

September 2022

PAPER CLIPS



in this issue >>>

President's Corner- Back to School!

From the Office- Cyber Security... Protection Against the Invisible Threat

Member News- Save 2% on Your Publication Postage Bill!

Members Helping Members- Have a Question? Just Ask!

MVP's at Work- Keeping Burnout at Bay

Kevin Slimp- Font Issues! Your Type 1 Problem

John Foust –A Good Idea is Worth the Wait

Ryan Dohrn- Helping Customers Get What They Need

President's Corner



Back to School!

Busses, backpacks, new shoes and packed lunchboxes. All signs that kids are back to school. But just because school is in your rearview mirror doesn't mean you should stop learning. To help you continue gaining knowledge in our industry, MFCP is planning a fall Zoom training in October. There will be classes for sales, graphics and managers.

A key element to making learning successful is a great teacher and MFCP found the best in the business. Rob Zarrilli is a corporate trainer, keynote speaker, consultant, life coach and creator of The Leadership Institute. He will be leading two classes for sales; *The Power of Why* and *Attitude is Everything*. These will be two 50-minute sessions with a lunch break in between. **Wednesday, October 12th 11AM-1:30PM.**

He will also be leading the managers session; *5 Steps to Leadership*. If you've ever seen Rob in action, you know what a dynamic personality he has. **The management session is Thursday, October 13th at 11AM.**

Graphics superstar Russell Viers is going to take his class through the keys to better photos. We've all heard that a picture is worth a thousand words. Russell will help you get that number up to two-thousand. This will be a great class for graphics and editorial. **This session is on Wednesday, October 5th from 11AM-1:30PM.**

Sit up straight, take out your number 2 pencil and put your name at the top of your paper. We're going back to school!

Julia Thompson

From the office



Lee Borkowski

Cyber Security *Protection Against the Invisible Threat*

Julia talks about “Back to School” in her column and shares the training we’ve arranged for early October.

Without a doubt education is something the board ranks pretty high in their strategic planning sessions. Each month we host a Publishers’ Roundtable to help educate and inform our members on various topics. This month’s topic is one you won’t want to miss!

The topic is **Cyber Security** and we’ve arranged to have three panelists on hand to share their knowledge with our members.

Two panelists are publishers that have been actual victims of Ransom Ware. You’ll want to Zoom in to hear how their data was compromised, what the demand for payment was and how they proceeded during the hours immediately following the attack. They will also share what they have done in the months/years since to continue to protect their data.

Our third panelist is Steve Fisher. Having been in the publishing industry for over 20 years Steve understands our businesses. Currently Steve is a Cyber Security Solutions Specialist. He will share with us what it takes to ensure your data remains safe. And, he will guide you to the answers to these questions:

- How do you know if you have malicious activity on your network now?
- Who would you call if approached with a ransomware attack?
- Does your insurance policy provide Cyber Security coverage?

If you only join one roundtable this year...this should be the one!

So, please mark your calendar and join us Wednesday, September 14th at 9AM. The call will be held via Zoom. Login info is in the link below. We should be done no later than 10:15.

And, as always, remember that MFCP is here to help you be more successful. We hope you will join us on this informational call. Zoom info is below.

Lee

Topic: MFCP MASTER ZOOM LINE -

Join Zoom Meeting

<https://us02web.zoom.us/j/89536727860?pwd=bjVzTlpKWi84b1dwTXdjbE4vb05lQT09>

Meeting ID: 895 3672 7860

Passcode: 626106

One tap mobile

+19292056099,,89536727860#,,,,*626106# US (New York)

+13017158592,,89536727860#,,,,*626106# US (Washington DC)

Dial by your location

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 895 3672 7860

Passcode: 626106

Member News

Act now if you want to save 2% on your publication postage bill.

The 2022 Mobile Shopping Promotion from the USPS kicks off September 1st and runs through December 31, 2022.

This program allows any paper publisher that uses USPS Marketing Mail to deliver their publication to save 2% off their total postage cost from September 1, 2022 through December 31, 2022.

Our friends at the Association of Community Publishers (ACP) have done the heavy lifting for all of us by creating an ad that should qualify you for the discount. All you'll need to do is add your logo, complete the required paperwork and submit locally for your individual approval.

Below are the links you will need to take advantage of the 2022 Mobile Shopping Promotion. If you have any questions or need help with your application please reach out to our office via email; director@mfc.org or by phone: 715-340-9500 and ask for Lee.

