

tip

The Independent Publisher

Keeping Your Cool At The Office

page 6

Advertisers Who Resist Change

page 7

Time To Tell Our Story

page 8



AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

- ✓ **DISPLAY THE CVC LOGO** - After your printed audit report has been issued, you can run the CVC logo in your publication, rate card and media kit. Call CVC for more logo promotion ideas.
- ✓ **GET CONFERENCE CALL TRAINING** - Call (800) 262-6392 to schedule training on your CVC audit report and readership study. Training sessions take 30 minutes, and can be scheduled during regular weekly sales meetings.
- ✓ **LET US SEND A LOCAL AUDIT PROMOTION** - Send CVC 10 pre-addressed mailing labels for potential new advertisers in your area. CVC will personalize an audit promotion letter for your publication and send each advertiser a copy of your report. After completing conference call training your sales staff should follow up with the recipients of the letter.
- ✓ **NATIONAL AUDIT PROMOTION** - CVC automatically releases your audit to Standard Rate and Data Service, and hundreds of national media buyers. Make sure you review your SRDS listing regularly and contact national advertisers in your area regularly. Call CVC for more information on national & regional media contacts.
- ✓ **REGIONAL AUDIT PROMOTION** - CVC maintains a database of more than 5,000 advertising agencies nationwide. Use the advertising agency marketing plan in the CVC Sales Handbook to develop profitable relationships with local ad agencies.
- ✓ **CREATE IN-HOUSE AUDIT PROMOTION ADS** - www.cvcaudit.com shows examples of hundreds of promotional ads run by other publishers. Make sure area businesses know why your readers are their potential customers.

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.



Need Posters?

CVC's "power" poster is free and looks great in offices, conference rooms and training areas. Make sure your office visitors know about the power of your CVC audit. Order your free poster today by calling (800) 262-6392.

Higher standards. Better results.

- CVC audits are available at no-cost to most state, regional, and IFPA qualified members. Publications can also fund their own audits and readership studies at affordable rates.
- Need a map? CVC offers additional custom mapping services for publishers and advertisers.
- Own other publications? CVC extends group discounts to publishers with multiple titles.
- CVC audits paid and non-paid print media including newspapers, magazines, shoppers, and niche publications.
- Audit reports include comprehensive readership studies and cover printing, distribution, and circulation verification.

Call today for more information
800.262.6392.
www.cvcaudit.com



**FREE
NADA
ZIP
ZILCH
GRATIS
COMPLIMENTARY**

All of these audit promotions are included in the cost of your audit.

OFFICERS FOR 2017-2018

JANE MEANS
President

Kapp Advertising
P.O. Box 840
Lebanon, PA 17042
(717) 273-8127
janem@themerchandise.com
term expires Sept. 2018



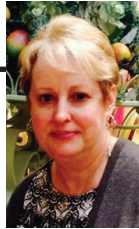
KATIE MCNABB
Vice President

Exchange Media Group
P.O. Box 490
Fayetteville, TN
(931) 433-9737
Fax (931) 433-0053
katie@exchange-inc.com
term expires Sept. 2018



DEBORAH PHILLIPS
Director of Finance

The World
403 US Rt. 302 Berlin
Barre, VT 05641
(802) 479-2582
Fax (802) 479-7916
dphillips@vt-world.com
term expires Sept. 2018



RICK WAMRE
Director

Advocate Community Newspapers
6301 Gaston Avenue
Dallas, TX 75214
(214) 560-4212
Fax (214) 823-8866
rwamre@advocatemag.com
term expires Sept. 2018



JOE NICASTRO
Director

New View Media Group
5 Vistra Drive
Flanders, NJ 07836
973/252-9889
Fax 240/332-7489
joe@mjmediallc.com
term expires Sept. 2019



JOE MATHES
Director

Tempo
P.O. Box 237
Kiel, WI 53042
(920) 894-2828
joe@deltapublications.com
term expires Sept. 2018



DOUG FABIAN
Past President

The Valley Breeze Newspapers
6 Blackstone Valley Place,
Suite 204
Lincoln, RI 02865
401-334-9555 ext. 141
Doug@valleybreeze.com



JOYCE FRERICKS
Sergeant-at-Arms

Star Publications
522 Sinclair Lewis Avenue
Sauk Centre, MN 56378
320-352-6577
joyce@saukherald.com
term expires Sept. 2018



DANIELLE BURNETT
Assistant Director

CADNET
13157 Avocet Street NW
Coon Rapids, MN 55448
(866) 224-8151
Fax (866) 864-2051
danielleburnett-ifpa@live.com



DOUGLAS FRY
Executive Director

Headquarters
104 Westland Drive
Columbia, TN 38401
(931) 922-4171
Fax (888) 450-8329
douglas@ifpa.com



Vol. 37, No. 9 • October 2018



"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

-- Victor R. Jose
IFPA Founding Conference
September 20, 1980

The Independent Publisher

Published monthly for the benefit of members by Independent Free Newspapers of America*

Publisher

Jane Means, President

Federal Collective Membership
Registration No. 1,561,653

Managing Editor

Douglas Fry

e-mail: douglas@ifpa.com

DEADLINES: The next issue of The Independent Publisher will be published November 15, 2018. Deadline for all copy is October 15, 2018. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

Advertising, Editorial & Production

The Independent Publisher (IFPA)
104 Westland Drive
Columbia, TN 38401
(931) 922-4171

©2018 by Independent Free Papers of America*. All rights reserved. Reproduction in whole or part without written permission is prohibited.

