

October 2022



in this issue >>>

President's Corner- L-M-N-O-P

From the Office- Time for Virtual Fall Training!

Member News- Introducing Our New Associate Member- Design2Pro

Members Helping Members- CAUTION! Dates on Calendars are Closer Than They Appear

MVP's at Work- How to Handle Deadlines... Effectively and Without Burnout

Kevin Slimp- Even More About Adobe Type 1 and Your Newspaper

John Foust – Two Advertising Goals: Attention and Retention

Ryan Dohrn- Are you a Problem Solver or a Sales Person?

President's Corner



L-M-N-O-P

Do your sales reps know the difference between MFCP, MCN and MDN, or is it all alphabet soup to them? If you have new sales reps that need training on all things MFCP, it's time to schedule an onboard training session with Lee. Lee will take your new reps on a tour of the website, teach them about the classified ad network and show them how they have the ability to sell ads into other publications. This means more commissions for your sales reps and increased revenue for your publications, all done while supporting MFCP.

But what about those employees that have been around for a while but haven't been selling into the classified or display network? We don't want to leave them out. You can arrange to have a pizza party training session with Lee and your whole staff. Lee will work with your schedule to find the right day and time that fits. The best part is that MFCP will cover \$50 of your pizza party. Winner, winner, pizza dinner!

Call Lee and turn that alphabet soup into pizza. 715-340-9500 director@mfcf.org

Julia Thompson

From the office



Lee Borkowski

Time for Virtual Fall Training....

Don't Miss Out! There's Still Time to Register!

MFCP is known for offering quality training generally having training sessions every spring and fall. This fall our training sessions will be hosted virtually and we're pleased to feature something for everyone on your staff.

Our first class will especially appeal to your designers and editorial folks. Russell Viers will be joining us with a class on **All Things Photography**. The class will be held Wednesday, October 5th with an 11AM start time. We'll run from 11AM to 12 Noon and then take a 30-minute lunch break. The class will pick back up at 12:30 pm and run until 1:30.

Wednesday, October 12th we're proud to have Rob Zarrilli with us. He will be presenting two TLI courses. This track is especially well suited for sales reps. The first class will start promptly at 11AM. The class is entitled **Attitude is Everything** and earns the participants a credit toward their AAE certification. Class will conclude at 11:50. We'll take a 45-minute break for lunch and begin again at 12:35 with our second class entitled **The Power of Why**. This class will conclude at 1:30 pm.

Anyone looking to improve their leadership skills will certainly want to participate in our Management session class which will be offered on Thursday, October 13th starting at 11AM. The class is entitled **5 Levels of Leadership**. It is an accredited class and will earn attendees a credit toward their AAE certification as well.

The registration lines are open. Please click below to be taken to sign up today.

We look forward to seeing everyone in session!

Lee

Registration

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

Course Descriptions

https://mcusercontent.com/e0593a4630c3206981c8ab2c6/files/dd78e38a-c97d-9e28-a924-6e763f8103e6/MFCP_Virtual_Conferences_Flyer_2_.01.pdf

Member News

Introducing Our New Associate Member!



Design2Pro is a design page layout and ad production company for newspapers, magazines and other periodicals. Design2Pro liberates publishers from the high overhead and daily management of in-house design or production departments. We produce entire publications creatively off-site over the web saving publishers tens and even hundreds of thousands of dollars a year on their editorial, advertising design and graphic production needs. Six figure annual savings are not uncommon especially for groups. This makes print publishing more profitable and competitive in both this digital age and with ever escalating printing and delivery costs.

We currently design and produce more than 300 newspapers and magazines each week. Our clients enjoy big savings versus in-house and peace of mind by having Design2Pro produce and design their publications. Everything from daily and weekly newspapers to glossy magazines are done by our staff of over 100 full time highly talented graphic artists who work quickly and efficiently to make our publishers look good. But more importantly, by seriously reducing the cost of producing a publication, we put more profit in our publishers' pockets thereby enabling them to invest more resources in editorial content, advertising sales and digital/web projects.

Also, recruiting, training, managing and retaining talented print production personnel is increasingly challenging. Say goodbye to turnover when you subcontract your graphic needs. We've been meeting publishers' deadlines for 18 years now. Plenty of references available. Your first month free with an annual commitment and we're happy to do several days of free tests to try us out.

We also offer an Ads-Only service called "The Ad Factory" where we routinely offer same day turnaround on even the most complicated print and web display ads for as little as \$8 each in volume with 100% English-speaking real-time customer service based here in the US.

[Click here to learn more!](#)

Members Helping Members

CAUTION! Dates on calendars are closer than they appear!

That's right! The 2022 year is slipping away and it won't be long before we're hanging up a new calendar. Have you ordered your FREE 2023 calendars yet?

