

Key members of the SLP Solutions team

Gary Blakeley, Southern Lithoplate
Director of Global Service & Technical Support
and
Bill Ostendorf, Creative Circle Media
Founder and President
present:

Power-Up Your Profitability

Revenue Generation & Cost Optimization

Proven Examples to Maximize Your Profits



A TIME OF OPPORTUNITY
BUILDING A SUSTAINABLE
AND BALANCED BUSINESS

Agenda

00:00 – 00:15 Gary Blakeley

Consultative & information services for newspaper
production/operations
KPIplus+ Print Production Data and Evaluations Tool

00:16 – 00:30 Bill Ostendorf

Print is not dead. We believe in print.
Highlights from our idea paper for print:
25 ways to improve your print products in 2016

00:30 – 00:45 Questions and Answers

Plus: Copies of *25 ways to improve your print products in 2016*

Southern Lithoplate Services Group



SLP
Solutions

SLP Solutions Press and Prepress Performance Services

- Equipment service, parts, and support services

SLP Solutions Consultative & Information Services

- *RIP to Dock* operations review and audit services
- Key Performance Indicator tracking
- Newspaper product editorial & advertising consulting
- EHS audits and safety consulting
- G7 certification

RIP to Dock operations review and audit services

Examples

- Changes to technology support
- Newsprint waste reduction strategy
- Cost avoidance via proper EHS adherence
- Process improvement
- Mechanical maintenance assistance
- Job scheduling

RIP to Dock operations review and audit services

- Evaluation of prepress equipment
- Evaluation of pressroom and equipment
- Assessment of duties and job function
- Inventory usage and management
- EHS issues identification

Benefits of review and audits

1. Tangible and often significant and immediate cost savings
2. Comprehensive report, recommendations for improvement
3. Identification of waste, process & performance inefficiencies
4. Prioritized list of tasks and recommendations
5. Documented expense savings of dollars in the \$100 thousands



A few words about SLP Solutions from David Dunn-Rankin, president, Sun Newspapers



SLP Solutions introduces

KPIplus
Powered by SLP Solutions



What is it and what why is it important for newspapers?

An exclusive key performance indicator program for SNPA members and subscribers

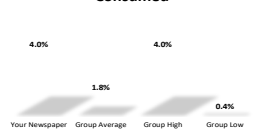
- First performance tool of its kind for newspaper companies
- Newspaper specific performance data is collected monthly via cloud
- A peer comparison giving members knowledge and best practices
- Metrics that matter to you and your operations
- Keep costs in check, improve performance, increase profits

1. Percentage Of Ink Cost To Total Newsprint Consumed
2. Cost per Impression/Pressroom
3. Mailroom Expense/1K Insert – Cost per Thousand
4. Newsprint Waste %
5. Press Uptime %
6. Web Breaks per 100
7. Operations' Reportable DART incidents
8. Percentage Press Flow Times Made
9. Percentage Mailroom Flow Times Made
10. On-time Off-time % - Pressroom
11. On-time Off-time % - Mailroom
12. On-time Truck Departure Time%
13. On-time Delivery % to Circulation/Carriers

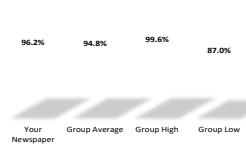
Your Newspaper KPI Report 07/23/2016 - 07/30/2016

	Your Newspaper	Group Average	Group High	Group Low
% Ink Cost to Total Newsprint Consumed	4.0%	1.8%	4.0%	0.4%
Cost per Impression/Pressroom	\$2.11	\$0.77	\$2.11	\$0.37
Mailroom Expense - Cost per Thousand	\$4.50	\$4.16	\$6.30	\$2.98
Newsprint Waste %	6.0%	5.9%	7.3%	4.6%
Press Uptime %	99.0%	95.5%	99.0%	88.6%
Web Breaks per 100	2.0	2.8	6.0	0.0
Reportable DART Incidents	0.0	1.0	3.0	0.0
% of Press Flow Times Made	96.2%	94.8%	99.6%	87.0%
% of Mailroom Flow Times Made	94.7%	93.0%	100.0%	83.2%
On-time Off-Time % - Pressroom	96.0%	92.4%	99.6%	78.9%
On-time Off-Time % - Mailroom	97.0%	91.9%	98.0%	85.6%
On-time Truck Departure Time %	96.0%	92.6%	100.0%	83.6%
On-time Delivery % to Circulation/Carriers	94.0%	92.5%	100.0%	78.2%

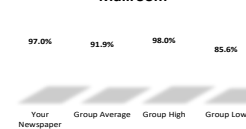
% Ink Cost to Total Newsprint Consumed



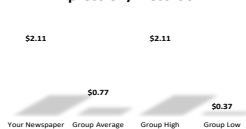
% of Press Flow Times Made



On-time Off-Time % - Mailroom



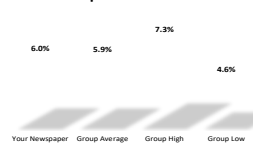
Cost per Impression/Pressroom



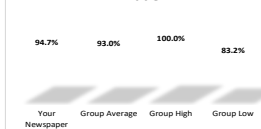
Mailroom Expense - Cost per Thousand



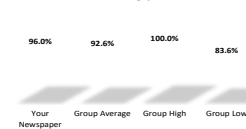
Newsprint Waste %



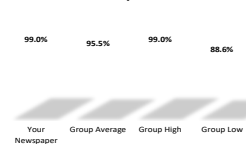
% of Mailroom Flow Times Made



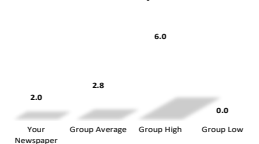
On-time Truck Departure Time %



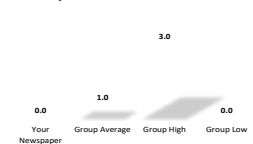
Press Uptime %



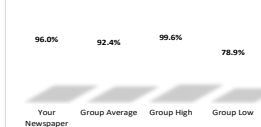
Web Breaks per 100



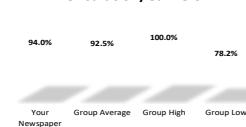
Reportable DART Incidents



On-time Off-Time % - Pressroom



On-time Delivery % to Circulation/Carriers



Performance data available via simple easy to interpret dashboard

- SNPA beta testing at 12 participating newspaper sites
- Compare newspapers of similar circulations
- Participant anonymity through aggregate reporting
- Ideal for comparing newspaper operational efficiencies

Launch date for SNPA members: Q1 2017



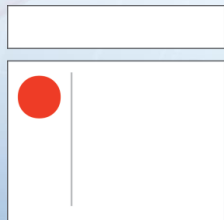
Offered by SNPA. Powered by SLP Solutions.

SLP Solutions application engine and staff analysis affords participating newspapers comparative data and targeted knowledge – where to find operating efficiencies

Meet SLP Solutions Team Member:

Bill Ostendorf

Founder and President, Creative Circle Media Solutions



Creative Circle
MEDIA SOLUTIONS

Some
highlights
from our
idea paper
for print

25
ways
to improve your
print products in
2016

Why an
idea paper
about print?