"A cynic is a man who knows the price of everything and the value of nothing." Oscar Wilde



Jotted by Jane

by
Jane
Means



This is a very busy time for us here at Kapp Advertising. With added costs and challenging sales, we are finding several ways to position ourselves to be more efficient.

We've been using a 5-column width format and will be changing that to a 6-column width. When you compare sample pages, the columns do not look drastically different. Whew!

That change alone would have worked out to most of our editions ending up with 4 fewer pages each week. That's great on saving paper but we didn't like the idea of us

having fewer pages. So now... what do we do. Well, we will be printing on 15" paper rather than 17".

To accommodate our inserts, we will be using an offset fold. The front top of the paper will remain 8.5" tall and the bottom front will be 6.5."

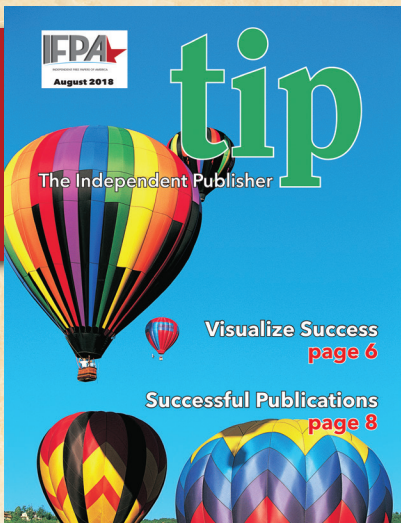
As in most situations, our fellow IFPA members step up with ideas and suggestions to help during each step of the process. If you are thinking of implementing either or both of these tactics, contact me, I'll let you know what we've experienced.

Our staff has been great; they have accomplished all the changes and we are going full steam ahead.

I'll let you know next month the good, the bad, and ugly of our experience.

By the time you read this, we will have completed our first Leadership Summit. Undoubtedly I have returned to my office with more great money making and money saving ideas. I hope I saw YOU in Philly!

Jane



We are proud to print and mail the TIP Magazine for IFPA.

WE PRINT FOR PUBLISHERS.

Direct Mail • Magnet Mailers • Auto Dealer Mailers

..... Contact us today for more information.

715.273.4601 • 800.533.1635
info@helmerprinting.com
www.helmerprinting.com



HELMER PRINTING

SCS: Proven Efficiencies

SCS ONBOARDS PITTSBURGH POST- GAZETTE WITH PROVEN EFFICIENCIES

Nazareth, PA (September 13, 2018): The Pittsburgh Post-Gazette, the dominant news source in Western Pennsylvania, has gone live with Layout-8000™ and SCS/ClassPag™. The best of breed systems from SCS integrate with the Post-Gazette's Lineup Adpoint ad management software for the purpose of display ad dummyming and classified pagination.

"SCS was easy to work with from contract to implementation, and their customer service was top notch," says

Joe Cronin, Senior IT Manager. "The SCS team was very dedicated to the process and they were truly vested to ensure the success of this project. They acted more like a partner than a vendor. The Layout-8000 and SCS/ClassPag systems were easily picked up by staff and that was thanks to the training from the SCS Staff."

"In Layout-8000 and SCS/ClassPag, the Post-Gazette found solutions that provide a powerful bridge between Lineup and Libercus [the Post-Gazette's editorial system]," says Phil Curtolo, Director of Sales at SCS. "SCS's systems not only connect advertising seamlessly to editorial, but they do so with an unrivaled level

of automation and transparency."

Often referred to as the "PG," the Post-Gazette is published by Block Communications, based in Toledo, Ohio. The PG joins The Toledo Blade, its sister paper, which has long used both Layout-8000 and SCS/ClassPag.

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 300 sites producing over 1,000 publications in 18 countries in five languages use SCS mission-critical software every day. SCS is privately held by Richard and Martha Cichelli. You can learn more about SCS at www.newspapersystems.com.



JOIN US AT THE
PUBLISHERS SUMMIT
CLEARWATER BEACH, FLORIDA

IFPA
INDEPENDENT FREE PAPERS OF AMERICA

JANUARY 25 & 26, 2019
CLEARWATER BEACH HOLIDAY INN
CLEARWATER BEACH, FLORIDA

LIMITED AVAILABILITY. REGISTER TODAY!
WWW.FREEPAPERCONFERENCE.COM

Zen and the Art of Keeping Your Cool at the Office

by Andre Heizer (ACM Building Services)

If there's one place you want to avoid feeling angry, it's the office. Anger can alienate your colleagues, distract you from doing good work, and ultimately lead to termination. Yet office anger is a problem many struggle with: 64% of people report having gotten angry in the workplace, and 45% report doing so regularly.

