

Reviving Your Print Product  
After the Pandemic  
10-30-22

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[www.campus-news.org](http://www.campus-news.org)

What you are about to hear...

- Unapologetic capitalism
- A lot of ideas to help kickstart your efforts
- Some ideas from “left field”
- A stronger financial model and a wider presence helps your independence and First Amendment rights
- Be aggressive, but also practical

# What happened to print papers on campus when the pandemic hit?

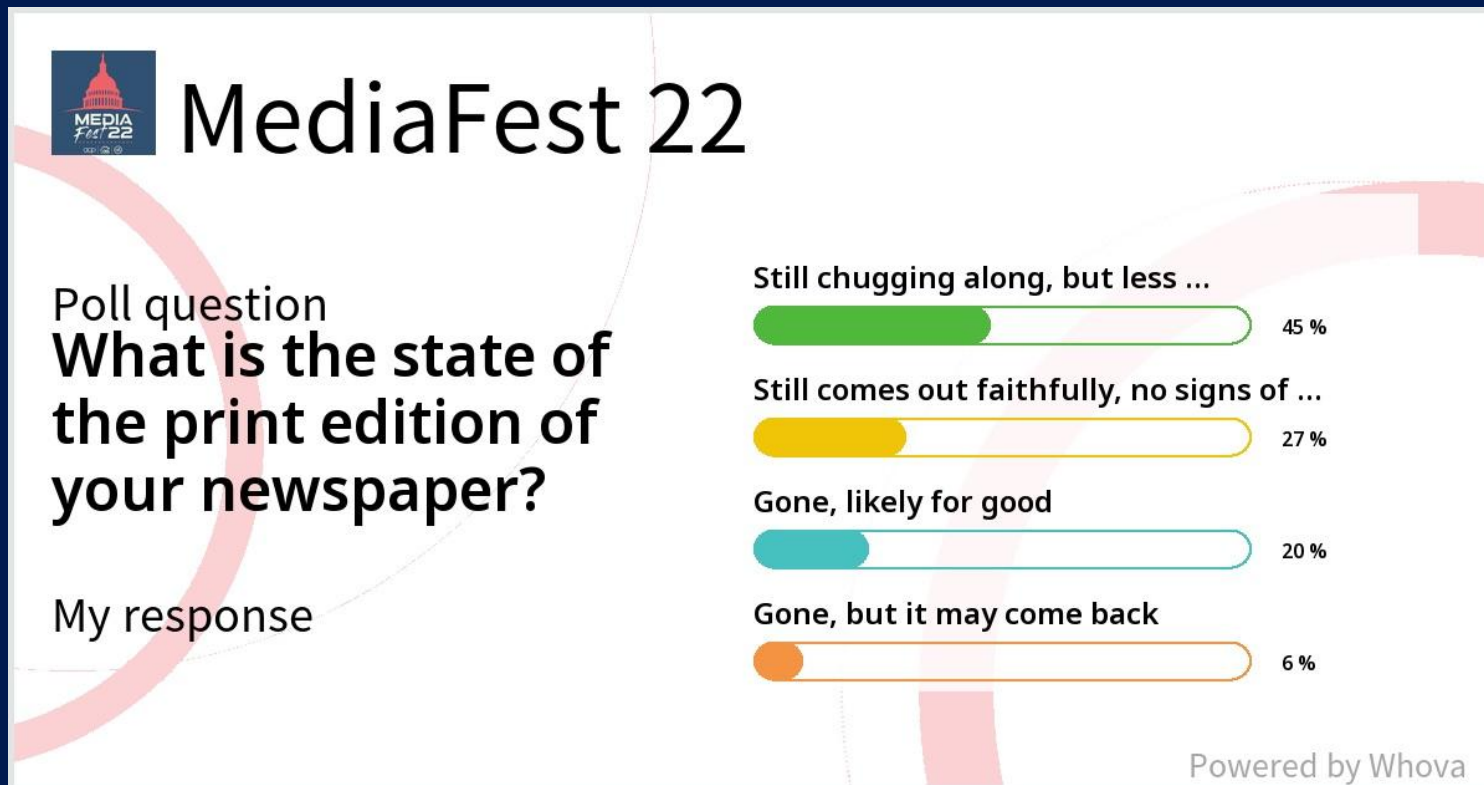
- Everyone freaked out.
- Campuses shuttered – no reason to print.
- Perception that print could spread virus.
- Many school papers bolstered online presence.
- Papers that did print found limited pickup due to dramatically decreased foot traffic.