25
ways
to improve your
print products in
2016

To some extent,
this is a protest movement.

We're sick of seeing press associations,
investors, publishers and newspaper owners
getting sucked into this myth
that it's time to disinvest from print.



The “Print is dead movement” is completely insane.

There is no data showing that print will somehow disappear.

Radio, movie theaters, and television were all predicted to be doomed by new technology. Never happens. Mediums don't die.



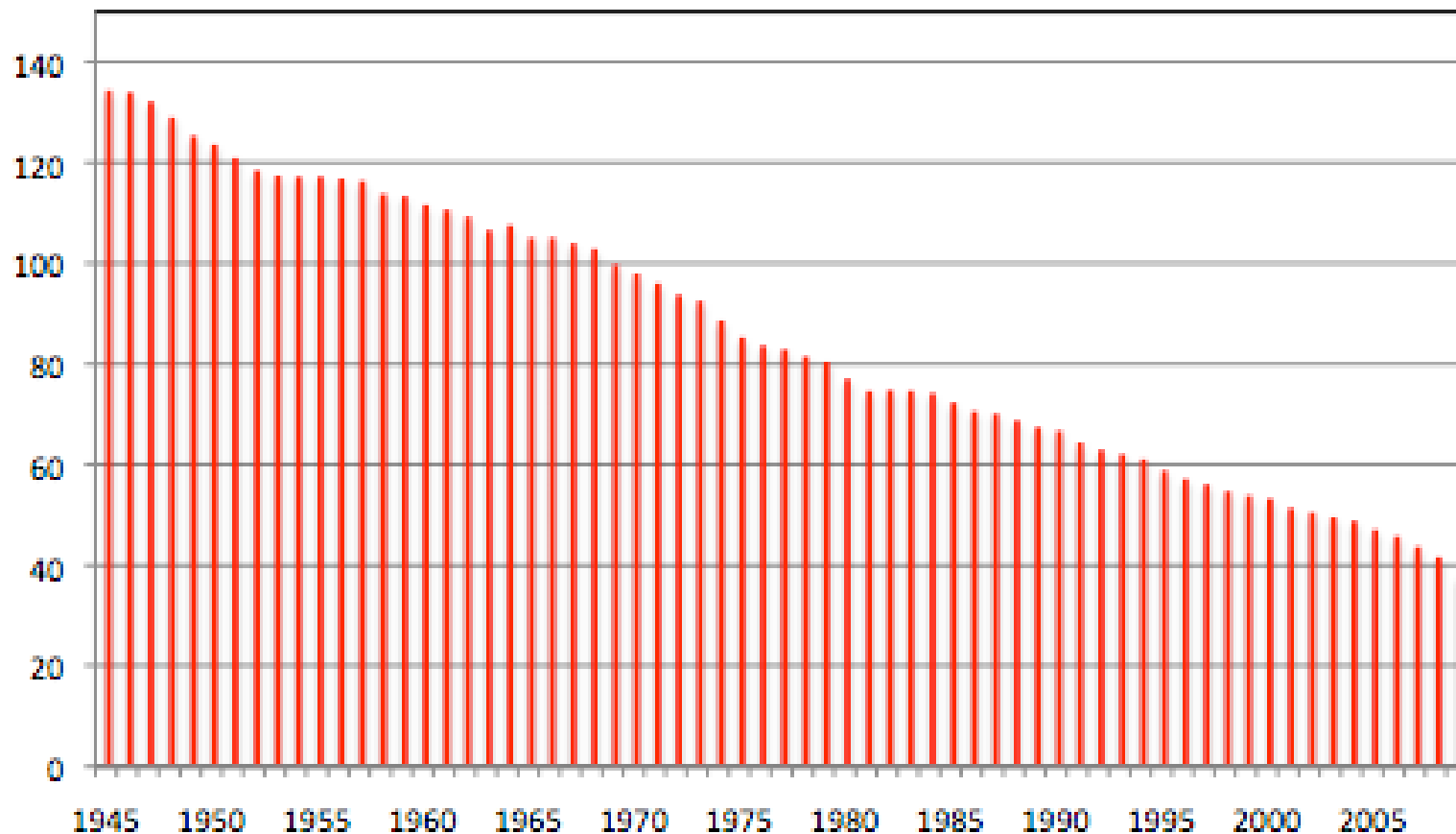
This doesn't mean we're anti-digital
or that we have our heads in the sand.

I run a software development firm
dedicated to reinventing newspapers online.

And we know all about print declines.
We just think it's time to realize that print
is broken, not dead.



Newspaper circulation per 100 households



We believe print can be done better.
We've been anti-reader in every decision
we've made in recent years.

Our work redesigning print newspapers
proves that declines can be stopped or reversed.

Print can be fixed and even grow.
So don't abandon it.
Let's blow it up.
Let's get it right.



Our initial report
was just the beginning.

We're going to get the newspaper industry
to refocus on fixing print.

You'll hear more from our group soon.
Now let's just do it!



Tip #1

Market print
like you believe it!

25
ways
to improve your
print products in
2016

[illegible]

**In LOVE there is
no room for
JEALOUSY**

(Get him his own paper.)

**BUY ONE SUBSCRIPTION,
GET ONE FREE FOR YOUR SWEETIE!**

*Name1: _____ Name2: _____
 Address1: _____ Address2: _____
 Phone1: _____ Phone2: _____


☐ (Circle One) Renewal ☐ Subscription

Method of Payment: Cash _____ Check # _____
 Visa _____ MC _____ AmEx _____ Card # _____ Exp: _____

\$30 for 52 WEEKS!

Gulf Breeze News
 YOUR COMMUNITY NEWSPAPER
 (850) 932-8986

8986 www.gulfbreezenews.com

The background is a complex, abstract composition in shades of blue. It features a large, 3D-rendered dollar sign (\$) in the lower-left foreground. Overlaid on this are various geometric elements: a series of concentric, semi-transparent circles, a network of thin white lines connecting small dots, and several rectangular frames of varying sizes. The overall effect is one of modern technology and finance.

But look at our audience. It's amazing!

Print is for smart people.
Print is for home owners.
Print is for wealthy people.
Print is for successful people.

If we ever got this right,
every person would want to
buy a newspaper and carry it around
just to look smart and successful.

People going on job interviews would make sure
there was a newspaper sticking out of their
briefcase as they entered the interview room.



Look at our experience.

Reading a newspaper is engaging.

Reading a newspaper is a change of pace.

Reading a newspaper is quiet.

Reading a newspaper is tactile.



Look at our value.

Reading a newspaper is fun.

Newspapers can teach you things,
improve your life and help you grow.

Newspapers can save you money.

Newspapers help you shop smarter.



FRIDAY'S LIFE AND MARKETPLACE:

HOME, GARDEN AND FASHION

We're all looking for ways to pad our nest (and our closets), but who has the time to do it — let alone keep tabs on the latest trends and ideas? We'll hunt for those time- and money-saving tricks and keep you on top of what's in, both inside and outside your home. And if you find you still need help, connect with gardeners, home stores, handymen and more in our new Essential Marketplace.