This is a problem, and clearly it's one that many people struggle with. Wondering how you can keep your cool? Below we've compiled four tips to help you out.

TIP ONE: DEEP BREATHS

Sometimes, problems aren't really as bad as they seem. In situations like these, it can help to take a few deep breaths.

In the moment, this might feel like a silly thing to do. After all, breathing won't solve your problem. However, science has shown that deep breathing enhances the work of your parasympathetic nervous system, ultimately helping you feel calmer.

Because the real goal is to feel better, not necessarily to solve your problem.

TIP TWO: TALK TO YOUR BOSS OR CO-WORKER

Of course, there are times when the problem is solvable. In these cases, it's all about communicating your feelings in a respectful way with the people who can do something about the problem.

Don't blame anyone. Just talk about why your feelings are hurt and look for positive, helpful solutions.

It is important to get a good read on someone before doing this. If your boss really is a raging jerk, they won't want to hear it. But most bosses want their employees to succeed and most coworkers want to be liked, making this a potentially productive path forward.

TIP THREE: VENTING

Sometimes, though, you're not even looking for a productive solution. You're just looking for a way to vent your frustrations.

In this situation, it's probably best to vent to a loved one or a friend — someone who's outside the office, since office gossip can lead to trouble. At the same time, people need to vent, and sometimes office gossip is unavoidable.

TIP FOUR: LOOK AT THINGS FROM A DIFFERENT PERSPECTIVE

There are some instances when nothing seems to work. Deep breaths feel useless, the person you have a problem with isn't good with communication, and even venting is just a short-term solution.

In these situations, the real solution is to just accept the problem and move on. That may feel wrong if the problem is stressing you out, but the truth is, people stress other people out. In much the same way that you're getting stressed out by someone at work, you're probably stressing someone out in some area of your life.

It's unavoidable, and the best thing is acceptance. Change the things you can change — see if you can't rack your brain and determine an action you can take to prevent the problem before it starts — and accept what you can't.

Forty hours a week is a lot of time to spend with a group of people. You're bound to get frustrated, but at the end of the day you have to accept people for who they are. Love 'em or hate 'em, so long as you avoid throwing a work tantrum, you're on the right path.



Colleen is a veteran ad manager who has worked with just about every type of advertiser. “One of the most challenging prospects was a second-generation owner of a building supply company,” she told me. “He had a loyal base of long-time customers, but his market share was declining.

“Every advertiser wants to attract new customers,” she said, “but his case was more complicated. Although they had state-of-the-art products and services, the company’s public persona was stuck in the past. His logo and ad layouts looked ancient, and the copy was stilted. He adamantly resisted changes and told us, ‘My father started this company and he had special ad formats. If those things were good enough for him, they are good enough for me.’”

Motivational speaker Zig Ziglar and others have told the story of the bride who suggested cutting off the ends of a ham before putting it in the oven. When her husband asked why, she said her mother did it that way. Being a curious sort, he called his mother-in-law, who told him that her mother did it that way. Then he called grandma, who explained that she cut off the ends so it would fit into her small oven. The original reason for cutting the ham had disappeared when the family got larger ovens, but the practice remained. The point: it’s not a good idea to do things a certain way, because they’ve always been done that way.

All those years ago, Colleen’s advertiser’s father had sensible reasons for his advertising approach. But a generation later, those reasons weren’t quite so relevant.

“We handled it by putting together a special presentation,” Colleen said. “The first step was to help him understand that it was okay to change. We showed him a few examples of well-known brands that

have updated their advertising. To make it as objective as possible, we used one old ad and one new ad from industries that weren’t related to his business – automotive, electronics and a department store. The ads were easy to find online.

“We told him, ‘When your father started this business, he must have shown a lot of creativity in adapting to the marketplace. That’s why the business grew so much over the years. I think he would have continued that approach today.’ Then we got his permission to put together some ideas – with the promise that the ads would honor his company’s history.

“He agreed on a new logo and updated ad designs. And we ended up with a campaign with a ‘what has and hasn’t changed’ theme. One ad featured side-by-side photographs

of the original and current stores. One had photos of their old and new delivery trucks. And one ad featured a picture of father and son at work. Of course, the ‘what hasn’t changed’ element was their commitment to customer service.”

Colleen’s advertiser was happy with the results. “He liked the ads,” she said. “And they worked.”

(c) Copyright 2018 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



It's Time To Tell Our Story!

by Peter Wagner

Some of you may remember the story,

Some of you may remember the story, strongly circulated a decade ago, about a man who sold hot dogs along the side of a road.

The man didn't hear very well so he didn't have a radio. He had eye problems, so he didn't read the newspaper. But he sold great hot dogs and had signs all along the highway promoting their fantastic taste and great price.

Every day he would stand beside the road shouting "Hot dogs, get your hot dogs!" and people bought them. Soon he had to increase his meat and bun orders and purchase a bigger stove to handle the growing demand.

One day, his son came home from college to help during vacation. "Father," the son said, "haven't you been following the news? There's a big recession around the world. The European situation is terrible. The domestic situation is worse."

