



President's Corner



Lisa Miller

“Your deadline is now!”

We are all about deadlines. Every day we have some sort of deadline to meet. Your deadline for today is to register for ACP/MFCP conference and trade show. Association of Community Publishers is coming to the Midwest and this is one you don't want to miss!

September 17 and 18 are the dates to be in Des Moines to be Growing in the Heartland. Keynote speakers include Holly Hoffman, Survivor finalist and Mike Blinder, Media Consultant & News Publishing Evangelist. There are too many details to even mention.

Keeping it short and sweet so you take the time to go NOW and register!

Here is your link to register:

<https://alpha.amberplains.com/fmi/webd/AFCPWebRegistration?homeurl=http://www.communitypublishers.com>

Here is the link for the brochure:

<https://www.communitypublishers.com/a/uploads/1080064/download>



From the office.....

Members helping Members....

Last month was especially rewarding as we had something new pop up. The office was contacted by a member who was looking for input on setting a price to manage a client's social media posts. We reached out to you via email and you did not disappoint! In fact, you really surprised us!

Several people were quick to respond with what they offer and what they charge. All info was forwarded to the original requester. You can find a summary of the answers below.

Having read and responded to the original request prompted another member to ask what folks were charging for printing and placing post-it notes on the front of the paper. Again, we had a good response from our member publications.

It was rewarding because this is exactly what we are here to do! We want to help you make more money and recognize that can happen in a number of ways.

So, with this month comes the launch of a new feature: **Members helping Members**. You'll see a link for it below. Each month we'll share the questions we've gathered and encourage you to respond if you have an answer.

Doesn't this sound like a great member benefit to grow? We think so!

And, for that reason I have a new member request to share with you. A member would like us to secure as many promotional schedules as possible from other members. Their plan is to review the list and select ideas for breathing new life into their lineup.

Wouldn't this be a great tool to have as we head into the 2022 planning season?

If you're game here's what we ask.... send us a list of your special sections and promotions. *All we need is the name, format, pub date, short description (if needed) and a contact name at your pub if there are any questions.* That's it. You get that info to us we'll compile it and get it back out to everyone that responds!

Members helping Members! We like it!

Lee

p.s. If it's easier here's a link to a blank spreadsheet you can use to fill in your data. If you would prefer to send in a PDF of your info – that works too, we'll get it into a shareable format for all to access.

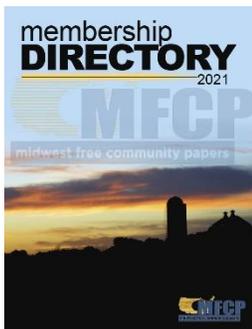
Click the type below to see the answers to last month:

MEMBERS HELPING MEMBERS

p.s.s. We have two more “Member-to-Member” things to share with you now:

#1) The Richland Center Shopping News is looking for someone that has a PSI LM 3655 Digital Envelope printer that could be sold for parts. If you have one or know of someone please reach out to Jodi Peterson: jpeterson@wcinet.com

#2) Woodward Communications changed the size of their flagship publication earlier this year and as a result have a lot of clear plastic bags they would like to sell. The dimensions of the bags are 9" x 21".....if you need bags, they are willing to make a deal! Contact Mike Fortman at 563-588-5740, mike.fortman@wcinet.com.



The new Digital Membership directory is now available. It's easy to use and fully searchable! [Click here to review a copy](#). If you have changes to your data just email us – office@mfc.org. We will be updating the book several times a year.

Mid-Atlantic Media installs SCS's Layout-8000 in record time

Bethlehem, PA (August 18, 2021) – SCS is pleased to announce that Mid-Atlantic Media, a growing media company centered in the Baltimore-

Washington, D.C. corridor and publisher of Baltimore's Child, the Baltimore Jewish Times, Baltimore Style, Consumer's Eye Magazine,

Frederick's Child, Home Services Magazine, MetroKids, Montgomery Magazine, Washington Family and Washington Jewish Week, has gone live with Layout-8000 from SCS.