Each year MFCP makes calendars available to the membership. We have two sizes – a large wall calendar and adhesive strip calendars that are perfect for your keyboard.

WALL CALENDARS: Wall Calendars are 22"wide by 29" tall.

STRIP CALENDARS: Strip calendars are 14" wide by 1 and 3/16" tall. They have an adhesive backing and are designed to be used on your monitor or laptop.

Scan the list below to see if someone from your publication has already placed an order for the 2023 calendars. If they have not, please send me an email ASAP and tell me how many of each would you like this year. **Please be sure to let me know what address the calendars should be mailed to.**

ADventure

Algona Publishing Company

Audubon County Newspapers

Nishna Valley Tribune

Calhoun County Reminder

Cedar Valley Saver

Cityview

Consumer Weekly

Cresco Shopper

Creston News Advertiser/Southwest Iowa Advertiser

Eastern Iowa Shopping News

Freeborn County Shopper

Lakes News Shopper

Manchester Press

Missouri Valley Shopper

Norfolk Area Shopper

Northeast Iowa Shopper

Northwest Iowa Shopper

Payday

PennySaver

Ryan Publishing Company

Shopper's Reminder

Star Publications, LLC

The Ad-Visor

The Extra

The Extra newspaper

The Family Flyer

The Land

Tidbits

Hawkeye Publishing LLC

Vinton Livewire

MVP'S At Work



Nancy Powell

How to Handle Deadlines

...Effectively and Without Burnout

Working in the newspaper industry, we can relate to the ever-looming deadline. The fast-paced nature of newspapers can often be exciting and rewarding. However, we finish one deadline and immediately move on to the next, starting the never-ending cycle all over again.

While this can be rewarding, it can also take its toll if we do not take care of ourselves.

At our last MVP meeting we discussed ways we can prevent ourselves from getting burnout.

While the deadlines cannot change, we can manage them more effectively, to lessen stress. Break up your tasks into smaller lists, so it doesn't seem so daunting. Focus on the important tasks first, and work your way down the list. Manage the tasks effectively, so those deadlines don't sneak up on you every week.

Ask for help where you can if a task is feeling to overwhelming. We all like to take on as much as we can, but we all have our limits. Make your deadlines clear to your colleagues so they know when you are more likely to be available, and lessen interruptions during your busier tasks. Speak up if a task is too much to handle.

Having someone to talk to can also help. Venting any stress or frustrations often can help lift some of extra negativity, and make you feel better. Even if that person or persons do not work in the industry, it can be helpful to get these frustrations out to make you feel better.

Lastly, and most importantly, take care of yourself. Make time for the things you love to do. Get plenty of sleep and exercise when you can. If you're feeling especially overwhelmed, take a 10-minute break and do something fun or unrelated to your job to give yourself a mental vacation and decompress.

While our deadlines can never change, you can try these tips to manage your stress and avoid burnout. Remember to work with a purpose and always set a deadline to take care of yourself.

Nancy

Kevin Slimp



Kevin Slimp
kevin@kevinslimp.com

Even More About Adobe Type 1 and Your Newspaper

There's no need to panic, but you need to prepare for January

Excuse my repetition, but for those who didn't read my column last month titled, "Planning for Adobe Type 1 Conundrum in January," there is a storm brewing, and it's not coming from the Gulf of Mexico. It's from Park Avenue in San Jose, California, home of Adobe, Inc.

Please forgive this bullet list of repeated information from my previous column to get everyone up to speed:

- Your Type 1 fonts won't work in Adobe software releases beginning January 2023
- Previous files created with those fonts won't open correctly in new Adobe releases starting January 2023
- January 2023 is a few weeks from now

Before spending a frantic night replacing fonts, let me share some information to ease everyone's minds. Adobe says the Type 1 issue applies strictly to *new* releases beginning in January 2023. It does *not* affect support for Type 1 fonts in earlier releases. The problem, as I see it, is that CC (Creative Cloud) applications automatically update for most of us, so we have all the latest features and don't see conflicts with updated operating systems. This means it won't be long before the Type 1 issue hits home for most of us.

Okay, now everyone is up to speed.

Did I mention that my inbox and voicemail have filled over the past few weeks with messages from publishers concerned about the upcoming tsunami? If you've done nothing to prepare, you've got some work to do before the end of the year, lest you spend your holiday season frantically getting fonts in order.

One PDF file sent to me by a publisher this week was representative of many of the files I've been seeing. There were 73 – that's right, 73 – Type 1 fonts included in the file. That means the InDesign document that exported this PDF included 73 Type 1 fonts. Sure, many probably were embedded into ads that came from advertisers and likely will not cause any issues when opening and printing the file. However, you can bet that some of these soon-to-be-offending fonts came from paragraph styles, headlines, libraries, and other far corners of the InDesign desktop.