DOWNLOAD THE 2022 PAWS WITH A CAUSE APPROVED AD COPY

USPS PROMOTION PAGE

USPS PROMOTION DETAILS DOWNLOAD

Special thanks to our friends at ACP for leading the way on this important cost savings initiative!

Members Helping Members

Have a question? Just Ask!

Do you have a question or problem that you would like to have other members weigh in on? If so, we're here for you!

This year we've sent out eight "MEMBER HELPING MEMBER" eblasts asking for input. And, as a group, you've not disappointed. Some of the requests were for input/ratings on software, others dealt with questions regarding web site changes. Then there were a few that related to HR/Benefit issues.

Whatever your concern, know that you are not alone. The members of MFCP combined are one of the most open, caring groups of people you'll ever come across. If you have a question others may have it as well. So, reach out to the office, let us know what you need and we'll take it from there!

After all, helping you be more successful is why we're here!

MVP'S At Work



By Emily Adcock

Keeping Burnout at Bay

As I sit here writing this article on Friday afternoon before Labor Day weekend, I am reflecting upon our August MVP meeting discussion of burnout in the office. We took time to discuss how to spot these signals and combat these feelings. During the meeting, I wasn't so sure I was experiencing signs of burnout. It seemed like time was on my side, I was feeling cool, calm, and excited for the next month. Then I contracted covid, putting me out of commission for 5 days. The following week, I spent working from home, trying to concentrate and cross tasks off my to-do list, but sickness left me in a fog. Even so, I persevered and made it through the week.

The following Monday, I came back to the office. I was so excited to see everyone and ready to get into the groove! Unfortunately, a cumbersome cough kept me in a state of disarray yet again.

Today marks three weeks to the day of testing positive. I am thankful for my health, the flexibility of my boss and coworkers, and the upcoming long weekend. However, I'm anxious about the tasks that have sat on my to-do list for weeks. Deadlines for said projects are looming and I'm worried they won't get done in time. Thus, leading me to feel burnout and overspent.

Reflecting on the August meeting, I can't help but think of the advice Kari gave to us all. She said, ***"You are no good to anyone if you're not good to yourself."*** I'm taking this mantra into my long weekend and leaving behind any worries until Tuesday morning when I get back. I'm going to spend this Labor Day weekend resting and taking time to enjoy my time with friends and family. I hope you all can do the same, as well.

Cheers,

Emily

Kevin Slimp



Font Issues- Your Type 1 Problem

Don't wait until the last minute. It has already passed.

Kevin Slimp
kevin@kevinslimp.com

I woke up with a perfectly good plan this morning: to write about the huge crowds that are showing up for training these days, along with my theory on why that is the case. However, I've been getting a lot of questions about the conundrum related to Adobe's looming end of support for Type 1 fonts. Some have asked if I will be leading webinars on the topic. Others wanted to know if I could meet with their staff to discuss the issue.

The good news is that it doesn't take a webinar or a one-on-one meeting to understand what is about to happen with Type 1 fonts. It's simple. Beginning in January, Adobe users will not be able to create documents using Type 1 fonts. Even more alarming, files created with Type 1 fonts before January will not be editable without replacing the fonts.

Go ahead and take a moment to think about that.

Excuse me while I move away from my monitor. I can feel the deep exhale coming at me from thousands of readers.

Now that you've had a moment to let that reality settle let's discuss what this means to your newspaper. I'll wait another moment while you grab a pen. You're going to want to take notes.

Just know that I'm in the same predicament. My company has been replacing fonts and making changes to documents for the past three years, preparing for the eventual reality that most of our old files contain fonts that won't work beginning in 2023. Hopefully, you've been doing the same. If not, I'd advise you to start right now because there won't be a magic fix come January.

The good news is: You're probably not using many Type 1 fonts. Type 1 fonts have been around since 1984. If that year sounds familiar to some of you that have been around the block a few times, it's because 1984 was the year that Apple released the first Macintosh computer. Shortly after, Aldus (eventually purchased by Adobe) released Pagemaker, followed a year later by a pagination application called Quarkxpress. The Type 1 font was a significant technological advance because it rendered the same on the computer screen and the printer. (I imagine younger readers are quivering just about now as they realize that WYSIWYG hasn't always been with us).