Whereupon the father thought to himself "My son is going to college. He reads the papers and listens to the radio. He ought to know current situation. So, the father reduced his meat and bun orders, took down his signs and quit standing by the highway trying to sell hot dogs. His hot dog sales fell almost overnight.

"You were right," the father told his son, "We are in the middle of a great recession."

PRINT ADVERTISING IS FACING A SIMILAR MINDSET

The problem facing local papers is we've stopped refuting the self-serving, biased stories radio, TV and social media are spreading about us. It seems none of other media can admit that many papers are still doing well.

I watched an excellent news report about a successful, new, paid circulation newspaper on a top-50 market TV station last week. Located in a small community near the station's metro market, the paper is thriving by providing their readers local news, features, sports stories and opinions not available anywhere else.

The pre-recorded feature was positive and friendly. But the local anchor couldn't leave it there. When the feature was finished, he had to comment "Newspaper readership has been falling, annually, for the last number of years."

Fair and balanced? No! What he didn't say – and no local or national television operations ever admits – is the nightly audience on CBS, NBC and ABC stations has been falling for an even longer period.

During the years Walter Cronkite anchored "CBS Evening News" over 27 million viewers watched that program nightly. Today, the evening news programs on all three original networks combined is smaller than the Cronkite total.

What happened? Viewers now have more choices. More choices for following the news and more choices of programs to watch instead of the news. Today the average

home, with the explosion of cable, gets 118 channels. Around-the-clock television news reports have been available since CNN started broadcasting in 1980. Beyond CNN and Fox News there are at least a dozen additional channels blasting out around-the-clock news stories and opinions.

But the once Big Three networks never report their declining viewership. Nor do they report the losses they are experiencing to streaming networks. This past year, according to Hub Entertainment Research, 71 percent of American homes subscribed to Netflix, Hulu or Amazon. Those direct-to-consumer networks are succeeding and taking huge numbers from traditional over-the-air TV stations. And they are doing it by providing fresh and original content.

Who would have thought, 10 years ago, that a non-traditional network, Hulu, would win an Emmy for Outstanding Drama Series with its "The Handmaid's Tale"?

IT IS TIME TO TELL OUR STORY

I am not advocating that local papers should attack other media the way the competition does us. I'd hope we would raise above that childish cat-calling. But it is time for community papers to take a stand, draw a line and tell their important story.

The sharing of printed information has been with us since 59 B.C. That was the year Julius Caesar ordered that a daily list of announcements be carved onto a stone tablet and displayed in a public place.

The need for community papers will always be with us as a permanent record of the mood and important happenings taking place.

Paid circulation and free distribution papers remain the most economical and vital way to share breaking news,

honest facts and great opportunities. They are pre-edited, easily portable and provide important details not found anywhere else.

The problem with newspapers today is we are not telling our story. Yes, social media can be free, but it is also limited to the few buyers signed on as "friends." Newspapers, often shared by two or more families, touch more potential buyers, create a bigger buyer buzz and stay around the house long after an email has disappeared into distant space.

To put it bluntly, it is time for newspaper people to stop letting others push them around and to start telling their story and selling their fantastic value. We need to produce and promote our fun, fact-filled newspaper and let the world know we are succeeding by delivering important, fresh and original content they need and want.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for State and National Press Associations and distributed by them to their members. To get Wagner's free PAPER DOLLARS email newsletter for publishers, editors

and sales managers email him at pww@iowainformation.com. The two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary

column. Wagner can be contacted by emailing pww@iowainformation.com or calling his cell at 712-348-3550.



AccountScout Anywhere...

Software to manage every ad dollar,
from sales, through production and billing

- Rent or Own
- Cloud or On Premise
- ANY device

303-791-3301

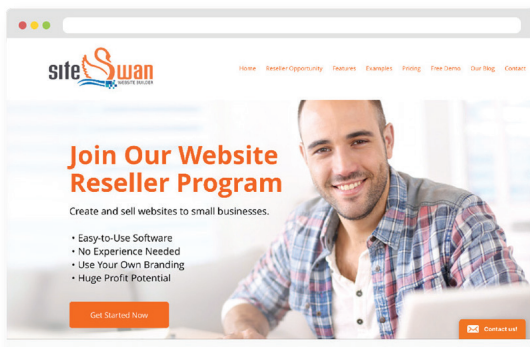
www.FakeBrains.com

FAKE BRAINS®
Helping Businesses Achieve Greatness



5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



SiteSwan

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

How much does it cost: Plans start at \$99/mo
www.siteswan.com

Ideal Directories

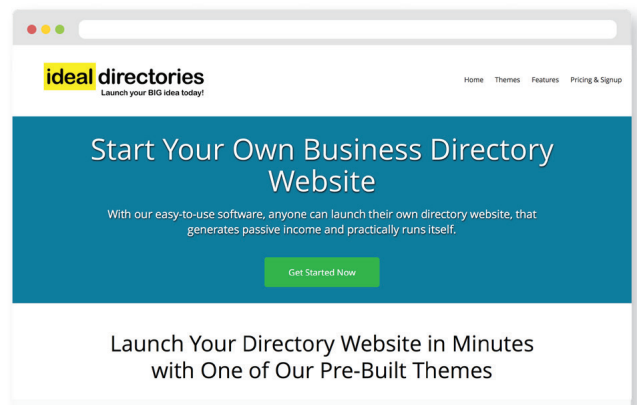
What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is **always up-to-date** with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume).

