

June 2023

# PAPER CLIPS



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# President's Corner



**Joyce Frericks**

## **Print is Not Dead... It is more important than ever!**

Last month, I wrote that the scariest part of my job when I started as the business manager of Star Publications was the post office. Now, 24 years later, the scariest part of the newspaper industry for me is the thought that some of us have forgotten the value of print products.

Tim Bingaman, CEO of Circulation Verification Council, is a champion of print products. Last week, he sent an email that in part read:

*The way people respond to print ads has changed significantly in the last decade. Instead of going directly to a business or calling a business, many readers are doing a search for reviews, going to the advertiser's website or checking them out on social media. We estimate that a typical free community paper is the largest driver of website traffic, reviews and social media in their communities. Unfortunately, Google, Yelp and Facebook have gotten the credit. Not anymore with this "Game Changer" question!*

*How do you respond to ads seen in the publication? (Select all that apply.)*

*Call the advertiser for more information*

*Go to the advertiser's store or business*

*Visit the advertiser's website*

*Visit the advertiser's social media*

*Internet search the advertiser's business*

*Email the advertiser for more information*

*Write the advertiser for more information*

*Other*

Tim indicates that in a world of instant gratification, our readers are likely not going to wait to find out more about an advertiser and their products. Rather than go to a business or even calling them, consumers will instead go online to investigate.

We need to be the biggest cheerleaders of our products and remind ourselves, our employees and our advertisers daily that we have valuable products that drive readers online. The readers did not stop reading our papers.

Another indication our papers are read is our Midwest Display Ad Network and Pay Per Inquiry ads are up in 2023 for the third year in a row. The Midwest Classified Network ads are up 20.4% in 2023 compared to 2022. We can attribute this increase to many things: Our staff at MFCP does a great job of keeping a fresh mix of PPI ads, we have great member newspapers selling display ads and we have been running more PPI ads. But first and foremost, our papers are read!

With Google, Yelp and Facebook taking credit for our readership, I hope you will take great pride in publishing your print product and start changing the narrative from “Print is dead” to “Print is more important than ever!”

Joyce

# From the office



Lee Borkowski

## Summer Manager Summit- It's Time to Register!

**We are looking forward to seeing everyone at the Manager Summit July 12<sup>th</sup> and 13<sup>th</sup>. Plans are in place for all of us to have an enjoyable time. Those who attend are guaranteed to learn something new and have ample opportunities to network with their peers.**

**This year the summit will be held in beautiful Dubuque, Iowa.** We're staying at the historic Hotel Julien which is located right downtown and just a short walk from the Mighty Mississippi River. Room rates are \$135 per night for an executive king or double queen. MFCP will reimburse each attending member publication for one room night.

**The summer summit will kick off Wednesday, July 12th at 1PM.** We will have an afternoon session during which we discuss all things digital. Once the session wraps up, we will head to Fenelon Place Elevator for a quick ride from 4th Street to Fenelon Place where we will enjoy a beautiful view of the downtown area as well as portions of Iowa, Illinois and Wisconsin. The Fenelon Place Elevator is listed on the National Register of Historic Places. Dinner will be a steak fry at the Eagle Point Park.

**Thursday, July 13th we will start the day with a delicious breakfast buffet** followed by our Annual Membership Meeting and a morning of roundtable discussions. We want to update you on a new postal incentive that starts July 1<sup>st</sup>. We think most of our mailing members are going to be able to take advantage of this 10% savings offer! And, we'll discuss anything else that folks have on their minds, too!