## So what problems did this create

- Print papers lost that “habit-forming” aspect.
- Relationships with printers fractured.
- Funding for printing challenged – may be gone for good.
- Inability to train staff to make print papers – knowledge gap.
- Relationship with advertisers fractured.

# Where we are

- Conference poll results... (and it may be skewed because of geography and that closed papers may not be attending)



# A previous generation built these student newspapers

- GenX students had different life experiences so brought different skills to a student paper.
- They knew how newspapers worked, had a familial respect for them, and how to distribute and sell independently. Should we farm these tasks out to the community or bring in community trainers?



## Some remedies

- Print papers lost that “habit-forming” aspect.
  - Redesign, start over, “old is new again.”
- Relationships with printers fractured.
  - A chance to renegotiate your rate.
  - Get three quotes.
  - Printers are desperate.
- Funding for printing challenged – may be gone for good.
  - Make the case for printing – line up advertisers. Money talks.
  - Unveil a new distribution plan.
  - Show your redesign ideas – move ahead as if printing is not an “if” but a “when.”
  - If your budget is cut, GoFundMe ... a chance for independence!

## Some remedies

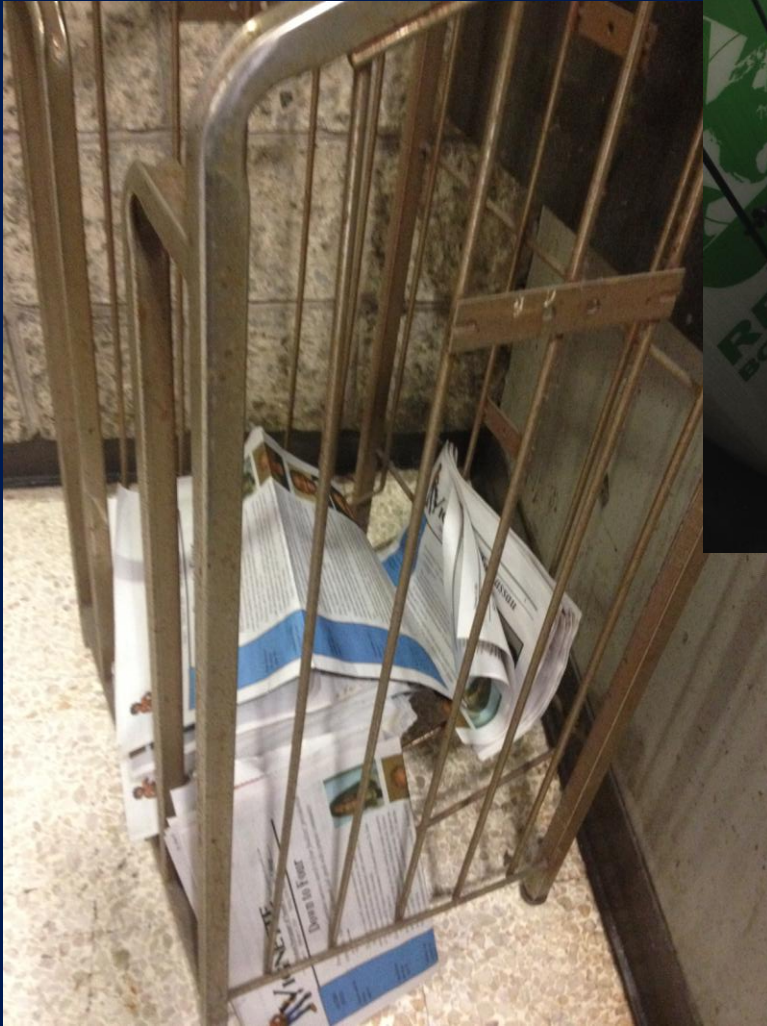
- Inability to train staff to make print papers – knowledge gap.
  - Hire a graphic designer to create easy to use template with various layout options.
  - Or work closely with on-campus graphic design majors/adviser.
  - Workshops for Journalism staff on how to use print publishing software.
  - Insist Journalism classes add an Adobe CC element so students are made to think visually.
  - Include monetization discussion in classes.



