



WE'RE HONORED

Messenger wins Forward Janesville Business of the Year Award

By Elizabeth Woolery
Staff Writer

Less than two years after boosting readership with major improvements in content and design, the Janesville Messenger is being honored by Forward Janesville as the area's Business of the Year for employers with 50 or fewer workers.

The Messenger will be honored at an awards banquet Jan. 18. "It's always nice to be recognized for achievements," said Steve Karstaedt, president of Community Shoppers, Inc., which publishes the Messenger. "When a community as old as Janesville has had a newspaper and a radio station that are well-established, it's nice for someone - even though we are 26 years old - to make inroads with readership." The award, Karstaedt added, is a sign of the Messenger's ability to grow and connect with readers and advertisers in Janesville and surrounding communities.



THE JANESVILLE MESSENGER STAFF poses in front of the Messenger office at 1506 Creston Park Drive, Janesville. Pictured, from the left, are Chris Wilhelms, CSI director of circulation; Tom Paar, display sales manager; Ken Curtis, circulation manager; Chris Karstaedt, sports staff writer; Rick West, CSI director of sports and public relations; Cindy Karstaedt, CSI vice president; Steve Karstaedt, CSI president/owner; Eric Kuznacic, staff writer; Gail Kuhlow, classified inside sales representative; Pam Brann, classified adviser; Dan Pyfer, CSI general manager; Terri Ennis, display sales representative; Pat Schnurr, classified adviser; Michael Johnson, display sales representative and Elizabeth Woolery, staff writer.

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"The future of our industry is free community newspapers," he said. "It's a growing business, no doubt, and there is so much opportunity in the greater Janesville area for the Messenger to grow."

Each year, Forward Janesville hands out awards in nine categories: Community Improvement, Diversity, Woman of Excellence, Forward Janesville Volunteer of the Year, Goodwill Ambassador of the Year, Small Business Person of the Year, Lifetime Achievement Award, Business of the Year (more than 50 employees) and Business of the Year (50 or fewer employees).

Nominations come from throughout the Janesville community, including business owners, community leaders, residents and Forward Janesville members.

CSI General Manager Dan Pyfer said the award reflects the recognition the company's publications have received

from the Wisconsin Community Papers trade organization for general excellence.

"I think it helps solidify what the state has recognized in our publications," Pyfer said of the award. "This is our market and our peers recognizing the staff at the Janesville Messenger for our growth and what we do in the community as a free paper."

The Forward Janesville Small Business Council reviewed nominations for the award before selecting the Messenger, said Kelly Horrell, manager of special events for the organization.

"Over the past years, the Messenger has made a major commitment," Horrell said. "It's purely about the Janesville community and the good that is happening."

Criteria for the award are extensive and include staying power of the busi-

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WCP UPDATES

President's Letter

At the last conference and in past newsletters we have discussed the financial situation of WCP. For the past several years we have seen our state wide classified revenue decline while our expenses have increased due to added benefits as well as the normal annual price increases. By no means are we in a panic situation. We still have a substantial reserve of assets in money markets and other investments. However, over the past couple of years we had to dip into these investments in order to offset revenue shortfalls.

The Board of Directors has been looking at several initiatives to combat the recent financial trends. We have been reviewing all of our expenses and benefits. In some cases we have renegotiated contracts with vendors and we are considering the elimination of some of

the lesser used member benefits. Probably the most notable change will be that we are eliminating one convention per year. This is being done for two reasons. First, the conferences are our second largest expense and it is not unusual for us to spend \$50,000 or more on one conference. The board discussed various options for reducing conference expense including keeping two conferences with a one night stay or passing some of the room charges on to the attendees. The other factor involved in our decision to go with one conference is that many of the other state, regional and national associations have reduced their number of conferences due to declining attendance and outside demands on their members' time. Due to these reasons the Board elected to go with a single two night conference with

limited cost to the attendees.

Of course, expenses are only one part of the equation. The Board has also been looking at ways to increase revenue. We feel that we all need to do a better job of promoting and selling our state wide classified network. A majority of our publications, including my own, did not sell a WCAN classified last year. Much of our revenue short fall would be eliminated if each of these publications were to sell one ad per quarter. We also see the need to diversify our revenue streams and we plan to introduce a new 2 x 2 ad network later this year.

