step.

It's not complicated. It's simply a matter of evaluating the current situation and asking yourself, "What's next?" Keep answering that question and you're on your way.

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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

Ryan Dohrn



Finding the Happiness You Desire in 6 Steps

Ryan Dohrn shares 6 tips to help you unlock the secrets of finding the happiness you desire.

Check it out!

<https://www.youtube.com/watch?v=IJJlnR6xX70>

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](#)*.