The publisher had a short window to replace its previous system and SCS made the transition happen in just 3 weeks, with a cloud-based deployment being a key element. "SCS was very responsive to our immediate needs and the transition was fluid," according to Craig Burke, CEO & Publisher at Mid-Atlantic Media. "The Layout 8000 program is functioning well for us. The team at SCS has been very supportive and the cost met our budgeting requirements."

"The ability to meet our customers' scheduling needs has always been a point of pride for SCS," according to Phil Curtolo, SCS's Director of Sales. "Having a cloud-based implementation of Layout-8000 makes continuing this tradition simpler than ever."

About Mid-Atlantic Media:

Mid-Atlantic Media is a growing custom communications firm centered in the Baltimore- Washington, D.C., corridor with projects stretching across the Mid-Atlantic region. Its Mid- Atlantic Custom Media division produces and manages digital marketing as well as custom publication titles in a range of industries. You can learn more at www.midatlanticmedia.com.

About SCS:

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 300 sites producing over 2,000 publications in 10 countries in 5 languages use SCS mission-critical software every day. You can learn more at www.newspapersystems.com

MVP at Work

By Jordan Huxford

We all want a happier life, don't we? During our monthly MVP call, we discussed the importance of time management and how to leverage that for a happier life. A group member shared a short clip to get our discussion rolling.

The professor sets a jar out and fills it to the top with golf balls. Next, he fills the space with pebbles, and, lastly, the rest gets filled in with sand. Each time the professor adds something new, he asks the class, "Is the jar full?" and, each time, the class responds with a resounding "Yes."

The professor explains that the golf balls represent the important things: family, friends, health and passions. The pebbles represent the other important things: your car, job or home. And the sand represents everything else, the small stuff that fills up your life.

Our group discussed how the way these things are viewed can vary person by person. I viewed the golf balls as what defines me. My family and friends are important to me along with the activities I'm passionate about such as making quilts, obsessing over my garden each spring and staying up far too late reading. Of course, if it weren't for my health, I would not be able to enjoy any of it.

Perhaps if you're passionate about cars, that's a golf ball for you rather than a pebble. Or if your "life's purpose" includes your job, that's a golf ball for you. A woman in our group said, without her faith, she would not be who she is today, so she classifies faith as a golf ball.

Make sure to fill your life first with the big things or you could lose yourself in things that aren't truly important to you. Filling the jar with sand first won't leave room for what you want out of a happy, fulfilling life.

Just when you think the jar couldn't get any fuller, the professor pours in a bottle of beer to show that the jar was not full. He uses the point to illustrate that, no matter how full your life appears, there's always room for drinks with a friend. Additionally, your life can't truly be full without relaxation and good company.

So, next time you're feeling overwhelmed or bogged down, evaluate your jar and make sure you've saved that small bit of room for drinks with some friends.

Kevin Slimp



by Kevin Slimp
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Time-Saving Design Tools

Tools that save time while increasing the appeal of your designs

My experience as a professional designer goes back quite a while. I suspect many folks who read my columns were yet to be born when I picked up the box containing Version 1.0 of PageMaker from my desk in Lakeland, Florida, leaving me to wonder what was inside the box. My office adjoined the campus of Florida Southern College, and it seems the Computer Science Department wasn't sure what to do with this "program" and had it sent to me. I suppose I had a reputation for pushing the limits of those early desktop computers.

I didn't sleep that night. I carried the box home with me, staying up till morning to figure out how to lay out a page in PageMaker. It was a slow process. At the time, Aldus (the creator of PageMaker) released all its

applications first on the PC platform, then Mac. Microsoft Windows wasn't commercially available at the time, so PageMaker ran on something called "Run-Time Windows," which was built into the application. To design a letter-size page took approximately eight hours in those early days due to the slowness of those desktop computers. After purchasing my first laser printer, an HP-Laserjet, I could print a page in approximately two hours.