I hope to see you all at our annual WCP conference on August 17th and 18th at the Lake Lawn Lodge Resort in Delavan, WI. Remember OUR association is only as good or strong as WE make it!

Message from the Executive Director

Spring is on its way and with it all the exciting projects busting on the scene. First and foremost is your opportunity to "BLOW YOUR HORN." March 12th-17th is Free Paper Week. Promote it all month. We've made it easy by providing you with ready to use marketing materials for all levels of promotion, both internal and external. Look for more details inside. March is also the time we are gearing up for our new CVC audits. Start gathering your paper work and be ready for Tim and his crew when they come knocking. In this newsletter, Tim highlights what you can do to be prepared. These audits are a valuable asset to both your organization as well as our association and the industry as a

whole as they are the thing that makes PaperChain work.

Get ready for the annual March of Dimes Walk America. This is the collective effort of the Free Paper industry through its' PaperChain members to illustrate the strength and value of the free paper industry. We need your support. Please run the ads and send the affidavits back to our office. We will tabulate the value, keep that for marketing for our state and send the total value of all the Wisconsin Group onto the March of Dimes. This year maybe get creative...send a team to the Walk in your city. No Walk? Why not start one? Leverage this national initiative into PR for your company.

As usual, the newsletter

is full of valuable information for all areas of your business.. Be sure to circulate it.

Kudos' go out to the Janesville Messenger for receiving the Business of the Year Award and to the Ellsworth Shopper for winning the Free Paper Week Logo Contest, and a warm welcome to the Sheboygan's Sun new venture in Green Bay.

Stay tuned for details on the summer conference in August as well as news about our classified promotion and our new 2 x 2 network.

If there is anything you'd like to see in the newsletter..just let us know.

Wishing you a Successful Spring.

Janelle Anderson
Executive Director

Two Alternatives for Editing Photos for Newspapers



Submitted by
Kevin Slimp
www.kevinslimp.com

GIMP OFFERS "NO COST"

ALTERNATIVE TO PHOTOSHOP

Quite often, when I'm speaking about new technology at a newspaper conference, someone will ask how I feel about some of the open source software available in OS X. I decided to take a look at one of the most popular open source applications, GIMP.

GIMP is the GNU Image Manipulation Program for Mac OS X. Freely distributed, GIMP is also available for Windows-based machines. First released by two Berkeley students in 1996, GIMP has since grown into a powerful image editor since that time.

While not as feature-filled as Adobe Photoshop, GIMP includes many of the tools newspapers and photographers use in their daily work. GIMP offers the ability to adjust levels, hue & saturation, color mode, size and many other features used to edit photos for newspapers.

I've spent some time editing photos in GIMP, and the process is very similar to the method I use in Photoshop. I did run into a couple of issues. One, while attempting to save a file as EPS with a preview, I continually received an error message and no file was created. I was able to create EPS files without previews, however. I was also unable to open Camera Raw images. GIMP saves files in most formats including eps, tiff, jpeg and even PSD (Photoshop format).

Because GIMP is an open source appli-

cation, it is designed to be reinforced with plug-ins and scripts to increase its capabilities. Some of its built-in features include: editable text layers, alpha channel support, layers and channels, text layers, several transformation tools, a full suite of painting tools and more.

While not a replacement for Photoshop, GIMP is worthwhile for designers who wouldn't normally have Photoshop available on their computers.

To download GIMP or learn more about the various versions of the application, visit www.gimp.org.

ADOBE OFFERS CHRISTMAS PRESENT TO PHOTOSHOP USERS

Adobe played Santa over the holidays by offering users of Photoshop CS2 a free copy of the beta version of Photoshop CS3. A beta is a version of software used by software companies before it actually makes its way to the marketplace.

This release is especially valuable to Mac users who have recently purchased Intel-based computers, only to watch Photoshop suffer, compared to applications created to run on Intel-based Macs. Many Mac users, myself included, have held off purchasing a Macbook (Mac laptop) until the new version of Photoshop became available.

I'm guessing that Adobe took a nod from the very popular public release of its new Lightroom software beta in 2006.