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

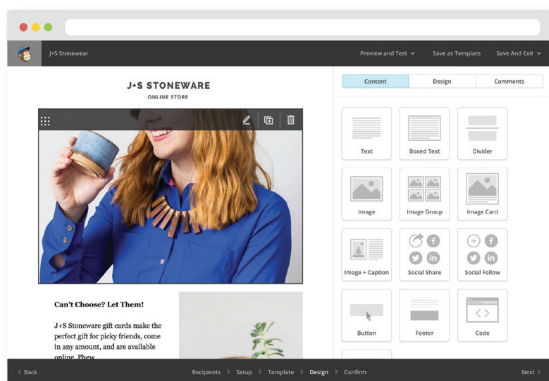
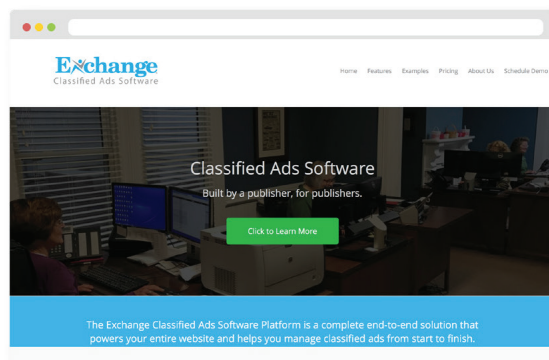
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Plans starting at \$685/mo

www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid plans starting at \$10/mo (based on subscriber list size)

www.mailchimp.com

Mighty Unusual Time

Have we ever experienced a time like this in the news business?



Kevin Slimp
The News Guru

kevin@kevinslimp.com
stateofnewsletters.com

I've been noticing a couple of patterns lately, and I wonder if you have been, too.

More for fun than anything, and to keep up with as much as possible in the newspaper business, I created stateofnewsletters.com a few months back. A quick check at the unique visitor stats indicate many of you have been to the site.

To keep relevant content on the site, I try to spend a few hours each week researching the latest happenings related to newspapers, then share what I think is most interesting with visitors. I can't include all the information I come across. I'd have to quit my "day job" to do that, but there is a lot going on in the newspaper world and sometimes it's hard to understand why, as well as how, it is taking place simultaneously.

For instance, over the past few months several community papers across the country closed their doors. But at the same time, new newspapers have been popping up, often in the same towns where previous papers had just closed. It seems that most of the shuttered papers are part of large groups, while most of the new papers are independently owned.

Newspapers are closing and opening at the same time. To those uneducated in the history of newspapers, that would seem mighty unusual.

Community papers aren't the only ones on contrasting paths. College newspapers were making news over the past two or three years for shutting down their print editions, trimming staffs, and de-emphasizing their roles on campus. Yet over the past few months, there seems to be a renaissance in the collegiate press, with campus papers re-emphasizing the importance of the printed word.

As I research collegiate media, hardly a week goes by that I don't find one or more editorials, sometimes even front page stories, in college newspapers about the importance of print journalism.

Colleges and universities de-emphasizing print journalism and re-emphasizing it at the same time. That's a head-scratcher, for sure.

If that's not enough confusion for one day, how about the latest trend at schools of journalism across the U.S. It seems record numbers of entering freshmen (and grad students as well) are declaring journalism as their majors.

Reading a story on that subject just today in The Washington Post brought to mind all the students who have told me they were changing their majors to journalism over the past year or so. I ran into just such a student in downtown Knoxville just a few weeks ago. She was working behind the desk at the Knoxville Visitors Center and we began talking about her education. You guessed it. She had recently transferred to the University of Tennessee, where I sometimes teach, and had changed her major to journalism.

Then, there is my son's best friend, Camruin. I like Camruin. He's a nice guy and a great board game player, who majors in computer engineering at the University.

I suppose I should have written "majored." Yes, you guessed it. Camruin showed up at my home for a game of Risk recently with big news to share. He had changed his major to journalism.

Many might think Camruin's game play isn't the only risky move he is making, but his increased enthusiasm about school has been apparent since beginning his first semester as a journalism student in September.

At a time when many universities see journalism as archaic, students are flocking in record numbers to schools of journalism. It's confusing to say the least.

Then, there's my work. Many of you know I had planned to reduce my workload in the newspaper industry this year to focus on publishing books, something that is taking up a lot of my time. One of the factors that induced me to make that decision was the decreasing number of attendees at conventions and conferences over the past few years. Other speakers were telling me they just weren't getting invites like they used to, and I was seeing fewer conferences bringing in outside experts to speak.

It just made sense to create a backup plan. Then a funny thing happened. My inbox began filling with requests to speak at conventions. In one six-day period in September, I accepted invitations to speak at five conventions. Apparently



I just thought conventions were drifting away.