Once I learned how to design pages in PageMaker, then learned enough about the Postscript programming language to create vector-based logos and illustrations, I was a hot commodity as a designer. I soon moved on to other applications like QuarkXpress, Illustrator, CorelDraw, Ventura Publisher, and Adobe PhotoStyler. Years later, after Adobe purchased Photoshop from Aldus, combining many of the tools from Photoshop with those from PhotoStyler, I learned, then began teaching, Photoshop to audiences that filled auditoriums.

Moving on, I opened an ad agency, which led to my work with Adobe and PDF files (I was looking for a less expensive way to get proofs to clients). Before long, I was receiving calls from newspapers internationally for help with design and technology.

Skip ahead a few decades to 2021, and quite surprisingly, I find myself doing more design work than ever. Between book covers, marketing materials, and even the occasional newspaper redesign, I generally sit in front of my screen 12 or more hours most days. So, when I find something that saves time in the design process, I'm quick to add it to my toolbox.

I'd like to share two websites that have become daily destinations in my design work in this column. I use both to assist in the selection of colors used when designing book covers and marketing materials. Not only do these tools save time, but they've also made the quality of my work increase significantly.

The first is Design Wizard (designwizard.com). The actual URL you will want to visit for selecting color combinations is:

designwizard.com/blog/design-trends/colour-combination

As you scroll down the page of Design Wizard, you'll find a section titled, "Color Compos That Use Two Colors." I've started using this material in most of my design work. Design Wizard features popular color combinations that work well together. For instance, I would have never thought to use Turquoise and Warm Sand together on a book cover. But with the help of Design Wizard, I did, and the result was a beautiful color combination.

Further down the Design Wizard page, you'll find a section titled "Color Matching with Three Colors." If you are like me, you'll find this information invaluable when designing ads and illustrations.

The second website I would recommend is Pantone Harmonies, found at:

connect.pantone.com/#/harmonies

Be sure to enter the URL address precisely that way. Otherwise, it's tricky to find the right page.

Simply, Pantone Harmonies allows the user to enter a color, then suggests complementary colors.

I'm currently designing covers for 23 books in a series. Each has a similar design but uses its own unique color combination, different from the colors of the other book covers. You might imagine how difficult it was to find 23 different combinations that looked modern and appealing. Pantone Harmonies has been a lifesaver. I simply enter a color. If I enter something generic, like "green," the website will list all the various Pantone colors in the green family. After selecting the green I want to use, Pantone Harmonies lists color combinations, most of which I would have never imagined on my own.

If you don't deal with colors or design at your publication, send this column to someone who does. There's a good chance they will thank you for it later.



Creative Thoughts For Savvy Publications

By Bob Berting, Berting Communications

In today's newspaper work place, expanding opportunities and challenges are good for creativity. In truth, great ideas are universal—and in most cases, the greater the idea, the more universal it could be.

The Size Of The Publication

Does the size of the publication have much to do with the size of the idea? Not much! After all, many times we know the greatest ideas are created by just 2 people working together—the advertising salesperson and the graphic artist. The large publication can provide more resources for people, but size can also mean bureaucracy. For example, many newspaper ad departments are largely open and free with no elaborate offices. The idea is to build your publication without sacrificing your freedom.

The Creative Outlook

Graphic artists at publications should have the right attitude, not a style. This attitude should be a combination of curiosity and sensitivity. In other words, there must be an instinctive interest and curiosity in the business world as it is.....and the sensitivity to reflect the world as it is—in their work.

Presentation Prospects

Most advertising sales presentations are heavy with newspaper industry jargon... and sometimes out of date. If the prospective client finds themselves listening to a 30 minute opening, before the actual campaign presentation, they might wish they were listening to another competitor. This opening could involve extensive interviewing of the prospect and asking a laundry list

of questions, which is bad, because most companies have a website which will provide most of the information needed.