I plan to write a detailed review of

Photoshop CS3 when it makes its way to the shelves sometime in mid 2007. Till then, let me tell you what impressed me most about the beta. The first thing I noticed was how much faster Photoshop and the Bridge run, compared to the CS2 versions. Raw images, which used to crawl to the screen in earlier versions of the Bridge and Browser, now pop up quickly on my screen. This increase in speed makes it realistic to shoot most of my photos in RAW format rather than in JPEG. In addition, many functions happen much faster.

A new tool, the Quick Selection Brush, is very impressive. With it, I can make a very quick selection. For instance, I used the new tool to click and drag on an area of my son's face in a photo. Immediately, his entire face was selected. I dragged the brush over a red plate with food, and Photoshop created a perfect selection of the plate and the food. Users will love this one.

Adobe further improved the program by adding a couple of Lightroom features to Photoshop's RAW image editor. Combine this with several non-destructive filters and interface changes, and Photoshop users are sure to flock to the new version.

And for my Christmas present to myself, I purchased a 15" MacBook Pro. It works great with the Photoshop beta.

Anyone with a valid copy of Photoshop CS2 can download and install the new beta from <http://labs.adobe.com>.

CVC to Deliver New 2007 Audit & Readership Study

CVC will begin delivering 2007 Wisconsin Community Paper audits on April 16. This year's survey will report detailed age & income demographics, purchase statistics for thirty buying categories, and include state legal notice preference research.

The 2007 WCP audit & readership study will automatically update your two SRDS listings. Your publication is currently listed in your city of publication, and in a second city of your choice. To review your listings go to www.srds.com. Use "WCP" as both the login and password. Please email changes to kwood@cvcaudit.com AND to jlevy@srds.com.

IS YOUR REPORTING UP-TO-DATE?

Call Lisa Schaffer at (800) 262-6392 or email lschaffer@cvcaudit.com to find out.

Audits & readership studies are delivered to publications with on time reporting first.

WANT TO SELL MORE ADVERTISING?

CVC has many new audit promotion programs for 2007. Check out the latest ideas at <http://www.cvcaudit.com/publisher/tools/tools.asp>

WANT THE LATEST

MEDIA BUYER LISTS?

The Wisconsin ad agency list now contains the agencies major clients, or business categories. Your publication can now market specifically to the interests of the agency's client. The new 2007 national media buyer list contains over 900 listings with full contact & research information. Order an updated CD by calling (800) 262-6392.

MAPS!

CVC audit reports now contain distribution area maps outlining ZIP code and county boundaries. For an additional charge CVC also offers detailed mapping services for distribution or advertiser projects. Call Lisa Schaffer at (800) 262-6392 or email lschaffer@cvcaudit.com to find out more.

FREE CONFERENCE CALL TRAINING!

CVC personnel will review your audit and readership study results with your staff during your regular weekly sales meeting. Training takes less than 30 minutes, and will generate thousands of dollars in new revenue for your publication. Call Tim Bingaman at (800) 262-6392 to schedule your training session. Call Today - April and May dates are filling up fast!

Wisconsin designer wins NEW Free Paper logo contest

Several months ago the State and Regional directors meeting in Hershey, Pennsylvania, decided that a NEW Free Paper logo was needed to kick off Free Paper Week in March 2007. The winning logo will be distributed to all free circulation papers throughout the United States, and used as a part of our ongoing effort to create awareness of Free Paper Week.

The contest was set up and graphic artists from around the country were asked to submit their entries.....and did they ever, over 215. They came in all shapes and sizes, with the artists using everything from 1930 paperboys to some really modern art. We were amazed at the originality of most of them. I can really understand how so many of your papers are the award winners that they are.