FRIDAY'S LINEUP

A Section

The day's biggest local, regional and national news on the front page.

Pages A2-A3: Catching up on the news.

Local news followed by Idaho and the West, Nation/World and Opinion.

B Section

Sports, Outdoors page and Business (Weather on the inside back page).

C Section

Life and Marketplace, comics, puzzles and advice, the themed Essential Marketplace, things-to-do calendar, death notices, obituaries, classifieds and legal ads.

Friday's paper also includes Scene, our weekly section on arts, entertainment and things to do in Boise and beyond.

CAN A NEWS PAPER SAVE YOU TIME?

We think it can!
Check out the
UPDATE
on Page One!



SATURDAY'S LIFE AND MARKETPLACE:

MONEY

How do I manage my 401k? When should I get back into the stock market? Is that 50-inch plasma TV worth the cost right now? We all ask these questions every day. On Saturdays, look for answers here — with all the advice you expect from our weekly Pocketbook section, plus more on how to make smart decisions on big-ticket purchases. And in the new Essential Marketplace, find the financial experts you need to live life to the fullest now and prepare for what's next.

CAN A NEWS PAPER SAVE YOU MONEY?

We think it can!



SATURDAY'S LINEUP

A Section

The day's biggest local, regional and national news on the front page.

Pages A2-A3: Catching up on the news.

Local news followed by Idaho and the West, Nation/World and Opinion.

B Section

Sports, Outdoors page and Business (Weather on the inside back page).

C Section

Life and Marketplace, comics, puzzles and advice, the money-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.

YOU ASKED FOR HELP

Why these big changes in Life? We talked to folks all around the Valley and this is what we heard: Help us get organized! Tell us what we need to know right now to save money and time, live healthier lives, take care of our homes and families and make better spending and investment decisions.

You got it!

SUNDAY'S LIFE AND MARKETPLACE:

GREAT STORIES AND IDAHO ARTS



We all like a great story — especially when it's about the people who make the Valley and Idaho unique. And nobody does that better than Tim Woodward. Look for him on Sundays, plus other great reads and Dana Oland's coverage of the Valley's thriving arts scene. Sunday's paper also includes Insight, brimming with opinions and editorials from Boise and beyond.

SUNDAY'S LINEUP

A Section

The day's biggest local, regional and national news on the front page.

Pages A2-A3: Catching up on the news.

Local news followed by Idaho and the West, death notices and obituaries.

B Section

Nation/World and Insight (Weather on the inside back page).

C Section

Sports, Outdoors page.

D Section

Life and Marketplace, puzzles and advice, classifieds and legal ads.

Idaho TV, Parade Magazine and Sunday comics also are in Sunday's paper.

Idaho Statesman

The Newspaper of the Treasure Valley
BOISESTATESMAN.COM

WELCOME TO YOUR NEW IDAHO STATESMAN

Your guide to the
Idaho Statesman's new
look and new features.



MONDAY'S LIFE AND MARKETPLACE:

HEALTH

Everybody wants to live a healthier life — and every Monday, we'll gather suggestions from medical professionals and experts in Idaho and around the country. Our new Essential Marketplace will give you a chance to find great local doctors, health food stores, fitness centers and more.

MONDAY'S LINEUP

A Section

The day's biggest local, regional and national news on the front page.
Pages A2-A3: Catching up on the news.
Local news followed by Idaho and the West, Nation/World and Opinion.

B Section

Sports and Business
(Weather on the inside back page).

C Section

Life and Marketplace, comics, puzzles and advice, the health-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.

The new Statesman will give you a refreshed **PAGE 1 "UPDATE"** with a guide to the newest and most useful content in the paper. Our new themed **LIFE AND MARKETPLACE** section will give you the tips and ideas you need to get organized and save time and money every day — plus the best place for local businesses to connect to Valley consumers. We'll tell you every day how to Get Organized, Get Going or Get Involved.



TUESDAY'S LIFE AND MARKETPLACE:

FAMILY AND HELPING

It's tough to raise a family, but you don't have to do it alone. Our families team will answer the questions moms and dads face every day. We'll also keep you up to date on news from Treasure Valley non-profits and volunteers. In our new targeted calendar listings, check Tuesdays for kids' events, great local opportunities for learning and (hopefully) never miss a sports sign-up deadline again.



TUESDAY'S LINEUP

A Section

The day's biggest local, regional and national news on the front page.
Pages A2-A3: Catching up on the news.
Local news followed by Idaho and the West, Nation/World and Opinion.

B Section

Sports and Business
(Weather on the inside back page).

C Section

Life and Marketplace, comics, puzzles and advice, the family-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.

Our themed Life and Marketplace section is an outgrowth of our conversations with readers and advertisers about how we can help them save time and money. Are you a business owner looking for a new, inexpensive way to reach busy customers? To participate or find out more, call an Idaho Statesman sales representative at 208-377-6333.

WEDNESDAY'S LIFE AND MARKETPLACE:

FOOD

Here you'll find all the same great recipes and stories we've run on Wednesdays for years — but with one crucial difference: Food Matters. Find great local pies (like grandma used to make), connect with local farmers and producers, and keep an eye out for your next favorite lunch spot.

WEDNESDAY'S LINEUP

A Section

The day's biggest local, regional and national news on the front page.
Pages A2-A3: Catching up on the news.
Local news followed by Idaho and the West, Nation/World and Opinion.

B Section

Sports and Business
(Weather on the inside back page).

C Section

Life and Marketplace, comics, puzzles and advice, the food-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.



CAN A NEWS PAPER HELP YOU EAT HEALTHIER?

We think it can!



THURSDAY'S LIFE AND MARKETPLACE:

IDAHO OUTDOORS



Roger and Zimo won't miss a beat as they move the weekly Idaho Outdoors section into an expanded Thursday Life. And, thanks to the new Essential Marketplace, local outfitters, bait shops, outdoors stores and more will have an affordable way to reach out to outdoors types around the Valley.

THURSDAY'S LINEUP

A Section

The day's biggest local, regional and national news on the front page.
Pages A2-A3: Catching up on the news.
Local news followed by Idaho and the West, Nation/World and Opinion.

B Section

Sports and Business
(Weather on the inside back page).

C Section

Idaho Outdoors, comics, puzzles and advice, the outdoors-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.

CAN A NEWS PAPER HELP YOU GET ORGANIZED?

We think it can!