It's turning out to be a busy fall for me, working with dozens of newspapers on various projects ranging from quick consults to total redesigns. That means I've been looking over a lot of pages, looking for potential areas of improvement and problems. And what am I seeing? Along with the usual assortment of editorial and design quandaries, I'm finding a lot of Type 1 fonts. Yes, the InDesign desktop is a veritable potpourri of Type 1 hiding places.

How do you know if you have a Type 1 problem in an InDesign file? There are several places to begin your search:

Open the “Find>Replace Font” window in InDesign and look for “a” symbols with yellow yield signs next to them. When you find them, you will find fonts that should be before January.

While in the “Find>Replace Font” window, look for light gray symbols with a small “a” on the left edge. These indicate graphics (EPS, PDF, etc.) that may or may not be problematic. If your paper created the graphic using this font, be sure to replace that font before trying to use it in the future to create new files.

Create a PDF file of your InDesign page, then look in the File>Properties window. Click on the “Fonts” tab and look for Type 1 fonts in your list. If you see familiar font names and have a good idea that they’re not coming from submitted PDFs or other graphic files, then you’ve probably got Type 1 fonts floating around in your paragraph styles and libraries.

What can you do to be ready when January comes?

First, I suggest you go into your Adobe Creative Cloud preferences and ensure your apps don’t update automatically.

Because things never go perfectly, versions of InDesign and Photoshop will eventually get updated by necessity or accident, and it’s vital to get your fonts in order as soon as possible.

Look at the Acrobat properties (File>Properties) and search for Type 1 fonts in your documents. Begin replacing them immediately with OpenType versions of the same or different fonts.

Educate agencies and others who send PDF files to you concerning the impending Type 1 issue. They might not understand what’s coming and will appreciate you giving them an advanced warning.

Let’s face it, whether you update to the latest version of InDesign and Photoshop automatically, or wait a few months, eventually, you will face the Type 1 conundrum, and now is the time to prepare. You will eventually update your CC version even if you turn off the auto-update feature in Creative Cloud. If you’re using Type 1 fonts in the interim, your files won’t open correctly when that time comes to update your Adobe products.

Now, breathe easy. There’s no need to stay up late tonight unless you’ve waited until January 1 to read this. In that case, Happy New Year.

[Click here for a pdf](#)

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



Two Advertising Goals: Attention and Retention

John Foust, Greensboro, NC

As mentioned in previous articles, there are two types of advertising: image and response. Image advertising – sometimes known as institutional advertising – is designed to give people a good impression of the advertiser. (“We’re the dealership that cares.”) The objective of response advertising is to generate immediate response to a specific offer. (“Take advantage of these special discounts.”)

These two ad types have something in common. Each one – whether image or response – should strive for attention and retention. In other words, the ad has to grab attention from the outset, then make the message memorable enough to stay in readers’ minds. It’s not an easy task, but it’s necessary for the ad to have any chance of success.

Because we are bombarded with thousands of commercial messages every day – and because we can’t possibly notice or remember everything we see – we are instinctively selective. A number of factors influence attention and retention, including eye-catching illustrations, legible typography, uncluttered ad designs, plenty of white space, and reader-centered headlines. But the biggest factor is relevance. If an ad doesn’t communicate instant relevance, it will fail the attention test. And if doesn’t leave the reader with a sense of relevance, it is not likely to be retained.

Let’s say you run across an ad that attracts your eye, because it features a large, detailed photo of a new widget. The headline is a simple statement of the major benefit of owning this new model. The layout follows the rules of simple, easy-to-follow graphic design. As a result, you stop browsing through other ads long enough to read the copy, which is refreshingly free of exaggeration. You have owned a couple of widgets in the past, and now that you think about it, this might be a good time to consider a new one. This particular store looks like a good place to shop for one.

What just happened? In a matter of seconds, you made the jump from surface-level appeal (being attracted by the looks of the ad) to a deeper level (seeing the personal relevance of the product). In other words, the widget ad has won your favorable attention.

What about retention? What would compel you to remember the widget and the store where it can be purchased? There are two primary elements: relevance (again) and repetition.

Relevance plus repetition equals retention. We remember the products which fill a specific need – or offer a solution to a problem we have. And we remember the things which we see and hear repeatedly. How did you learn the multiplication tables? (By reviewing them over and over. How did you learn the lyrics to so many rock ‘n’ roll songs? (By hearing them – and singing along – countless times.)

What does all of this mean? Attention is important, for certain, but it is only the first of two goals. In order for an ad’s core message to work, it must also be retained.

Put these two together – and you have a winner.

(c) Copyright 2021 by John Foust. All rights reserved.

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



Are You a Problem Solver or a Sales Person?

Listen in as Ryan gives you advice on how to sell more by selling less.....

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

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](#)*.