The judges consisted of several state and regional directors along with Cindy Wong Advertising Director of Wired magazine and Steve Patrizi, District Manager of Microsoft's on line advertising. After narrowing the entries down to 10, the emails between the judges



B. J. WITTS IS A GRAPHIC DESIGNER FOR HELMER PRINTING IN NORTH WESTERN WISCONSIN. As the winner of Free Paper Ink's "Free Paper Week Logo Contest", he is now \$1000 richer. B.J. was informed that one of the seven entries he submitted was chosen as the 2007 Free Paper Week Logo. In return B.J. got a check for \$1000. As the publisher of Helmer Printing, Mark Helmer also received a check for \$500. What did B.J. do with the money? "I bought a flat-screen T.V.," B.J. Told me. "Mark said he was going to throw an office party with his share...we're still waiting", he added. Helmer Printing is a member of AFCP, WCP, IFPA and MFPA.

went on for several days and finally, Alyse Mitten, Executive Director of Mid Atlantic Community Paper Association (MACPA) announced boldly " WE HAVE A WINNER!!"B.J.Witts.

B.J Witts, a.k.a. William David Witts of River Falls Wisconsin. B.J. has been employed by Helmer Printing, Beldenville, WI. Since September of 2004 as a graphic artist. He is an honor graduate of Rochester Community and Technical College in computer art and design and went on to earn a BFA degree in Graphic Design from the University of Minnesota, Duluth.

B.J.'s hobbies and interests include drawing, history and modern art, skateboarding, culture and

design, music, movies, and video games..

He is pictured here with Jenny Miller also of Helmer Printing. The candy bar is a project that B.J. helped Jenny with in raising over \$8000 for her school's Parent Club. Jenny said that "B.J. is very creative and is approached by everyone when a special or pet project comes up".

Well B.J., your creativity paid off big this time because you just won \$1500, a thousand for you and five hundred for your publisher, Mark Helmer

Congratulations B.J and we all look forward to seeing your logo in Free Papers across the country the third week of March, 2007.

Honored

from front page

ness and its ability to show a substantial history. The Messenger was acquired by CSI in 1984 and is distributed in Janesville, Milton, Edgerton, Evansville and surrounding townships. Circulation exceeds 32,000.

"(The Messenger) continues to grow, whether editorially or through our advertising," Pyfer said.

Karstaedt praised CSI and Janesville Messenger staff, saying the award would not be possible without quality employees.

"The growth is nice but you've got to find people to grow with you, and we have a good staff here that's done exactly that," he said.

Horrell said the Messenger's profiles of individuals and businesses - some of those features appearing on a redesigned business page - appealed to Forward Janesville.

Other key criteria for the award include having an approach to business that is out of the ordinary and responding to adversity and overcoming challenges.

Tom Paar, sales manager for the Janesville Messenger, said the local business community recognizes the quality and importance of the Messenger.

"We've been given a lot of support by the retail community, and there is growing support coming each day," Paar said.

"It's remarkable how many people are calling us when it comes to wanting to take advantage of our fantastic distribution."

One of those advertisers is Frank Boucher Chrysler Dodge Jeep of Janesville, which finds the Messenger's readership and distribution appealing.

"I think the biggest thing for me ... is it is a community paper," said Jeff Hansing, general sales manager for the dealership. "It's for the community to appreciate, to communicate - and, of course, to advertise."

"(The Messenger) is happy to be entrenched in the community and the people who work there live that. They don't just do it because it's right. They actually are that way and they appreciate the business around them," Hansing said.

Paar said community involvement is one of the keys to the Messenger's success.

"People come to us with stories," he said. "I've never seen that before. (It) means they've taken us under their wing."



2007 Free Paper Week Logo
designed by B. J. Witts.

The Future of Newspapers

by Richard Watson

In this age of user-generated content and citizen journalism, it might seem like newspapers are becoming yesterday's news. But there's more life in them yet.

Someone (I think it was Kevin Kelly) once said that in the future all media will be free -- we will only pay for functionality and personalization. I'd like to disagree -- but I can't. I can't think of a single reason why this statement won't be true, especially if you take a liberal view of what constitutes payment, functionality and personalization.

Newspapers are a good example. In 1960, 80 percent of Americans read a daily newspaper. Today the figure is closer to 50 percent -- and it's falling. Globally it's the same story. Between 1995-2003, worldwide newspaper circulation fell by five percent. In 1892 London had 14 evening papers. Now it has only one. Also in the UK, a staggering 19 percent of all newspapers delivered to retailers in the first quarter of 2006 came back as returns and three national newspaper titles had return (non sale) rates approaching 50 percent.