It seems unusual to me. Just when I'm beginning to believe conventions are becoming unimportant to newspapers, I start hearing from them – a lot of them – again. I've also seen an upswing in the number of requests I receive from community papers to provide on-site training and consulting. Again, it's confusing.

There is more going on in our industry than I remember at any time in my 25 years as an "expert." Sure, papers are closing. But we all knew groups couldn't keep buying papers forever, cutting content, and expect to magically stick around.

At the same time, independent publishers are opening new papers. It's too early to know how their fortunes will turn out, but I suppose that's always been the case with newspapers.

Almost 19 years ago, we lived through Y2k. This year, we survived the tariff scare. It's always something. I suppose that's why we need journalists...and newspapers.

See Kevin in Person at These Upcoming Conferences

Keene, NH – Newspaper Summit
Phoenix – Arizona Newspaper Assoc.
Bismarck – North Dakota News. Assoc.
Fort Worth – TCU Publishers Event
Casper, WY – Wyoming Press Assoc.
Lexington, KY – Kentucky Press Assoc.



Gary's Gallery

To keep you on your toes, TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry (douglas@ifpa.com)



Place the Visual First

by Ed Henninger

In too many community newspapers, visual elements--photos, maps, charts and the like--aren't handled well enough. They lack interest, information and impact. Many are dull. Others are too small. Some compete with each other. Visual elements are the locks that keep readers interested in a newspaper--and we have the keys.

When you place photos in your publications look at the photo you have. Then...

Crop and edit carefully.

Crop hard for greater impact.

Use really big visuals.

Keep photo frames simple.

Place the visual first...always.

Place over optical center.

Cluster photos in a design.

A photo page is not a page full of pictures.

Avoid placing type over photos.

Avoid placing photos in words.

Cut out photos with care.

Place captions below photos.

Use proper caption width.

Use proper caption length.

No need for "photo by..."

Faces draw readers.

Flop a photo? No!

Handle group photos with care.

Handle "grip and grins" with care.

Create maps that make sense.

Create graphics that make sense.

Illustrations can tell the story.

No clip art. Ever.

Those who follow these guidelines will find their newspapers more visual, more impactful and more appealing.

Let's get to it!



HAMILTON

CIRCULATION SUPPLIES

800-398-2427

www.theservicechamps.com

info@hamiltoncirculation.com

Fax - 708-946-3733



32 Quarterfold

32 Magazine

37 Broadsheet or Tabloid

32 Digest

Wire Displays



Tubes and Steel Posts



C-6SD

ST-91SD

C-91SD

C-2003SD

Steel Distribution Boxes



Poly Bags



Rubber Bands



Carrier Bags



SS-7 RT

SS-6

SS-8

SS-5

Plastic Displays

Graphic Hooks

Last month we gathered our tools... to help with our creativity! Now we need to work with those tools the best way we can. The problem... or challenge... with creativity is to always keep an open mind and look for connections to tie your ideas into a cohesive unit. I know, easier said than done. But repetition (a principle of design) also works in our ability to build a clear, design concept. So our Design Thinking continues with various ways to use our "creative tools."

BUILD YOUR SKILL LEVEL

Using our tools, we have to practice using them and the best way to do that is through the **principles** of the design process:

BALANCE

The equal distribution of weight. There are two ways to set up balance in a layout—symmetrical balance, an even distribution of the elements, and asymmetrical balance, an arrangement of dissimilar objects of equal weight.



Symmetrical
—same size, evenly distributed shapes



Asymmetrical
—smaller shapes offset larger shape

Symmetrical balance sets up feelings of stability and strength. It provides a mirror image, or split down the middle—think of your body.

Asymmetrical balance conveys movement, tension and variety. It does not weigh evenly on both sides.

Radial balance is another form but not used as much as the above two types of balance—think of the sun.

EMPHASIS

Whatever stands out the most is going to get noticed. Words or graphics are emphasized, colors stand out, readers are attracted. The ability to stay focused and not emphasize everything in a layout or design is critical to the message. Determine what the most important part of the message is and make that your emphasis.

If a burst is used to highlight information, do not diminish its impact by adding many bursts. If emphasis is placed on every item, then nothing stands out. It becomes visual clutter. Sometimes advertisers request this, but when it's our choice, it is up to us as designers to use these elements with control.

RHYTHM

A pattern created by repeating elements develops a certain rhythm. Keys to developing a visual rhythm are by **Repetition**, (repeating elements in a consistent manner) and **Variation**, which is changing the form, size or position of the elements.

Placing elements at regular intervals will establish a calm and relaxed mood.

Abrupt changes in size and spacing of elements can set up a more exciting and dynamic layout.

UNITY

When all elements look like they belong together, you create unity. Readers need visual cues to tell them that all the information in a design is a unit—and organization is the key. A border is a simple way to bring all the items together. Repeating shapes, colors, symbols and type also unify.

Developing consistency in handling of any of the elements of design will create unity. Text can be a key component in unifying the message. When typefaces are consistent in weight, size, etc., they can also add to that feeling of unification.