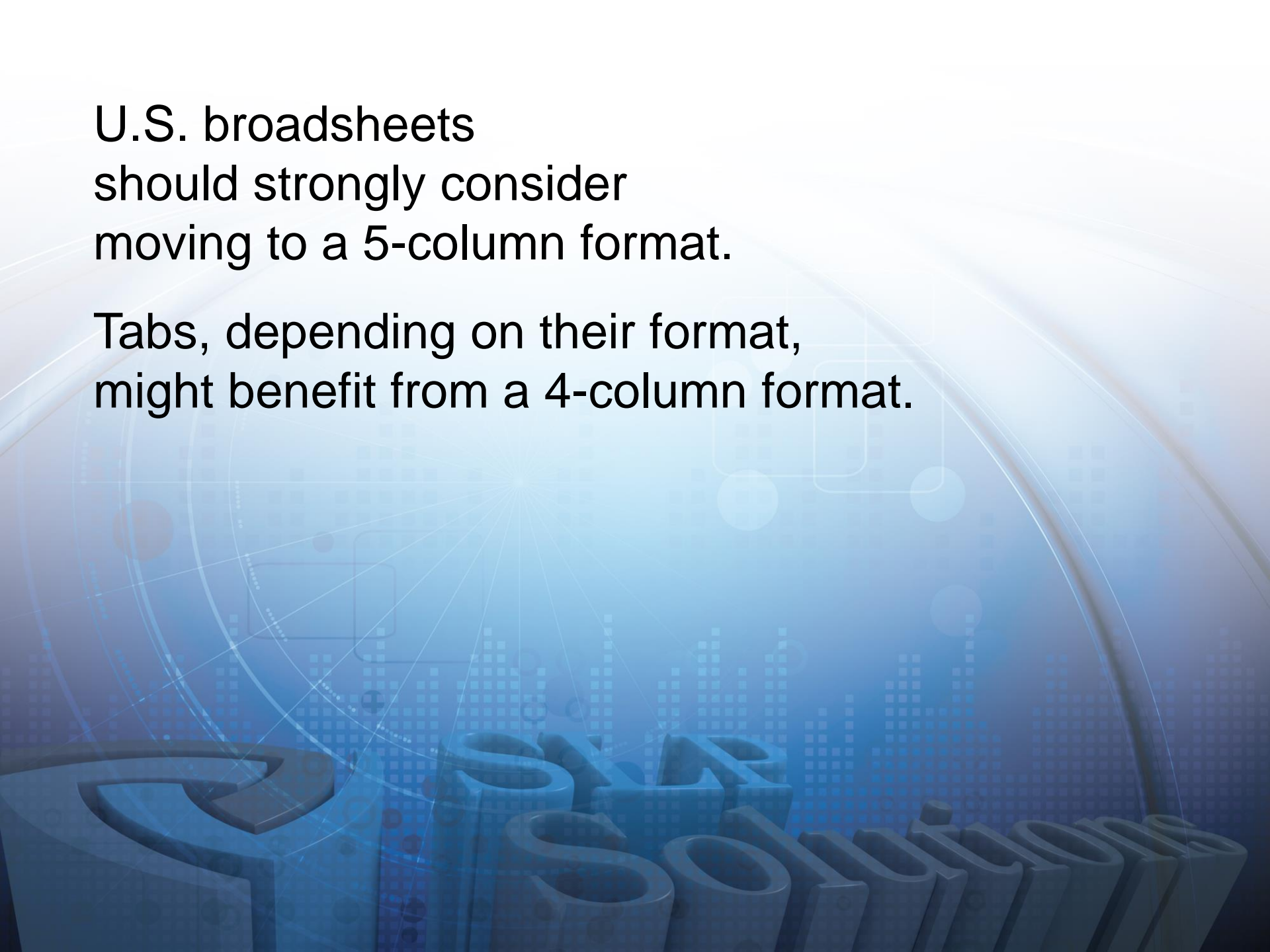
Tip #15

Switch to
five columns.



U.S. broadsheets
should strongly consider
moving to a 5-column format.

Tabs, depending on their format,
might benefit from a 4-column format.



Wider columns are dramatically better for reading.

WIDE COLUMN

**She went to the store
to buy milk for the
kitten
she found on the patio.**

NARROW COLUMN

**She went to
the store to
buy milk for
the kitten she
found on the patio.**

Our narrow columns and tiny gutters
have really damaged the reading experience.

Narrow columns slow reading speed
by between 30% and 60%.

Studies indicate that narrow columns make
readers tense and cause them to skip words and
misunderstand passages.



Crisp, sweet holiday cookies that are just a bit healthy

BY SARA MOULTON
Associated Press Writer

I was a happy little butterball when I was a kid. Sweets were my thing, desserts in particular. And chocolate desserts most of all. The one exception to the rule? My grandmother's oatmeal cookies.

They were sweet, of course, but also lacy and crispy. Back then I didn't know or care that oatmeal cookies were a healthier choice than most other treats (thanks to the oats, which are a concentrated source of fiber and nutrients). But healthfulness alone has never done it for me.

During my hippy days, I was well aware of the nutritional benefits of granola cookies — which are, in essence, soft oatmeal cookies stuffed with dried fruit and nuts — but they struck me as more like medicine than dessert. Besides, I missed the crispiness of my grandmother's version.

This is an embellished rendition of Grandma Ruth's cookies. We start with a pure base: oatmeal, butter, white sugar, a whole egg and vanilla extract. No low-fat ingredients. I firmly believe that a modest serving of a



THE ASSOCIATED PRESS

Chocolate Orange Lace Cookies are made with oatmeal, butter, white sugar, a whole egg and vanilla extract.

full-fat, full-sugar dessert is more enjoyable than a larger serving of something with no fat or fake sugar.

In a festive nod to the holidays, I've spruced up the basic recipe with chocolate and orange, a combination that plays beautifully together. Bittersweet chocolate chips are my chocolate of choice, but you're welcome to substitute chopped bittersweet chocolate or semi-sweet chocolate chips.

Also, they'll stay fresh for several weeks

if you prefer.

If you're not the most accomplished baker, but like the idea of whipping up a homemade treat for family and friends during the holidays, these are the cookies for you. They're so easy that even my husband could make them. And yet they come off more like a specialty item from a fancy bakery than a prosaic little oatmeal cookie.

Also, they'll stay fresh for several weeks

in an airtight container at room temperature, which allows you to keep eating when your guests and the holidays are gone, but your cravings remain!

CHOCOLATE ORANGE LACE COOKIES

Start to finish: 50 minutes (30 minutes active)

Yield: 2 dozen cookies

2 tablespoons unsalted butter, softened
1/4 cup plus 3 table-

spoons sugar
1 large egg
1 teaspoon vanilla extract
1 tablespoon freshly grated orange zest (about 1 orange)
1 1/4 cups rolled oats
1 teaspoon double-acting baking powder
1/8 teaspoon table salt
1/2 cup bittersweet chocolate chips

Heat the oven to 350 F. Line 2 baking sheets with kitchen parchment.

In a medium bowl, use an electric mixer to beat together the butter and sugar until the mixture is light and fluffy, about 3 minutes. Add the egg, vanilla and orange zest, then beat until light and fluffy, about another 4 minutes. In another medium bowl, mix together the oats, baking powder and salt. Add the dry ingredients to the wet ingredients and beat just until combined. Stir in the chocolate chips by hand.