If these trends continue, the last newspaper will probably be produced by Grace Murdoch sometime in the year 2040.

However, if newspapers were invented tomorrow they would be hailed as a miracle innovation. They are cheap, paper thin, easy to annotate and don't use batteries. You can read them in the bath and when you've finished with them they can be thrown away and safely recycled. Unfortunately they also go out of date the minute they're printed, cost a fortune to distribute and user-generated content is limited to the letters page and classified advertising.

Despite predictions of paperless offices and the leisure society, we are all working harder than ever. As a result we are time starved and the family breakfast (along with home delivered newspapers) is being replaced by fly-by breakfasts listening to up-to-the-minute cable TV. Either that or it's a milkshake in the car listening to the radio or a Starbucks and The New York

Times online at the office.

In other words we are becoming digital nomads. We read, listen and watch what we want when we want. We no longer have the time (during the working week at least) to read newspapers and readers are shifting their eyes and ears to online sources of information delivered via everything from mobile phones to iPods. Online news is especially useful because it's usually free and the content can be easily controlled and personalized. If you're of the active (or exhibitionist) persuasion you can comment on the news through your own blog or send your own homemade entertainment to YouTube. We don't even trust newspapers these days. Only 59 percent of Americans believe what they read in the newspapers compared to 80 percent in 1985.

What used to be a passive one-way conversation is thus turning into an active relationship. Content flows both ways and consumption has time shifted and place shifted.

According to research by comScore, Six Apart, and Gawker Media, 50 million people visited blog sites in the US in the first quarter of last year -- which is about 30 percent of all US Internet users or one-sixth of the entire US population. Interestingly, they weren't all reading about Ms Hilton -- the most popular sites were about politics (sorry Paris).

So are newspapers yesterdays news? Not quite.

Firstly, newspapers are using innovation to improve their products. Some of the best ideas include compact formats for commuters (e.g. The Times and The Independent (UK) have been available in a choice of two sizes), there are kids newspapers (e.g. Play Bac Presse in France) and newspapers written entirely by readers (OhMyNews in South Korea is created by 33,000 'citizen reporters' and is read by 2 million South Koreans). In the US the Wisconsin State Journal (the State's second largest selling paper) asks its readers to go online everyday between

11A.M. and 4 P.M. to vote for the next day's lead story. Consequences include the fact that sports stories have started to appear on page one.

In other words we are entering what Jonathan Schwartz (COO of Sun Microsystems) has called a new participation age where the traditional boundaries between the creator and the consumer are becoming eroded or disappearing altogether. One of the biggest questions arising from this type of open innovation is who owns openly created content? This question will drive new business models and radically transform the relationship between media owners and their audiences.

A second significant innovation in newspapers is the growth of the free newspaper. Most newspapers create revenue by charging people twice. You pay to buy the paper and you pay to place an ad (e.g. classified ad). The theory is that advertising supports subscriptions and newsstand sales but it won't for much longer. In the future most weekday newspapers will be free. Early examples of this trend include Metro and 20 Minuten. Alternatively, you can buy a copy of Loot -- which costs money -- but it's free to place a classified advertisement. Another future variation on this theme could be ad free quality newspapers available on a paid-for subscription basis.

Outside of newspapers, other interesting developments include a magazine created by Nokia and MTV that is produced entirely by their customers who send in content via text and picture messages. And sites like craigslist give traditional media owners something to think about. Classified revenues from accommodation, to autos and jobs, have moved online as has time sensitive information like stock prices and weather. The New York Times recently announced that it was cutting back its stock market price tables because so many readers were accessing this online. Meanwhile, The Washington Post has announced that it has

hired the creator of Chicagocrime.org to create 'mashups' for the online edition of the paper.

So who will deliver tomorrow's newspaper?

The answer, apart from you and me, will include a mixture of mainstream media companies and brand owners. Mainstream media owners will increasingly divert investment into digital media platforms while companies like Nike and Procter & Gamble will create their own content. For example, see www.joga.com and www.homemadesimple.com.

And I don't believe that newspapers will totally die any more than I think that people will stop reading paperback books or stop visiting movie theatres. Part of the reason for this is historical but it's also psychological.