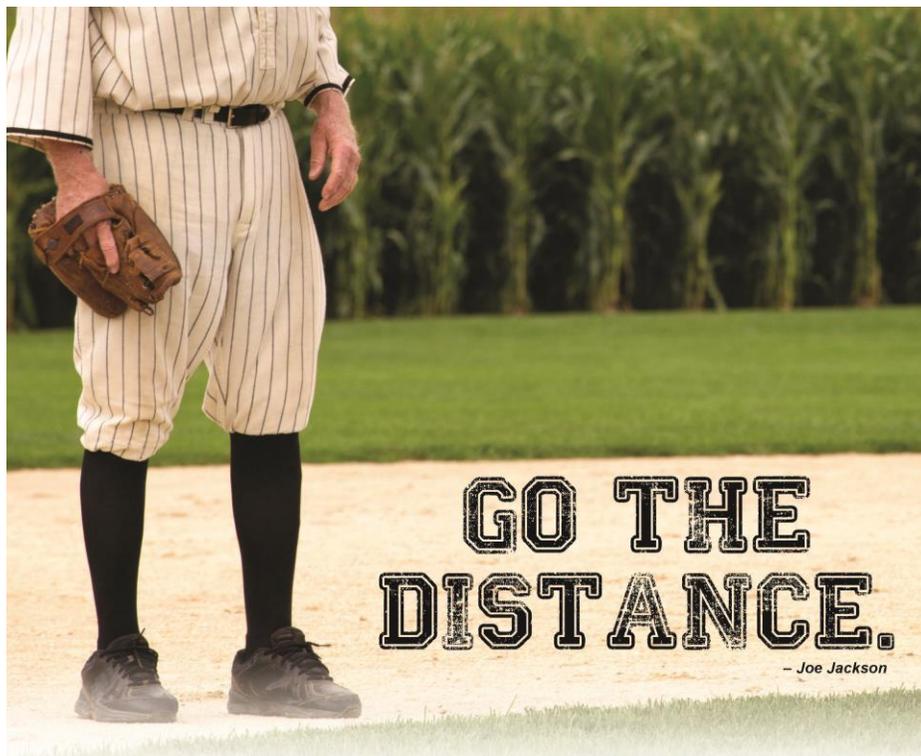
We'll wrap up around 11:30AM, check out of our rooms and head to The Field of Dreams Ballpark in Dyersville, Iowa. Be sure to bring your ball and glove so you can fully experience the field. Our plans are to have lunch at the field, weather permitting. If the weather fails, we have a couple of backup plans in place.

**We hope to see everyone in Dubuque.** Please click the link below to sign up!

<https://charlie.amberplains.com/fmi/webd/mfcp?homeurl=https://www.mfcp.org>

Lee

# Member News



Come and experience Dubuque  
**MASTERPIECE ON THE MISSISSIPPI**

## **MANAGER SUMMIT**



**July 12 & 13, 2023**

### **SCHEDULE**

#### **WEDNESDAY, JULY 12, 2023**

1:00 – 4:00 pm Roundtable discussions  
*Go the Distance with Digital*  
5:00 pm Fenelon Place Elevator ride  
6:30 pm Steak Fry at Eagle Point Park in  
the Shiras Memorial Pavilion

#### **THURSDAY, JULY 13, 2023**

8:00 am Breakfast buffet  
8:30 am Membership meeting  
9:00 – 11:30 am Roundtable discussions  
*Go the Distance with All Things Print*  
Noon Hotel Checkout  
Lunch at Field of Dreams

***Hit a home run- don't strike out! Sign up now!  
Room registration ends June 10<sup>th</sup>.***

**[Click here to join our team!](#)**

# Industry Pioneers

*The free-paper industry has a rich history. And, many people from the Midwest played an important role in its development and growth. The caring, sharing and support members offer each other make this an industry like no other. In this section we will share features from people past and present who helped create the unusual dynamic we enjoy today.*

**This month our feature story is about Boyd and Marlys Loveless and the legacy of the Cresco Shopper that continues today!**

We would like to feature many more pioneers. Do you have someone in mind? If so, please reach out via email to [director@mfc.org](mailto:director@mfc.org) with the appropriate contact information. We'll take it from there!