Scoop the dough a tablespoon at a time onto the prepared baking sheets, arranging them about 2 inches apart and about 12 per baking sheet. Use the back of a spoon to lightly press down on each mound to slightly flatten it. Bake the cookies, one sheet at a time, on the oven's center rack until the edges are browned, 8 to 10 minutes.

Transfer the cookies to a wire rack immediately and let them cool completely.

Nutrition information per serving: 50 calories; 25 calories from fat (50 percent of total calories); 3 g fat (1.5 g saturated; 0 g trans fats); 10 mg cholesterol; 7 g carbohydrate; 1 g fiber; 4 g sugar; 1 g protein; 40 mg sodium.

Holiday cookies that are just a bit healthy



THE ASSOCIATED PRESS

Chocolate Orange Lace Cookies are made with oatmeal, butter, white sugar, a whole egg and vanilla extract.

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1/4 cup plus 3 tablespoons sugar
1 large egg
1 teaspoon vanilla extract
1 tablespoon freshly grated orange zest (about 1 orange)
1 1/4 cups rolled oats
1 teaspoon double-acting baking powder
1/8 teaspoon table salt
1/2 cup bittersweet chocolate chips

Directions

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Transfer the cookies to a wire rack immediately and let them cool completely.

Nutrition information per serving: 50 calories; 25 calories from fat (50 percent of total calories); 3 g fat (1.5 g saturated; 0 g trans fats); 10 mg cholesterol; 7 g carbohydrate; 1 g fiber; 4 g sugar; 1 g protein; 40 mg sodium.

Ideal column widths are between 12 and 18 picas.

If you won't go to five columns, a baby step would be to go ragged right, increasing gutter width and eliminating gaps between words.

Or modular, six-column ad stacks would create cleaner pages and allow editorial to go mostly five columns. And you can do 5-column section fronts.



Bad typography hurts, too.

Many papers suffer from horrible typesetting because there isn't anyone left who understands how to set type.

Big gaps between words dramatically slow reading speed, too.

Thin fonts with small x-heights are also a problem.



Good type saves space and improves reading speed.

10.5/11

“Concern for global food demand is greater now than even a year ago,” Fixen said. “This is a complex issue. But that is our challenge.”

Fixen said that original reports indicated the earth’s population would reach nine billion by 2050. New reports predict that the number will be 9.6 billion. The population peak also was bumped up from 10 billion to 11 billion people.

The green revolution in the 20th century, Fixen said, re-volved around inputs. Changes in yields occurred due to new seeds, fertilizers, agriculture chemicals and more.

9.5/10.5

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The 21st-century green revolution, on the other hand, likely will revolve around knowledge and new manage-

Tip #18

Modernize
Classifieds
for a web-based
world.

25
ways
to improve your
print products in
2016

Our research shows classifieds
have a bad rap.
Cluttered. Used.
Unsophisticated.



59% of adults said they would use the classifieds more if the ads had photos.

That number jumped to 75% for those under 34.

More sophisticated color would help as does linking classifieds back to content in new ways.





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9 lines

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THR blue 90c-65m-20y-30k	THR red 25c-100m-100y-0k	THR tan 0c-12m-25y-10k	THR green 15c-15m-0y-20k
			
THR blue 25%	THR red 25%	THR tan 25%	THR green 50%

Borders

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.5-point box,
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Photo by JEE JOHNSON • See List: Chefs & More

Avocados can be seasoned in a variety of ways, but the most popular during the Super Bowl on Sunday will be guacamole.

Super Bowl party MVP: THE AVOCADO

BY JAMIE WHITE

AVOCADO: THE MVP

Super Bowl Sunday is one of the biggest days of the year for avocado consumption. It has even been referred to as Super Bowl avocado day. The creamy and beautiful fruit — yes, it's a fruit — can be served in a variety of ways, but the most popular during the game will be guacamole.

If you're in what you're lacking, we have an award-winning recipe for a Chablis Chicken in Mono Bay, Calif., which is the Chablis Chicken at the Bay Area's Mono Bay & Margarita Festival. The night away guacamole is a trend weekly at Chablis Sunday brunches. Chablis co-owner Zacy Andres credits employee Timmie Ruvell for the recipe.

If guacamole isn't your thing, we have a few other recipes that should satisfy any game of a Super Bowl soiree.

TIPS FOR PERFECT AVOCADOS

- Avocados are best firm, almost to the point of being too firm.
- Avocados give a little when pressed.
- Avocados will not ripen when stored in the fridge.

Sous chef Robert Smith of Sacramento's Monrovia Inn in Paso Robles, Calif., shares his avocado and olive oil recipe. And chef Paul Geron of Sacramento, Calif., provided a recipe for black bean and avocado spring rolls.

So pick up some tortilla chips, twigs a guacamole, some parties avocado and get busy cooking. After all, Super Bowl Sunday isn't just about football — it's also about fabulous finger foods.

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Farm Bureau of Alamance County is proud to sponsor the 4th agricultural experience. This is a great opportunity to learn about locally produced goods. The experience includes a free tour of seven area farms and agricultural providers, followed by a "Taste of Alamance" dinner.

Tour stops include Marlette Daylily Gardens, Tri-County Veterinary Service, Jones Greenhouses, Peregrine Farm, McBane Farm, Willard Dairy Farm and Bolick Farm.

Tours run from 1 to 6 p.m., with dinner at the Old Eli Whitney Fire Department at 6:15. A gospel sing will follow dinner.

The tour is free. Dinner costs \$5 per person (children under 12 are free). Tickets are available at all Alamance County Farm Bureau locations. Call Linda at (336) 226-2477 for more info.

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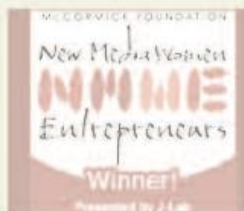
My New Year's Resolution

At the acorn drop on New Year's Eve, a tree growing new leaves in the day



Get rid of garbage & food scraps, yard trimmings frequently until the

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print and web win.



Tip #9

Rethink
your refers.

25
ways
to improve your
print products in
2016

Step one:

Pick stories for
your newsstand audience!



Refers should grab the attention of non-readers and occasional readers who, by definition, are not interested in the stories we write for readers and run on our section fronts.

Single copy buyers have very different interests.



Compared to our subscribers, single copy buyers are more likely to be:

- Poorer.
- Transient.
- Renters.
- Younger.
- Minorities.
- Less educated.
- Parents of small children.
- Retired.



Single copy buyers are more likely to be interested in these kinds of topics:

- Relationship issues.
- How to get along. Dating.
- Pregnancy and child care.
- Health issues. Staying fit. Health care costs.
- Pocketbook issues. Saving money.
- Education issues. Pre-school. Junior colleges.
- Things to do. Entertainment. Celebrities.
- Odd stories. Amusing or quirky stories.

Creating refers that sell:

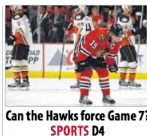
- Don't use a fixed template. Mix it up.
- Refers aren't headlines, they are marketing!
- Make them about the buyer!
- Use words like your, our, save, best, top ten, favorite, win, etc. Use numbers, too: 10 trips, 5 secrets, 12 tips.
- Don't be vague or cute. Refers need to be clear.
- They should be actionable. This paper will help me do something, learn something, earn something or get better.
- They have to be interesting! Being local is much less important than being interesting. Would you pay \$1 to read that story?