Here's a bullet list of things to know before you wake up to (not from) a terrible nightmare one day in January:

- Type 1 (also called Postscript fonts) will not work after January 2023, meaning you can't create documents using those fonts after January 2023.
- Files created before January with Type 1 fonts won't open correctly. Fonts will be replaced, probably not the way you want them replaced. If you've not prepared, it could be a disaster.
- PDF files created before January with Type 1 fonts embedded should work fine. Most newspapers know to embed their fonts, so most of your old PDFs should work as expected. There will be issues with some PDFs you've received from others.

What can you do to prepare? Let me share a second bullet list of ways to make sure you're not surprised in January:

- Immediately meet with your design and editorial staffs and begin making plans.
- Make a list of fonts used frequently. Be sure to include all of the fonts used in your InDesign paragraph styles.
- Either choose alternate fonts (not Type 1) or purchase Open Type versions of the same fonts immediately. I purchased Nimrod because it's the primary body typeface in most of my documents.
- Save a new version of your newspaper template free of any Type 1 fonts. Otherwise, you'll be greeted with nasty warnings and messages each time you open one of these files. Someone will need to spend a few hours reviewing the template and searching for/replacing all Type 1 fonts.
- Go through your InDesign ad files (hopefully, your PDF files will be okay) and replace any Type 1 fonts.
- Look for text elements saved in InDesign libraries. If any contain Type 1 fonts, someone will be in for a surprise when moving these elements from the library to a page.

Yes, it's going to be a headache. Everyone is bound to miss some Type 1 fonts that will result in extra work at deadline. It will be manageable, however, if you start working on potential issues immediately rather than waiting until the deadline.

I'm working on several newspaper redesigns right now. I meticulously review every font to be sure there are no Type 1 fonts in paragraph styles, libraries, or anyplace else that might cause problems beginning in January.

Now, are you ready for my webinar? Just kidding. Trust me. You can handle this. Don't wait any longer. I guarantee that Type 1 fonts are roaming your documents as we speak. You can thank me later.

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 Good Idea is Worth the Wait

John Foust, Greensboro, NC

When I was a kid and jumped to conclusions about something, my father often said, “Hold your horses, son.” That’s an old saying that means, “Whoa! Stop and think carefully before making a decision.” Dad had a lot of wisdom. He knew that one of the most important lessons he could teach me from an early age was to think before taking action.

There’s talk these days about “deferring judgment” when discussing ideas or hearing the opinions of others. That’s another way of saying “hold your horses.” The concept of delaying judgment has been around for a long time. In fact, it was popularized in the advertising industry by Alex Osborn, a co-founder of the BBDO ad agency. Osborn incorporated judgment deferral in his rules for creativity, because he understood the value of encouraging judgment-free discussions of just-proposed ideas. In his writings, he labeled his system as “brainstorming,” a term which has evolved into a general description of creative thinking.

It takes patience to defer judgment. We’ve all been in meetings where ideas bounce around the room. Somebody mentions the first glimmer of an ad idea, and before you know it, someone else says, “No, let’s consider this other idea.” As a result, the first idea dies on the spot – and the discussion narrows in focus, often with the most outgoing person in the room taking center stage. That’s not good for authentic brainstorming. And it’s not good for the person whose idea was just suppressed.

At this stage in the process, the objective is to gather as many ideas as possible. Encourage ideas to flow, so people can build on each other’s creative thinking. Be patient and listen.

Consider Melanie, an ad salesperson who was confronted with a client who wanted to run a big headline that boasted, “We’re the popular choice” – an empty claim with no evidence to back it up. “I cringed when I heard that,” she told me, “but I didn’t interrupt his train of thought. I told myself to approach his idea as the beginning of the conversation, not something to take a stand against. So I asked questions and listened for possibilities. Along the way, he mentioned that he had recently received compliments about his store’s customer service. As he talked, I realized that testimonials could make the concept of popularity come to life. He liked that idea, and we ended up with a campaign which featured a quote from a different loyal customer in each ad – along with that person’s photo.”

Melanie's advertiser was happy with the outcome, but more important, her approach strengthened their marketing partnership. There wasn't any magic involved. It was simply a matter of deferring judgment and soaking up as much information as possible. The advertiser's original idea – as weak as it was – got the ball rolling in the right direction.

The point of all this is to slow down. When you hold your horses a little longer, a better idea may gallop into the picture.

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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



Helping Customers Get What They Need

Ryan answers listener questions in the link below relating to consultative-based selling and solution-based selling. Click on the link below to see what he has to say .

https://www.youtube.com/watch?v=-xSy1_btH38

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](#)*.