In the "Non-Designer's Design Book," author Robin Williams simplifies her steps to the following four principles: Contrast, Repetition, Alignment and Proximity

CONTRAST

Contrast is created when two elements are different—really different. If items are only 'sort of' different, go back and make them different. Whatever stands out the most gets noticed. Use contrast with gusto.

Reverse blocks of type create contrast, but when a typeface is too small, or there's a lot of text, or serifs get filled in, etc, then contrast loses its power... and its effectiveness.

The use of type in advertising also needs addressing. All caps, every line a different type, or a change of only a point size or two does not help in the overall organization and unity of the message (see above under **Unity**). Subtle changes do not provide enough contrast to act as a focal point—it only creates confusion and disorganization. The ability to stay focused and not emphasize everything in an ad layout or design is critical to the message and response of the reader.

REPETITION

Sometimes a piece of artwork can be repeated as a light screened pattern element or a part of it can be pulled and used elsewhere (repeated) in an ad to unify all parts of the ad and make the information easy to understand. It is a conscious attempt to unify separate elements by tying them together.

Repeating a typeface, type sizes, paragraph formats, etc., helps you build the underlying structure, so that when you do use contrast, it does call attention or become a focal point and a way to develop consistency throughout the design.

Repeat bold headlines for important information. Just be careful not to get carried away or else everything will appear to be bold and nothing will stand out. You can also repeat bullets, dingbats or rule lines to organize and unify.

ALIGNMENT

In a number of ads, information and art seem to be placed wherever there is "empty" space, without regard for the continuity of the information. The bottom line... it's all in the ad, now the reader has to sort out the good stuff.

To achieve alignment, make sure each item has a visual connection with something else in the ad. You'll create a more cohesive unit.

You can separate items in an ad to indicate relationships (**Proximity**). The idea that even though the items aren't close together, they still are part of the same piece creates the visual connection for the reader.

PROXIMITY

The Gestalt theory proposes that separate items can be grouped together and appear united because they are close. Items in an ad which are grouped together give the reader a visual clue that this is related information (be aware of what you group... unrelated information should not be included).

FINAL THOUGHTS

It is almost difficult to use just one of the principles of design. They work best in conjunction with one another.

By being aware of the tools you use in your "Design Thinking," you automatically build your skill set.

 *Until next month...*

Ellen Hanrahan hanrahan.in@att.net ©2018

Controlling the Local Marketing Conversation and Making Connections: Exchange Media Group

By Jim Haigh, Product Evangelist,
SiteSwan.com

The 40th Anniversary of the publishing company their father founded “to connect buyers and sellers” is just around the corner. And the future looks great, because Will Thomas and sister Katie McNabb evolved the family enterprise to exponentially “make connections” by weaving together the print and digital landscape of the communities they serve.

While a handful of Exchange Media Group’s original advertisers from 1979 are still around and remain loyal advertisers in their shopper – which is Tennessee’s most widely mailed – much of the growth in recent years has been fueled by digital initiatives.

“Building beautiful SiteSwan websites was the cornerstone of our digital efforts in the beginning, and it remains a critical component of all of our complementary agency services,” shares Will. “When you’re building and maintaining your local small businesses’ websites, you are able to control the conversation,” he adds.

In barely more than 5 years as a SiteSwan white label reseller, the explosive growth in website design has also driven expansion into related digital services. To meet the

needs of over 200 website clients, the legacy print publishing company was essentially forced by popular demand to create a separate digital agency.

That agency, given the name ‘allySites,’ offers a range of solutions including: SEO, Online Reviews Management, Video Production, Facebook Marketing, Google Ads and YouTube Marketing and Email Marketing to the region’s SMBs. In addition, they also operate the area’s leading online classified marketplaces www.Exchange931.com.

The Thomas family focus on problem solving, their core mission of making connections and their embrace of digital technology, also led them to rethink the entire user

experience surrounding classified advertising. Will saw online users’ engage website content with more enthusiasm when they are in control of the process, and ultimately invest more in the advertising placement.

But none of the off-the-shelf software available could provide the self-serve classified ad experience the publisher imagined, so they developed it themselves. Strong results now routinely prove the theory, as self-serve classifieds outpace phone-ins in both volume and price per ad. All of which is great news for peers in community publishing, because best-in-class Exchange Classified Ads Software is available to all for licensing.

With four decades of history, traditions, and lessons to build on, Exchange remains a direct mail publishing company at its roots. The 84,000 circulation shopping guide, combined with the 22,000 monthly Farmers’ Exchange agriculture magazine, still account for 90% of total revenues -- but that is now changing rapidly. Will envisions combined digital revenues accounting for 25% of the expanding bottom line in four years. And SiteSwan websites are the engine driving the growth plans and strategic visioning.

Growth and multichannel success inspired a fresh approach at organizational structure in context



of founding principles from 1979: “‘Be a Team Player,’ and ‘Continue to Learn,’” revealed Will. “As print sales were stalling, and website design and digital services were growing, we took a closer look at roles and best fits based on personality types. We have a great team, everyone doing their best and working well together – but we weren’t necessarily putting them in the best position to win.”