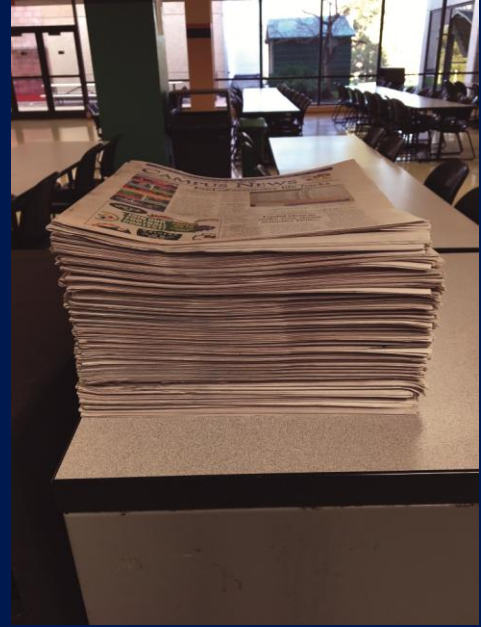
## Some remedies

- Relationship with advertisers fractured.
  - Chicken/egg – if you don't have a print paper, why will advertisers trust you?
  - Offer sweeping deals – an excuse to address your rate card.
    - Lower prices – offer generous discounts if advertisers commit to all issues.
    - Come up with a schedule and stick to it.
    - Rate card should just be 1-2 pages tops – keep it simple – no column inches, for example.
    - Offer FREE digital for print commitment.

Some racks – are racks dead?



# Boxes – and sills; rethink distro



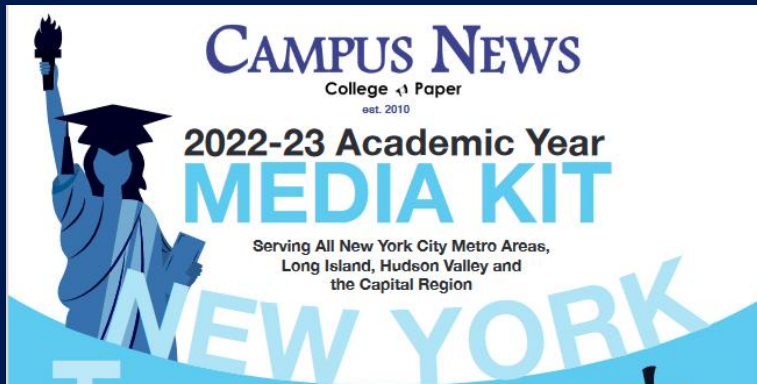
# How we survived the pandemic



- Simplified rate card
- Kept bugging advertisers – even though advertising was down 80%
- Distributed to venues where it was possible
- Discounted – acknowledged things aren't the same
- Kept showing off print distribution on Instagram/LinkedIn (friended hundreds of potential advertisers)

- Ad execs want to speed-read. The industry standard now are simple 1-2 page rate cards

A look at our rate card



**CAMPUS NEWS**  
College Paper  
est. 2010

**2022-23 Academic Year MEDIA KIT**

Serving All New York City Metro Areas, Long Island, Hudson Valley and the Capital Region



**REACH**

- 100,000+ print a year plus **FREE DIGITAL**
- **98% PICK-UP RATE** | Loyal in-state readership
- Hundreds of racks on **2-YEAR COLLEGE CAMPUSES IN NYS**
- **SCORES OF STREET KIOSKS** in NYC - attract **ALL** prospective students
- Special placement within the **CITY'S TOP ZIP CODES.**