## Cresco Shopper– A Loveless Legacy

**Boyd and Marlys Loveless**



**Peggy and John Loveless**



By Peggy Loveless

Boyd and Marlys Loveless were born and worked most of their lives in Southern Minnesota and Northern Iowa. Marlys was a native of Forest City, IA and Boyd was from Hanlontown, IA.

Boyd was working for the Railroad and Marlys was a teacher when they decided to get into the Shopper business.

They bought their first Shopper, The Wesley Reminder, in Wesley, IA in 1957 and ran that paper until 1962 when they sold out to a young man named Merle Been and a partner.

Because of Marlys' arthritis, they bought the Five Star Shopper in Chandler, AZ later that year. The heat and sun put Marlys' arthritis in remission but really got to Boyd. About three years later, they sold out and returned to Iowa, with the intention of finding a place that was open to the idea of a Free Advertising Publication. They chose Cresco, IA and started the Cresco Shopper in the Summer of 1965 with a circulation of 3,600.

The business was run and printed in the garage of their first home, then moved to a second home, added a few staff members, and printed the shopper in Riceville, IA.

In 1983 it was moved to an out-of-home Highway 9 building and a new web printing press was purchased. In addition, some very much-needed room for the Small Press, Graphic Design Department and Retail Area was added offering Office and Party/Wedding Supplies. The building was expanded in the early 2000's.

Boyd and Marlys have 4 daughters, Mary Ann, Janet, Diana and Sue and two sons, John and Jim. John came back to Cresco to help out his parents after college. John married Peggy (Hurst) in 1988 and purchased the business in 1991. Peggy, a Cresco native, carried Shoppers as a child (as did many of her large family of 11 children). She started working as a Route Driver and Printers' Assistant in 1985, eventually getting into Sales because of her Tupperware Sales background while dating John in the mid 80's.

Over the years, The Cresco Shopper has grown to its current circulation of 13,500 and a staff of (6) full-time and (5) part-time staff members along with (2) route drivers. John and Peggy's children, Hillary and Liza and grandchild, Veronica and her husband, Garrett, are currently involved in the business.

Boyd and Marlys helped to get SGI (Shoppers Guides of Iowa) started and continued to be involved in MFCP for years with Boyd being the President of SGI in 1962. Boyd and Marlys talked about the times when they would pass the hat for meeting expenses back in the day. Their family vacations were many times planned around Conferences growing up.

John and Peggy started coming to Conferences together and as a family in the mid-80's. They often state, "we always come away from them with an idea of how to make or save a thousand dollars or more". They attribute their success to many of the ideas and assistance they have received as a result of their membership and friendships in MFCP.

John and Peggy both eventually became Board Members and served as President. Peggy is currently on the board and serves on the Network Advertising Committee.

# MVPS At Work



## New Century Press Teamwork

By Megan Punt

*“Great things in business are never done by ONE person. They’re done by a TEAM of people.” Steve Jobs*

*What is the best definition of teamwork?* In its simplest form, teamwork occurs when a group of people work together to successfully complete a task.

Teamwork is one of the most important components to a successful team alongside communication in my eyes. This past week we had the perfect example of what it takes to be a successful team here at New Century Press for the early deadlines for Memorial Day. All of our Monday publications had to be sent on Friday, May 26. Which included our 11 regular publications/shoppers/peach supplements, and one special full-color state golf tab.

We had multiple girls’ golf teams participating in the state golf meet. The second and final half of the meet was on that Friday the 26<sup>th</sup>, the day we had to have those papers to press with the participating schools. We had one paper that had a full-color summary of the season tab with all big ads sold and other papers that had two-page special congratulatory pages.

The amount of teamwork needed to complete a task like that from start to finish is unreal. It goes something like this:

It starts off with your sales rep who is in charge of selling all the advertising to make these sections possible!

Then it goes onto our sports editor. In preparation for that full color special tab, he previously sorted through the photos for the entire season, pulled out the ones for the design team to use in the ads that go into it, then went through each story he had written over the season and shortened each one into a summary.