The critical element of creative advertising

Whether a movie turns out to be good or bad, depends on the director, the cast, the story, the music, and editing. Successful ad campaigns are strategy, execution, marketing, creativity, graphic art, and copy.... everything is critical. One slip up, one second rate element, and a planned campaign can turn into a probable disappointing flop.

Today's Newspaper Advertiser

Today's advertisers are very knowledgeable. They know advertising, inside and out. They study it in books. They get on the internet constantly, and attend seminars by leading advertising experts. With knowledge comes cynicism. For this reason, campaigns which are designed for the creative satisfaction of the newspaper graphic artist many times do not work...as are campaigns designed to win awards. The customer is looking for results, not overly designed ads.

The Bottom Line

It's not easy to be trusted anymore...you have to get things right, time after time, time after time. In the customer's eyes, you have to be a trusted advisor that tells the story of their business. The reality is that you must be absolutely trusted and absolutely believable.

Bob Berting's new e-book #4 for advertising salespeople

Bob is the author of 4 best-selling e-books for the newspaper industry Bob's newest e-book "Smart Customer Connections For Advertising Salespeople" is a publication that is very relative and helpful for print media salespeople dealing with their customers in today's CoronaVirus atmosphere. You can order any of Bob's books on his website: www.bobberting.com.

Read Bob's e-books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll

greatly benefit from the wisdom of one of America's top advertising sales experts.

1. Bob is a professional speaker, advertising sales trainer, publisher marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the President of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408



12 ad design tips

By John Foust, Raleigh, NC

A simple way to develop ad campaign ideas

By John Foust, Raleigh, NC

Let's say you're meeting with a florist who has been running ads with the headline, "For all your floral needs." Of course, you and I know this is an empty headline that speaks to no one in particular. It's a terrible idea and a waste of the advertiser's budget.

What should you do?

1. **Have a conversation. The first step is to diplomatically encourage the advertiser to consider something else. The headline – as weak as it is – may be near and dear to his or her heart. The florist has been spending money to run it, so don't criticize. Simply say something like, "Your idea opens the door to a lot of ad possibilities. How would you feel about seeing where those possibilities lead?"**

Every word of your statement is true. “All of your floral needs” *does* open the door to other ideas. And you *do* want to encourage a look at other possibilities.

This approach sends a signal that you are not looking for a quick, hit-and-run sale. You’re aiming for a low-pressure, collaborative effort to promote the florist shop.

- 2. Break it down. Like a technician who takes a machine apart to examine its inner workings, it’s important to learn specifics. What does “all” really mean? Make a list of the needs which the florist meets. It’s better to ask, “What do your customers need?” than, “What do you do?” That keeps the focus where it should be – on the florist’s customers.**

As you go through the process, you’ll probably learn that the florist provides flowers for all kinds of occasions: weddings, anniversaries, proms, funerals, Christmas, church events, Valentine’s Day and birthdays, among many others. The point is to turn a generality into specifics. With the right details, you’ll have plenty of raw material for new ideas.

- 3. Develop a strategy. The next step is to look at the yearly calendar and figure out the best times to promote flowers for those occasions. While some are year-round and some are seasonal (Spring for wedding planning, for example), other occasions rely on the advertiser’s records and industry trends for development of an ad schedule and a creative strategy.**
- 4. Create continuity. How are you going to tie everything together? Each ad should look like – and sound like – it comes from the same advertiser. There are a number of elements to consider: typography, color, illustrative style, ad sizes, frequency, coordination between print and digital and ways to link to their web site.**

This four-step formula can help you generate more sales for your paper and for your advertisers. The end result will be a series of targeted and consistent messages, instead of the same watered-down ad over and over again. And the good news is that you don’t even have to start with a bad idea like, “for all your fill-in-the-blank needs.” Just start by figuring out what specific things your advertiser can do for their customers – and you’ll find that the future looks rosy.

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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