It takes time, often a generation, for one innovation to replace another. Newspapers are a ritual purchase and loyalties run deep. If you ask people in focus groups why they read newspapers some people can't tell you. "Because I've always read it" is a typical answer. That's brand loyalty.

Sticking my neck out a bit I'd even suggest that there could be a newspaper renaissance around the corner. Many local titles are thriving because they are personalised. The news is local and advertising tends to be localised and highly accountable -- which is something that people are making a song and dance about in new media circles. For example, Fox Network is customizing its TV ads so that local neighborhoods can receive tailored TV commercials.

The other reason I think that newspapers could be making a comeback is the ubiquity of online media. Put simply, there is now so much digital content around that it's becoming valueless. Physical media in contrast -- especially content that is thoughtfully written, expertly edited and well designed -- cuts through.

Legislative Update

The chambers of the State Capitol are quiet, sleepy places in the autumn of even numbered years as the noisy crowd that lays claim to a desk in one or the other chamber runs for re-election.

In January of odd-numbered years, the elected are inaugurated and the Governor makes two important speeches within a matter of weeks. The first is the "State of the State" address. The second is his budget address heralding the biennial budget that he delivers to the legislature.

These speeches are like the starter's gun at the Olympics. The real race has begun. Legislation is being introduced and the Joint Committee on Finance will soon begin deliberations on the biennial budget.

STATE BUDGET

There is good news and bad news. The Governor's proposed budget increases state spending and adds to the number of state employees. To pay for all of his initiatives, Governor Doyle has proposed some creative funding sources including an oil franchise

tax and a hospital tax. The good news is that the Governor has not proposed an expansion of the sales tax to fund his new initiatives.

The bad news is that the legislature is likely to dump one or more of Governor Doyle's new taxes. If the legislature wants to offer all of the programs, they will have to find another source of funding - so an expansion of the sales tax could still be an option.

LEGAL NOTICES

Representative Sue Jeskewicz has introduced Assembly Bill 55 which would allow free papers to publish legal notices. The bill was heard in the Assembly State Affairs Committee this week. WCP members Mark Helmer and Ken Ubert planned to testify in favor of the bill.

DO NOT CALL LIST

Representative Marlin Schneider has introduced Assembly Bill 5 and 6 related to telephone solicitation. AB 5 would provide a penalty for certain telephone solicitations. AB 6 would require telephone solici-

tors to obtain consent before soliciting sales.

The Senate Democrats, who are now the majority party in the Senate, have announced a number of consumer protection and privacy initiatives they are calling "Wisconsin Families First". The package includes expansion and stricter enforcement of the Do Not Call List. The changes would allow cell phone numbers on the list, small businesses would be able to add a land line or cell phone number (including a fax number) to the list, and the penalties for violations would be changed.

OTHER ITEMS

The Senate Democratic package includes new requirements for renewal of magazine subscriptions. Because this has not yet

Submitted by
Janet R. Swandby
Swandby/Kilgore
Associates, Inc.



been introduced as a bill, we are not sure what this exactly will include or how it might impact WCP (favorably or negatively). The proposal will prohibit companies from soliciting a current subscriber more than six months before the expiration date of their subscription, and require the subscriber's current expiration date to appear on any solicitation for renewal. It is not clear which publications would be included or excluded. There is the potential that paid subscription newspapers would be included, or specialty publications published by newspapers.

Sheboygan Sun expands

Greg Dillon has undertaken a task that not many publishers would dream of these days. The publisher of the Sheboygan Sun has expanded operations to include the new Green Bay Sun. The Green Bay Sun offers complete coverage of Brown County. That's 102,844 households to be exact.

"We saw the need and stepped up to the challenge", Dillon said. "We had a good model in Sheboygan, and basically tried to duplicate it as exact as we could."

With 4 salespeople on the street, the results have been pos-

itive so far. "We have about half of the front pages sold, and we've found that we have a good amount of employment advertisers from the Brown County area that are already advertising in Sheboygan," Dillon added.

The tabloid paper will include 20% editorial copy and is 100% mailed.

"With three times the businesses in the area, we are hoping for good things in Green Bay", Dillon promised.

In the June issue of the WCP newsletter, we will feature a profile on the Green Bay Sun.