14 simple ways
to be healthier
every day
LIFE B3

Wednesday, May 27, 2015

THE DAILY JOURNAL



Can the Hawks force Game 77
SPORTS D4

Bourbonnais schools shuffle principals amid budget cuts

BY JON KREMER
jkremer@journal.com
815-837-1310

Principals will be playing musical chairs in Bourbonnais Elementary School District 33 as administrators are assigned to new schools this summer — and one position is cut.

In total, two school administrators are leaving the district, two are moving between schools, one is being promoted and one is being hired. All are either principals or assistant principals.

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"It's a domino effect," Hollowell said. "We've reduced teachers and secretaries and custodians, and it's time to make a cut in administration."

In addition to state funding cuts, the district has seen enrollment dip from an all-time high of 2,700 students in recent years to 2,400. Hollowell attributes the dip to the end of the housing boom.

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S-A-M-A-R-I-T-A-N

Bourbonnais teen advances in national bee

by Jon Kremer

Eric Kermagall is off to a good start. The 14-year-old, eighth-grader at Bourbonnais Upper Grade Center, spelled "Semantism" correctly in the second round of the podium at the 2015 Scripps National Spelling Bee in Washington, D.C., this morning.

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The finalists will be announced at noon Thursday, and the championship finals, which will be televised by ESPN2, will take place from 7 to 9 a.m.

Eric is the son of Dr. Daniel and Shalika Kermagall, of Bourbonnais. His mother in Washington was paid for by The Daily Journal, a long-time sponsor of the regional bee.

Heartbreaking loss sends Manteno home



Members of the Manteno soccer team watch the seconds tick away during their Class 1A Super sectional loss to St. Thomas More Tuesday evening at Lewis University in Romeoville. Four regional championships, four sectional championships, four elite eights, coach Kevin Mikule said. "The list can go on and on. Honestly, you can look through the state. I'm not sure who has won more. I thought we were going to get back down there. I really did."

Full story in Sports, D1.

It started with tamales

How Isidro's went from almost broke to planned expansion

BY LUISANGEL RODRIGUEZ
Special to The Daily Journal

It was a rough start for Isidro's, the restaurant on West Station Street, about the size of a two-car garage, had days where it only would sell \$10 worth of food.

Francisco Isidro Martinez, the owner, said he had the thought of closing the restaurant, but he was always a big believer in the U.S. dream.

He believes in the U.S. dream, and he's always been a hard worker. He's always been a hard worker, and he's always been a hard worker.

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"When you open a business, you need to be consistent and have lots of faith in what you're doing. From the beginning, I told myself that this was going to work, but we had to suffer first."

—FRANCISCO ISIDRO MARTINEZ
ISIDRO'S TAMALES AND TAQUERIA OWNER

the taqueria's five-year anniversary. Isidro's Tamales and Taqueria began, as many restaurants do, with what the owner described as a long-term dream.

Martinez, who is from Chicago, was looking for a spot to sell his food. He believed in the U.S. dream, and he's always been a hard worker.

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we lost money," Martinez said. The turnaround began after the restaurant's tamales earned second place in its first appearance at Chicago's Feria del Tamales in 2012, a competition that showcased some of the best Chicagoan-made tamales and other food items.

Martinez's main began making tamales in his basement with the help of his three children. He believed in the U.S. dream, and he's always been a hard worker.

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GIRLS SOCCER

Heartbreaking loss sends Manteno home



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Full story in Sports, D1.

HEALTH

The low back pain fix that's catching on

For some, the problem is all in the hips

BY DENNIS THOMKA
dthomka@journal.com
815-837-1384

EDITOR'S NOTE: Yesterday we brought you the story of a Riverside Medical Center nurse who suffered from debilitating back pain with little respite in sight. Here's how he eventually overcame it.

Kankakee-based neurosurgeon Dr. Charles Harvey is one of a small group of doctors who now recognize that Americans have been thinking in the wrong place to find a cure for low back pain.

His first couple of months, the restaurant on West Station Street, about the size of a two-car garage, had days where it only would sell \$10 worth of food.

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BOURBONNAIS SCHOOLS

Principals shuffled amid budget cuts

BY JON KREMER
jkremer@journal.com
815-837-1310

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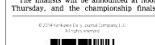
Eric is the son of Dr. Daniel and Shalika Kermagall, of Bourbonnais. His mother in Washington was paid for by The Daily Journal, a long-time sponsor of the regional bee.



BURGULARS SHARE TIPS OF TRADE
IN VIDEO A10

MEDIA HEADS RULE RANKS
OF BEST-PAID CROSS C1

WILMINGTON TAKES DOWN NO. 5 BECHTER
D1



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SPORTS B1

Monday, June 1, 2015

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Cubs keepsake

NLCS schedule • Team photos • Your 'W' flag

Do you own a piece
of \$2.4B in unclaimed
money in Illinois? B1

Finding the perfect seat to take in Manteno's flea market



Grace Gilbert, 4, right, of Oak Lawn, sits on her 2-year-old sister Gwen's lap as they try out different chairs with friends Audrey Kakuai, 5, of Manhattan, left, Saturday at the Saturday Sun's vendor during the inaugural day of the Flea Market on Second Street in Manteno. The flea market runs on Saturday this summer, from 9 a.m. until 3 p.m. through August.

Coming this summer: Rauner versus Democrats

Republican governor
taking fight
straight to voters

BY ANDREW BURNETT
and JASON VANDER
HOEVE

SPRINGFIELD — The increasingly nasty feud between Gov. Bruce Rauner and majority Democrats is about to spill from the Illinois capitol to voters' mailboxes and televisions, as the media landscape unleashes a multimillion-dollar campaign against lawmakers he claims are antagonistic over the state budget and his political agenda.

The embittered, more experienced Democratic leaders — who say they were warned by Rauner of the coming campaign — began posting back Sunday Senate President John Cullerton, said GOP lawmakers are being "lured away by the siren song of Gov. Rauner's campaign cash," hindering compromise.

We find ourselves trying to work with a governor who continues to run campaign rallies that the state that elected him," the Chicago Democrat said. "Rather than roll up your sleeves and work on solutions, he's dictating demands and threatening those who defy him."

Majority Democrats in the General Assembly approved a \$96.3 billion spending plan they say preserves Rauner's request to essential programs. They acknowledge

What lawmakers left, accomplished this spring session

Illinois lawmakers wrapped up their scheduled spring session Sunday, and while the Republican-led General Assembly passed a spending plan that is \$3 billion out of balance, Democrats Gov. Bruce Rauner has said he won't sign anything he considers "a tax bait, a phony budget, an unbalanced budget." Lawmakers will begin a summer overtime session as soon as Thursday, when the House reconvenes. The Senate returns June 9.

As a summer showdown looms between Democrats in the Legislature and Rauner over just how much the state should spend on what, here's a look at the Legislature's actions, or lack thereof, this session.