Then it went to our proofer who made sure things were all correct, in the correct past tense, and no spellings had been accidentally changed.

Now it was my turn to start the layout of the tab!

I started by laying out each summary with all the correct styles and formatting and got things as far as possible. While I was doing this, our sports editor was on the golf course taking photos and notes for his final state stories yet to be written, our managing editor and proofer were taking another look to make sure we were still on task. During this same time, I also had a two-page broadsheet layout for another school in another separate paper to complete waiting on the same last-minute results.

On that Friday the last golfers stepped off the course at 3:30 pm.

It was game time!

Our sports editor got into the clubhouse and started writing the stories, found coaches to get coaches comments while they were tallying up scores for final results, and waited for awards and pictures.

After awards, I immediately started getting awards pictures and cutlines and got them laid out while he got final placings and scores put into the stories and sent off to our proofer- who then forwarded them onto me to include in the layout. And then it was back to the sports editor to look over one last final time before sending to press.

We all had to work later past office hours that Friday, but we got all pages sent by 5:15 pm that evening and the printers were ready and on the ball. They had all papers ready to rock and roll with all the specials in by 7:45 to be picked up and taken back to go to post offices the next morning for early delivery before Monday!

None of this would have been possible without communication and great teamwork. In moments like that I am deeply reminded of the team I am a part of and just how lucky I am to do what I do each and every day.

# Kevin Slimp



## Improving Your Paper

*No two papers are alike. At least, they shouldn't be.*

Kevin Slimp

If you regularly read my columns, you know that I write about focus groups quite often. Don't worry. I'm not writing about focus groups today. However, I want to discuss another kind of group that I find beneficial to many newspapers I visit.

Now and then, I am invited to work on-site with a paper for several days or even weeks. On these occasions, it's a safe bet that I will call the entire staff together for an hour or so to discuss some important issues.

Just last week, I worked on-site with a newspaper staff in Tennessee. Thanks to a government grant, it was my fifth visit with the team since January. Over that time, we've discussed just about everything you might imagine, from sales to reporting to design. As it was my last scheduled meeting with the staff this year, I asked that everyone be on hand for an afternoon meeting. We had folks from the front desk, reporters, editors, ad reps, designers, the press staff, and the publisher.

We began the meeting by discussing customer service, including ways to improve how we interact with our readers and advertisers. Next, I divided the staff into three random groups before sending them to separate rooms with specific instructions. I asked everyone to imagine he or she was the king or queen of the newspaper. Their task was to create a list of ideas they would enact to improve the newspaper.

I explained that their ideas could be about anything, not limited to the paper's content. Groups were given 15 minutes to create their lists. I figured they would run out of ideas before they ran out of time.

Boy, was I wrong.

After 15 minutes, I walked to the various rooms to check on the groups. All three groups asked for additional time. After 30 minutes, I gave each group a 2-minute warning and gathered everyone back together.

I never expected so many great ideas to come out of one meeting. The groups gathered in the original room, and we discussed their ideas for 30 minutes or so. Most weren't related to the newspaper's content, but a few were. One group came back with ideas to increase circulation by targeting zip codes with subscription promotions. Another suggested staff members keep copies of the latest newspaper in their cars, so they could give them to potential subscribers they'd meet during the course of a day. One of the groups came up with the idea of finding a phone app that would allow them to handle new or renewed subscriptions on-site.

Story ideas came from the groups. Methods of interacting with subscribers were discussed. Before the 30 minutes ended, the group began planning a billboard campaign.

I was visiting with a friend earlier this week who asked me about the process of redesigning newspapers. I explained to him that I begin from scratch when I redesign a paper.

He asked the obvious question, "Can't you just use a template you created from another paper and change the names?"