WCP Ad Award Contest

With just one convention this year WCP will be awarding the Best Ad Contest winners at the August convention in Lake Geneva. Contest chairman Joe Mathes reports that, even with the new entry fee that was instituted this year, this may be another record year for ad entries.

With the awards being presented in August, this year's convention would be the perfect spot to invite the key members of your production staffs. There are always ideas to take away from the competition that make the effort well worth the expense.

March of Dimes Update

Thanks to all of you, PaperChain was able to provide March of Dimes with over \$500,000 in free ad space to help promote their Walk 2006 campaign, as well as the Prematurity Awareness project in November. Many thanks for participating, and for sending in your tearsheets.

For 2007, The PaperChain has renewed our commitment to support the March of Dimes WalkAmerica campaign. Again, we ask you to help with this worthy cause. Simply download any of the various sized public service (go to <http://www.paperchainnetwork.net/information/information.html>) and follow the instructions) and place them in your paper whenever space is available. Dates of the WalkAmerica events vary, so if you want to add local WalkAmerica event dates to the PSAs you publish, go to [WalkAmerica.org](http://www.marchofdimes.org) and click on "Find a WALK" (at left, in blue) and you'll see the events in your area. Also feel free to add your paper's logo or the PaperChain logo.

To prove the power of the PaperChain network, this year, instead of requesting that you submit tearsheets, we are asking you to fill out the Publisher's Statement Form for every PSA you run. Send this info to the WCP office. You can find the Publisher's statement form on the PaperChain website.

with your support
there's hope!



walk to save babies

Babies need your help. More than half a million babies are born too soon every year. Many die. More than 120,000 babies are born with serious birth defects that can mean a lifetime of disability. By taking part in WalkAmerica, you can help save babies and give hope to families. Walk and raise money to fund March of Dimes research into preventing premature birth and other threats to infant health. Give all babies the gift of a healthy start.

© Photograph by Victoria Leland, RN



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Winning with Sales

The true measure of the success of any business is the bottom line—sales minus cost of sales. That's about as bare bones as you can get when looking at it. Managing the cost of sales is an analytical process. It's pretty much black and white. Managing sales, however, is a different matter.

While certain aspects of the selling process can be analyzed, there is always one factor in every selling situation that can cause you to toss your statistics out the window. That one factor is people. Selling is a people business and you need people skills in order to succeed. Products are not sold to businesses. Products are sold to people in those businesses who make decisions for the good of the company.

PEOPLE SKILLS INCLUDE:

- How to make a positive initial contact with potential clients
- What to say to peak their interest in your product or service
- The right words to say to get a confirmed appointment to demonstrate your product or service
- Putting people at ease, getting them to like you, trust you, and want to listen to you
- Asking the right questions to learn whether clients truly need and will benefit from your offering
- The words and actions necessary to present your product or service in the best manner for each client
- What to say and do to answer any concerns raised by potential clients
- How to ask for the sale
- How to ask for referrals from every sale (and non-sale)
- The implementation of strategies to gain loyalty and future business

Don't let this list of 10 overwhelm you. They flow together so naturally in most selling situations that, if you were watching someone who has learned them well, you

might only pick up on two or three. In fact, you might want to review this list and keep it in mind the next time you find yourself on the client end of a selling situation. See if you can figure out which area the salesperson handles best.

With each of these skill areas there are right and wrong approaches. The fun aspect of selling is that sometimes changing just a word or two can make a huge difference in your success rate.

MAKE SELLING YOUR HOBBY

As with any hobby such as gardening, building model aircraft or collecting, you find yourself attracted to information or examples of those areas of interest. As you get involved with your own business, make selling your hobby. Pay attention to how others in your type of business work with people. Consider how you feel about each selling transaction you encounter throughout your day. You'll be amazed at how much you can learn just by observation.

Perhaps a store clerk does or says something that makes you feel good about shopping there again. What was it? Was it the way they held the product? Did they hand it to you to get you involved with it? Did they compliment you on your selections? Is it something you can use in your business? Consider carrying a small notebook to jot down thoughts or ideas that come your way through such observations. You might be surprised to find out how much you already know about people skills. You just didn't know it was a skill.