BUDGET Both Democratic chambers approved a \$96.3 billion proposal for the fiscal year that begins in July. The budget plan contains sharply with the plan unveiled in February, setting up a major test of the newly divided government.

The flat spending on the Medicaid health program for the poor and payments to local governments contrast with Rauner's proposals

to cut state funding for Medicaid by \$1.5 billion and local governments by roughly \$600 million. The governor had also proposed cutting public universities' individual budget by roughly 31 percent. The Democratic plan would place 6.5 percent cuts on public universities next year. The budget also calls for flat spending on public safety and an increase to spending on elementary and secondary education.

Illinois Democrats' budget calls for spending more than \$3 billion beyond what the state anticipates bringing in, setting up a showdown with Rauner, who has insisted that pro-business reforms accompany any tax hike.

RAUNER AGENDA Illinois Democrats agreed to give some of Rauner's priority reforms a platform this week but voted them down in an exercise that could further fuel the standoff.

Among the measures are bills to impose term limits for state lawmakers, freeze local property taxes across the state and make workers' compensation insurance less costly for employers.

TO DO DO, JUNE 1 Rauner's agenda includes a "rough summer," but reintroducing his pledge to meet anywhere, any day to resolve the differences.

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In tiny Cabery, a food truck emerges

BY ROBERT TENER
Pittsburgh Courier
B5-95-108

A bread spanning new bright orange food trailer is a sight you might least expect to see on Main Street in Cabery, a country village of 20 on the northeastern edge of the Ford County panhandle, 25 miles southeast of Karlov.

But Cheryl Weaver, of Cabery, a food service veteran, has opened her "Grand Prairie Station" food truck there for breakfast and lunch on weekdays since April 13. She plans to add Saturdays on June 20, and to continue until November.

She's up with the dawn, and opens for breakfast at 6:30, offering biscuits and gravy, egg sandwiches, banana or apple pie topped with toast for \$2.25 to \$3.25 and two biscuits with butter and jam for \$1.75.

FOOD TRUCK, JUNE 1 She's up with the dawn, and opens for breakfast at 6:30, offering biscuits and gravy, egg sandwiches, banana or apple pie topped with toast for \$2.25 to \$3.25 and two biscuits with butter and jam for \$1.75.

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Is it OK to pray for the Cubs?

Not really. But if you're gonna do it, here's how

BY DENNIS YONKHA
Sports Illustrated
B5-95-108

It might be assumed that Cub fans would have given up on the notion of a living God. Since a merciful Lord wouldn't have wasted more than a century to deliver them from the misery of Todd Helton, Ernie Broglio, Milton Bradley, Larry Hawkins, Brian Bremer and a host of other players who broke the hearts of loyal fans during the decades of frustration.

Jesus fans conclude, though, that the team's recent success in the National League Division Series has reignited their passion, a passion that borders on religious fervor. They might not truly admit it, but there have been more than a few prayers offered for those long balls by Scherzer, Anthony Rizzo and other Cubs are turning prayers of supplication and prayers of thanksgiving.

Baseball fans Dan Dan, for example, said he has no

to help Dexter Fowler make a running catch, or to guide Miguel Montero's snap throw to first base. We asked some area clergy and experts.

THE REV. ROBERT DUNDON, Good Shepherd Lutheran Church, Bushwood "In all things we pray. This will not be done." But in the religious situation, we pray that God will not do anything that will bring out the best in our players.

We ask that our prayers enable those natural gifts that are the most treasured gifts of God.

So, really, it is right to ask the Lord to put some extra money in John A. Vanecko's mailbox.

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The Cubs, who earned the second wild card this year, defeated the Pittsburgh Pirates and then their arch enemies, the St. Louis Cardinals. The unexpected success might send more than a few fans back to church.

UPDATE: KANKAKEE PARKS

Despite promises, another audit deadline missed

District still working to straighten out its financial records

BY JON REYNOLDS
Journal-Special
B5-95-108

The Kankakee Valley Park District missed another deadline to submit a mandated audit of its finances, despite assurances from park district officials that it would be completed by Oct. 1. For the past three years, the district has been unable to account for part of the money it has collected or spent, resulting in years of failed audits.

The Daily Journal highlighted the problems in the Oct. 3 Week-End Edition. Three park district officials told the newspaper the audit would be submitted by the state's Oct. 9 deadline and clear up years of sloppy bookkeeping.

But Carter, spokesman for Illinois State Comptroller Leslie Nease, said the district did not in a mandated financial report by the deadline but is yet to submit the audit, which verifies numbers included in the report and promotes the district's expenses are legitimate. He said the park district's auditing firm "has been in contact with our office to keep us apprised of their progress."

SEE AUDIT, PAGE A3

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Illinois Gov. Bruce Rauner speaks at a news conference in Chicago on Monday, already challenging legislative session has given more trouble to Democrats and Republicans have begun targeting lawmakers with campaign-style rallies. TV ads and new multimillion-dollar political committees.

Illinois Speaker of the House Michael Madigan, 2, Chicago, right, speaks to Rauner in the House chambers on Feb. 16, at the state capital in Springfield. The Legislature adjourned on Sunday.

WATCHDOG FINDS EX-NAZIS GOT \$20.2M IN SOCIAL SECURITY
A6

TRYING TO GET OUT OF DEBT? SLOW AND STEADY WINS THE RACE
A4

9 MEDAL DESPITE LIGHTNING DELAYS, HUMID CONDITIONS AT THE USA BOYS STATE TRACK AND FIELD FINALS
B1

DEBATE ABOUT GUN VIOLENCE NOT OVER
B3
Toss a shell in a Victorian parade
B3
Holloway can be more than books of hollow candy
D2
Pittsburgh Pirates
B5-95-108

Randy Van Fossan
FSS, LUTCF
815-932-3000



Running a business is time consuming. Insuring your business shouldn't be.

SEE SALES TAX, PAGE A3

SEE SALES TAX, PAGE A3

SEE SALES TAX, PAGE A3

SEE SALES TAX, PAGE A3



FAMILY OWNED SINCE 1903

DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | WEEKEND, OCTOBER 24, 2015 | S2

Are the football
playoffs in your
school's future? C1



3,000 local jobs are just
waiting for applicants B1

FATAL ACCIDENT

Wilmington touched by tragedy again

'Great role model' school's
latest fatal crash victim

BY JON KRENEK

jkrenak@daily-journal.com
815-937-3370

The Wilmington Wildcats took the football field Friday evening with one less person to fly the team's flag. It's a loss being felt deeply at the high school.

Since Tuesday, the high school has mourned the death of Cory Ann Tebbens, 14, a member of the color guard who had touched students there even in her first year as a freshman. Tebbens' death followed a tragic automobile crash on Tuesday as her 16-year-old brother drove her to color guard practice.

Tebbens' 16-year-old brother remains in stable condition at Loyola Medical Center in Maywood. The crash occurred on Stevens Road in rural Wilmington when their vehicle left the gravel roadway and struck a tree at 5:20 p.m. The crash is under investigation to determine exactly how it occurred.