**18K** impressions/mo

**TARGET**

- **College Transfers** on SUNY/ CUNY Community College campuses
- **College Prospects** in New York Metro
- **Two-Year Transfers Undergrads/Grads Traditional Students Adult Students**

**INFLUENCE**

Be in New York's Student Newspaper

**NYC**

Serving All New York City Metro Areas, Long Island, Hudson Valley and the Capital Region

In the World's Largest College Market

**TEN ISSUES!**  
8/20, 9/15, 10/15, 11/15, 12/15  
2/1, 3/1, 4/1, 5/1, 6/15  
(Summer Issue)

**SIZES/RATES**

Spaces are exclusive and, once booked, unavailable to others.

**RESERVE YOUR ANNUAL SPOT NOW!**

**Full Page Color**  
(10.5" sq.) \$995/issue or \$695/issue/yearly

**Full Page Back Cover**  
(10.5" sq.) \$1495/issue or \$1150/issue/yearly

**Half Page Color**  
(10.5" x 5.25") \$695/issue or \$525/issue/yearly

**Front Page Modified Half**  
(10.5 x 5") \$1095/issue or \$775/issue yearly

**Half Page Color Anywhere**  
(10.5" x 5.25") \$395/issue/yearly

Please send art as a CMYK PDF, no bleed, to: ads@cccnews.info AND rocketpress@yahoo.com.

You can change art monthly or art can be picked up. Art due at least five days prior to each date.

Call Darren Johnson at 518-879-0965 or email publisher@campus-news.org for placement reservation and questions.




## Some wilder ideas

- Take advantage of ‘the state of media’
  - “Last Person Standing” principle
- Start covering your town
- Pay for extra print runs to distribute in town
- Add pages so paper feels thicker, more professional, even if it means more wire copy
- Hire local adults who have been displaced
  - Cold callers to drum up ads (20% commission; offer a draw)
  - Distribution specialists
  - Community volunteers
- Take over a struggling, historic newspaper (or buy an old imprint from an estate)
- Less boring content – AP Style is getting old

You're paying for color...

Here's your excuse to commission a redesign  
Because of the pandemic:

- People have forgotten what you used to look like
- You may have print savings to use for a graphic artist to create beautiful templates for you (or work with graphic design majors on campus).



CAMPUS  
NEWS  
COLLEGE  
PAPER

## Focus groups – how to...

- Through Student Affairs or with Professors (not journalism/communications)
- Incentives (pizza?)
- Have specific questions; don't let any one person dominate the group
- Be receptive



## What they say

- Where do I find the paper?
- More events/bands listings.
- Discounts for students.
- Specific story/photo ideas.
- “Student of the week” on cover.
- Sports, clubs, styles.