DISPELLING THE 'NATURAL BORN SALESPERSON MYTH'

Read this section carefully. Read it more than once if you must. There is no such thing as a natural born salesperson. No woman in the delivery room looked at her newborn child and said, "We've got a

Champion salesperson here!" Everyone starts out with pretty much the same abilities. Where you go from there depends on a lot of factors. However, what you become in life boils down to what skills you master along the way. Selling has been called both an art and a science. The title doesn't really matter. What matters is that selling skills are there to be learned. Just like the skill of riding a bicycle, it just takes practice.

Another aspect of this myth needs to be addressed. It is that in order to succeed in sales, you must have 'the gift of gab.' While it's true that you must not be afraid to talk with people, it's even more important that you learn to listen. The human body is amazing. We have been given two eyes, two ears and one mouth. They should be used in that proportion. Learn to listen and observe twice as much as you talk, and you will succeed in sales.

INTROVERT VS. EXTROVERT IN SALES

It doesn't matter what your current disposition is. Both introverts and extroverts can do well in sales. The major difference between the two types of people is that extroverts tend to be interesting while introverts are more interested.

There's a story told in Dale Carnegie's book, *How to Win Friends and Influence People*, about a man who was invited to a party where he only knew the hosts. During the evening, he mingled with many of the other attendees. Afterward, the guests commented to the hosts on what a wonderful person this new guest was. When asked what they found so interesting about him, the guests realized they hadn't learned much about him at all. He had made them feel important by getting them to talk about themselves. He was interested.

The interesting person

entertains. The interested person lets others do the talking. The lesson to learn from this is that you can benefit from a little of each disposition. In sales, you want what you say to have an impact and in some cases to achieving that impact requires a bit of entertaining. However, if you keep your focus on asking questions about the clients' needs, what they like about what they've seen so far, what they'd like to know more about, and so on, they'll end up telling you just what they want to own.

Then it will just be a matter of handling the paperwork, scheduling delivery or getting their investment information and final approval to make the sale.

LEARNING TO SELL

Learning to sell isn't difficult. You already sell yourself every day to your loved ones and acquaintances. You sell others in your circle on where to have lunch, what movie to see, and how to spend your recreation time. If you have influence over children, you are selling your values to them all the time. You just haven't paid attention thus far in the individual skills that make up the selling process.

Becoming a successful professional at selling takes little more effort than it took you to learn to live with the Golden Rule. In selling, rather than treating people as you would like to have them treat you, you want to treat people as they want to be treated. Every action, gesture and word should make them feel important. It should tell them that you are there to serve their needs. You're not the stereotypical salesperson who is only out to get their money. With an attitude of servitude your business will grow exponentially.

2007 INDUSTRY EVENTS & VARIOUS NOTES

Upcoming Events and Deadlines:

AFCP CONFERENCE

April 12-14, 2007
Marriott Hotel
New Orleans French Quarter
Information: 877-203-2327
Email: afcp@afcp.org
Craig McMullin

WCP CONFERENCE

August 17 & 18, 2007
Lake Lawn Lodge
Delavan, WI
Info: 800-727-8745
Email: janelle@wisad.com
Janelle Anderson

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WHEREAS, the combined circulation of free community papers exceeds the combined circulation of all daily newspapers,

WHEREAS, thousands of citizens are employed by the free community paper industry

WCP does hereby proclaim the week of March 18 - 24, 2007

FREE PAPER WEEK!

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MARK THE DATES for the Summer Conference

You all have received postcards to reserve the following dates:

August 17th and 18th at Lake Lawn Lodge in the city of Delavan. It is a beautiful, self-contained resort nestled on the shores of Lake Geneva.

One of the reasons we went to one conference a year, was in an effort to use our money wisely.

Keeping with that theme we going back to our "OLD" way of doing business, we are only going to mail ONE full conference and registration package. We ask that you respond promptly and keep it for your reference.

However we will be sending you reminders and updates with details of events and speakers as we lock them down.

Sometime around May, we will ask for a preliminary intent to attend the conference.

Again, in an effort to save money we need to lock in as close to the number of rooms needed as possible.

You will still need to return the full conference registration that will be coming around the end of June.



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