He was surprised when I told him that every newspaper is different. Every town is different. Every staff is different. The process of redesigning a newspaper – for me, at least – takes approximately 100 hours because every element is created from scratch. Sure, I could make a couple of templates and fill in the blanks for various newspapers, but that's not how the process works. Just this week, I'm finishing the designs for two newspapers in Nebraska. Frankly, I'm exhausted. When we're finished, however, the results will be worth the effort. They always are. The papers will receive emails and calls from readers about how much they love their "new" papers. Long-lost advertisers will call the papers about placing ads again. There will be a sense of pride in the communities. It happens every time. A cookie-cutter process wouldn't achieve the same results.

That's why I like to meet with the entire staff when I visit a paper. Sure, I could lead a slideshow on how to improve their paper. But the real results happen when the group gathers to discuss their town and paper. Let me suggest you gather your staff together to discuss ways to improve your newspaper.

Next week, I'm privileged to meet with newspaper publishers in Kansas. The folks at the press association tell me they've filled my schedule on Friday afternoon to meet one-on-one with publishers to discuss their papers. This is always my favorite time at a convention, seeing their work in their hometowns and finding ways to make their newspapers even more effective.

I see community newspapers thriving all over the map. I see it every day. I'm just glad to be a small part of the process.

*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 Power of Enthusiasm

John Foust, Greensboro, NC

There's a story about a professor of literature at the University of North Carolina in Chapel Hill. As he approached retirement, someone from the newspaper interviewed him. During the course of their conversation, the reporter asked the wise old professor about the most beautiful words he had ever read. He paused for a second or two and said, "Walk with light."

"That truly is beautiful," the reporter said. "Who wrote those magnificent words? Shakespeare? Milton? Keats?" "No," he replied. "It's a sign at a crosswalk across from the campus on Franklin Street."

Walk with light. We could discuss the deep meanings and implications of "light" all day long. But for now, let's use it as a metaphor for enthusiasm. When we go through the day with enthusiasm, we cast a positive light all around us.

Don't get the wrong idea about enthusiasm. Jumping up and down is animation, not enthusiasm. While some people are naturally animated in their enthusiasm, genuine enthusiasm is an inner sense of optimism, excitement and joyful anticipation. My Great-Aunt Maude, who lived to the age of 106, was one of the most enthusiastic people I've ever known. When I visited her in her later years, she radiated enthusiasm with a great big smile that said, "I'm happy you're here."

It's been said that the last four letters of the word "enthusiasm" stand for "I am sold, myself." That's especially true in the world of advertising, because it's our business to sell and create ads that help our clients sell their products. If we aren't excited about that, how in the world can we expect our advertisers to be excited about buying what we sell?

Enthusiasm is not frivolous. When it comes to work, enthusiasm is a roll-up-your-sleeves word. Ralph Waldo Emerson famously wrote, "Nothing great was ever achieved without enthusiasm." Elbert Hubbard, a noted author and philosopher said, "Enthusiasm is the great hill-climber." And opera star Placido Domingo once commented, "My strength is my enthusiasm."

Some people are naturally enthusiastic, while others may struggle with the idea. After all, it's difficult to be excited all day long, even for people for whom enthusiasm comes naturally. So, how do you become more enthusiastic? Many believe that the secret is to break it into smaller pieces. For example, instead of making a general statement like, "I'm going to be a more enthusiastic person," focus your attention on something like, "I'm going to be enthusiastic about contacting that list of prospects." Then you can attack that list with greater energy for shorter periods of time.

Enthusiasm is a matter of setting a goal and managing your attitude as you reach toward that goal. You might say, “I’m going to get excited about making my report at the next sales meeting.” With such a specific and doable goal, that effort can lead to an even better report at the following meeting, and so on. That’s how to build positive momentum.

Enthusiasm can light the path.

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### **CREDIT LINE**

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. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com)

# Ryan Dohrn



## Dedicate Time to Retention

Ryan has said that retention should be part of every sales person's day. In this podcast, Ryan shares his favorite ideas on how to work on retention and why simple gestures can make a difference.

<https://www.youtube.com/watch?v=JX3Az53DTJ0>

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](#).