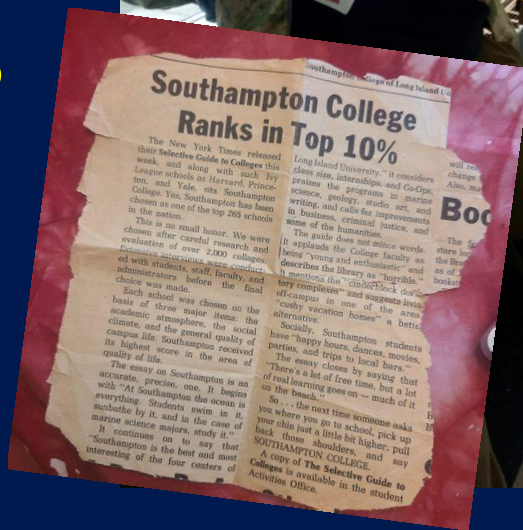
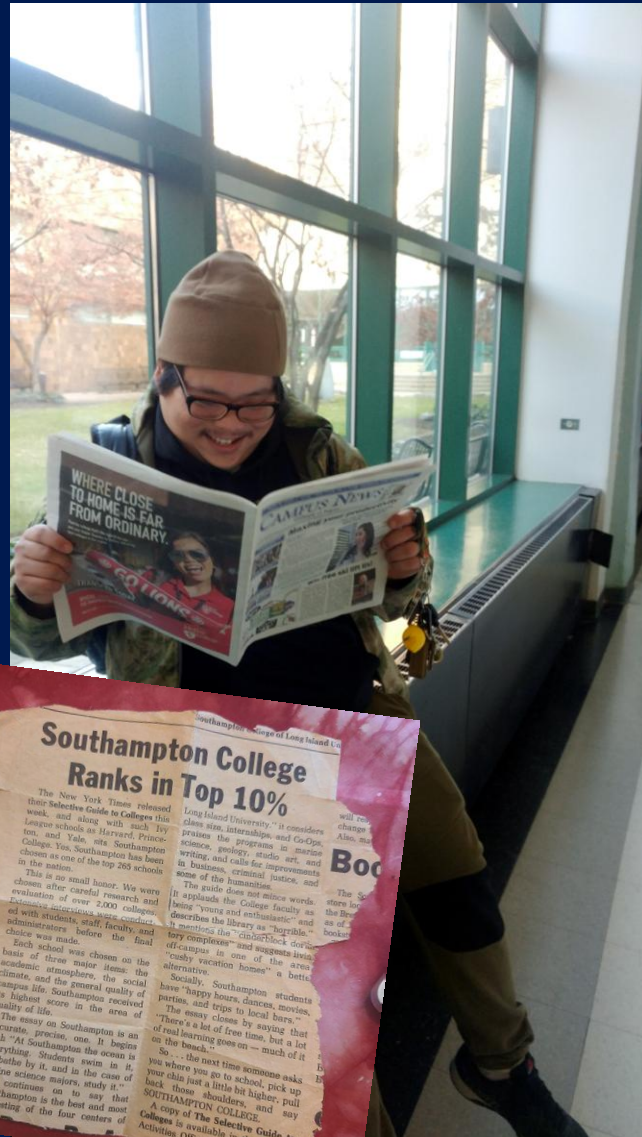
# Primary audiences

- Traditional age students?
- Residential students?



# Secondary audiences

- Faculty/staff?
- Commuter students?
- Campus visitors?
- Alumni subscriptions? (Get special postal rate.)
- Town residents?



## New audiences

- Advertisers?
- Political leaders?
- Parents?
- Out-of-towners?
- Prospective students?



## Why do they look at the paper?

- Colorful/professional cover
- Stories pertain to them (NIE failed)
  - All audiences?
- Neat rack
- Handheld design
- Unique stories (don't cover the Oscars or the Super Bowl)
- Some do like puzzles/cartoons (TCA, Kings Features, etc., are cheap)

- Ad sales revolve around print
  - Give *free* digital ads with print commitment
- Web site looks like front page
- Visit printing plant
- Talk to printer about new products
- Change size/change printer?
- New racks, t-shirts, giveaways
- Exclusive content

## More ad sales mean:

- More independence/political leverage
- More equipment
- More field trips
- Pay for writers
- Better looking paper
- Advertisers spur production/deadlines

## How to revive ad sales:

- Expand circulation
- Ensure you meet deadlines
- Answer the phone
- Make advertising super-easy for them
- Convey your exclusivity (you own the campus)
- Ensure a high pick-up rate
- Be professional
- Stop chasing the digital dragon (you are not The New York Times)
- Lower your rates but stick to them
- Have a really simple rate card – reward frequency (1-2 pages tops – no jargon)



## How to revive ad sales:

- Hire an outside salesperson on commission?
- Sell for whole year (total circulation sounds more impressive; advertiser can change art)
- Look for big fish: Banks, other colleges, large chains, state agencies – not Joe's Pizza.
- Sell color fulls and halves at a premium
- Don't bother with small ads or black and white
- Sell your back cover for the year for the cost of printing... Front bottom half ad (if folded)
- Give digital away for free for 10x advertisers
- Be proud of your print product

# Licensing Agreement

- Need a print product? Campus News has templates and evergreen content; add local ads and local content.
- We could design, if needed, and/or sell ads.
- Contact me if interested in an adaptable Campus News “franchise.”

Print doesn't have to be dead

## Contact:

Darren Johnson

Campus News

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518-879-0965