"She was a great student and a great role model for the other students," said Kevin Feeney, Wilmington's principal. "She took her grades seriously and had a large group of friends. She will be missed."

As a freshman, Tebbens had just made the high honor role for earning straight A's on her first report card. She was also an enthusiastic member of the color



Photos courtesy of Dennis Baron

Three youngsters dangle their feet in the water while sitting on a bench where this summer's huge amounts of rain contributed to the flooding of a park in Kankakee's Historic Riverview District.

ALDERMAN PHOTOGRAPHER

Keeping a creative eye on his town



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DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | TUESDAY, OCTOBER 20, 2015 | \$1

**The 5 questions you need
to ace on a job interview** A6

**Did you know
dogs are from
Central Asia?** A8

WOULD YOU DO THIS?

The hardest part about being 'naked and afraid'

Local mom took
survivalist challenge
— and home won

BY DENNIS YOHNKA
dyohnka@daily-journal.com
815-937-3384

Her family prepared her for this, and her family brought her home.

Andrea "Annie" Foley — a 38-year-old Essex wife, mother, farmer, rock climber and runner — lasted just four days on the cable TV hit show, "Naked and Afraid." But the story of her adventure goes back decades, and has not ended with her return to the fields for the fall harvest.

The Discovery Channel show now in





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DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | MONDAY, OCTOBER 26, 2015 | \$1

The diet tricks
to keep your
brain younger A6

How challenging will Round 1 be?

Check out our prep football playoff preview B1

FINDING LUCK

Are you going to Indiana to play Lotto?

Budget mess pushes
players – and their
money – next door

BY SOPHIA TAREEN

The Associated Press

CHICAGO — Even buying lottery tickets in Illinois is losing its charm.

With Illinois delaying payouts of more than \$600 because of its budget mess, neighboring states are salivating at the chance to boost their own lottery sales. Businesses near borders, particularly in Indiana, Kentucky and Iowa, say they've already noticed a difference.

The Lottery problems stemming from Illinois' budget impasse have led to a lawsuit and come amid questions about Illinois revenues and a shake-up in lottery management.

Here's are some things to know about the situation:

LEAVING ILLINOIS

Many gas stations, smoke shops

PET CARE



Daily Journal/Mike Voss

John Becker and his daughter, Blair, with their dogs, Jack and Payton at their home in Bradley. The two now run a dog treat business founded by John's sister Karen. It recently was showcased on the TV show "World's Greatest!"

Is US 'drunkest country in the world?' C3

3 tips to earn extra cash before Black Friday A6

Could Royal play when the Bears hit the field Sunday? D4



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DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | FRIDAY, OCTOBER 16, 2015 | \$1.00

FRIDAY NIGHT LIGHTS



Herscher varsity football coach Dan Wetzel watches his players' performance during a drill at practice. Wetzel, a 1981 Herscher High School and football team alumnus, is one of five local coaches who now coach at his alma mater.

NOT LOVIN' IT

Where the heck is my biscuit sandwich?!

McDonald's promise fails Buckingham man

BY DENNIS YOHNKA

djohnka@daily-journal.com
815-937-3384

Sometimes, a person just has to have a sausage, egg and cheese biscuit breakfast sandwich from McDonald's. And — for Don Rutan, of Buckingham — it doesn't make any difference if it's 11:30 at night. That's his meal of choice all day.

So, the fast food giant's latest campaign was music to his ears, right? Well ...

The breakfast-all-day menu is smaller than the usual one. Some franchises are offering only McMuffins, some only biscuits. That's been causing some franchisees headaches, and apparently, some patrons belly-aches.

See **BREAKFAST**, page A3

Returning to the field



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DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | FRIDAY, OCTOBER 23, 2015 | \$1

What are the
playoff prospects
for your school? D1



How 'Law & Order' makes
us smart about crime, and
'CSI' may make us dumber C3

COPING WITH CANCER



SERENADED BY LEGENDS

The night Julia met The King

When you're 93,
an impersonator
will have to do

BY DENNIS YOHNKA
dyohnka@daily-journal.com
815-937-3384

Julia Lewke may have assumed she missed her chance to see Elvis Presley perform. After all, The King died in 1977.

So, at 93, this Grant Park mother, grandmother and great-grandmother, decided to suspend disbelief for a couple hours and thoroughly enjoy The Legends Concert, sponsored by the Daily Journal and featuring impersonators offering the music of Johnny Cash, Barry White and, of course, Elvis Presley.

"I called my granddaughter [Michelle Claussen, also of Grant Park] the first day I saw it advertised," Lewke said. "And she said she would take me."

"And here I am," she



FAMILY OWNED SINCE 1903

DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | WEDNESDAY, OCTOBER 21, 2015 | \$1

Does your child
really deserve
that trophy? B1

It's a great time to snag a holiday job

Kohl's, Target hiring thousands for seasonal rush C1

ON THE BRINK

Say it ain't so, Cubs!

Playoff run hits ivy
wall; every game
now do-or-die

DAILY JOURNAL STAFF

As the rain came down last night in Wrigley Field 10 minutes after 10 p.m., the crowd of 42,321, minus the Mets fans of course, wasted little time filing out onto Waveland, or Addison, away from Part 3 of this horror show.

See **CUBS**, page A3

KANKAKEE

Homeless
advocate

THE BAR SCENE



Daily Journal/Tiffany Blanchette

As we distribute
copies of our 25 tips
for improving print
newspapers, we'd
love to answer
your questions!





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Circle as a
preferred vendor

Circulation gain
turns the tide
after
NewsTribune
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Association
rebrands with
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Upcoming events

"Print Isn't
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will be led by Bill
Ostendorf

Ostendorf to
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Read about our redesign launched in Kankakee



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We can help improve your ad content and design, leading dynamic workshops for both your staff and your advertisers.



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Need help making your content, marketing or advertising as good as it can be? We can help!



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NativeNewsQ

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QuickAds

This is one of the most innovative and flexible new revenue platform in media. Self-service text ads are the fastest growing ad type on the web.



paywallQ

The industry's first pay wall is also the best! More flexible and gives you more control than any other platform. Handles hard paywalls, e-commerce, metered, day passes, memberships and more!



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STEVE MATTINGLY
SOUTHERN LITHOPLATE



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"Almost none of the decisions newspapers have made in the past decade had anything to do with our readers. All our decisions are based on cost savings and most are anti-reader. I would argue that we caused much of our decline, not our platform."

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MARK STANGE
MW STANGE, LLC



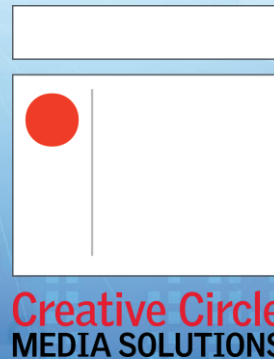
"We're asking our sales teams to sell an ever-widening array of products and too often don't give them the tools to succeed in selling them."

DEBBIE HOLZKAMP
VIRTANZA

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