A closer examination revealed that Exchange Media Group had teammates with personality types best suited for Business Development in print, digital or both. They also had team members much better suited for Account Management – along with others whose traits excelled in creative solutions, and execution across specializations print and digital.

“Over the last year or so, we’ve implemented what we learned across the team structure and we’re starting to fire on all cylinders. The team is better both as individuals and as a cohesive unit, and so are our companies. And most importantly, so are all of the great small businesses we serve,” enthuses Will. “Today, we’re much more like an agency than a one dimensional company, focused only on what is still our core product, print.”

Looking back over his companies’ experience with SiteSwan, Will could not be more satisfied with the results. “We were ready for SiteSwan when they took their web design business-in-a-box live. We knew Justin and Bobby from SAPA conferences and tradeshows years prior, and had positive experiences with their publisher solution Page Flip Pro,” he remembers.

“Back then, it just made sense. We wanted something our graphic artists could easily train and use to make awesome responsive websites. We knew we didn’t want or need programmers. Because when you lose your only Joomla or WordPress

specialist, you’re up a creek,” Will jokes. “We’ve been amazed how SiteSwan has evolved, stayed ahead on design features, business category templates and enhancements. Really robust, but remaining easy to use and train on.”

“Looking back,” says Will who took the helm of all operations ten years ago, “our father would be proud that we can sit down with a client and have a complete marketing strategy conversation based on the “purchase funnel”. That we have the knowledge and ability to truly add value and a competitive edge, because we’re not

just selling them an ad in print. We are selling a strategy.”

For the Thomas family media company, the newfound ability to control the whole marketing conversation with clients and prospects has been the game changer. The future at 40 years and beyond has never looked brighter, because as Will concludes, “so many more doors than we ever imagined have opened to us with our robust portfolio of small business solutions anchored by SiteSwan websites. And it really separates us from the competition.”

**Newspapers • Magazines • Shoppers
Book Publishing • Directories • Digital Media**

**On-Demand Access to Tenured Professionals
Meeting Multi-Media Business Challenges
with Foresight & Precision**

APPRAISALS ACCOUNTING BROKERING

**Proud to be the Expert Media Financial Valuation
Resource for “FORBES 400 List of America’s
Richest People” 2018, 2017, 2016 and 2015**

**Accounting, Tax, Debt Management, Entity
Formation, Valuation & Financial Advisory Services**



The Only Way To Reach a Goal is to Have One!

KAMEN & CO. GROUP SERVICES
Media Appraisers, Accountants, Advisors & Brokers
(516) 379-2797 • 626 RXR Plaza, Uniondale, NY 11556
info@kamengroup.com • www.KamenGroup.com

Trumbull Printing Completes Major Technology Installation

Trumbull Printing, a division of HAN Network, is currently completing a major technology installation at the firm's production facility in Trumbull, Conn. The new system involves automation of several of its key press lines.

The investment was a strategic necessity to combat the ongoing volatility in the newsprint paper market. Severe supply and demand imbalances (paper shortages), coupled with the tariffs that were threatened last year then instituted this year caused paper prices to skyrocket and may have contributed to some commercial printers, and a few newspapers, to cease operations.

"The Quad Tech Register Guidance System with MultiCam will dramatically improve our efficiency in terms of costs and quality once it is in full operation," said Gus Semon, Vice President of Trumbull Printing.

The new system involves breakthrough technologies, combining unmatched color-register performance with the flexibility to meet the most demanding press requirements. It includes a series of cameras and motors installed throughout the large presses. This equipment operates in concert with integrated hardware and software to monitor and then automatically adjust printing registration during a typical press run without any manual involvement by a pressman.

"This reduces the amount of paper wasted during the press run and

allows the press staff to maximize quality for our customers and our own publications," Semon said.

"Gus and his team of Press Manager Miguel Bonilla and Head of Maintenance Felix Torreiro did a remarkable job researching this project, then managing the installation with Quad Tech," said HAN Network and Trumbull Printing CEO Martin V. Hersam. "This was a very big undertaking and without the efforts of these three would not have been able to make this leap," he said.

"Publishing a n d printing are challenging industries that require precision cost controls. This sizable c a p i t a l investment allows us to provide our existing customers with better q u a l i t y and tighter c o n t r o l s on cost and paper

consumption. It also allows us to compete better in the marketplace for new clients," Hersam continued.

Trumbull Printing operates out of a 60,000-square-foot facility in Trumbull. The plant operates 24/6, producing HAN Network's own newspapers as well as publications for a wide variety of publishers and marketers between Boston and Philadelphia and the entire Northeast & Mid-Atlantic regions. More information can be found at trumbullprinting.com.

Talk Less, Listen More, Increase Sales!

"An entertaining and easy read, this book is filled with valuable advice... the author provides entertaining examples of real-life situations that illustrate the power of simply listening to others."

Amazon Review

Now Available At:


BARNES & NOBLE BOOKSELLERS amazon

Apple iTunes INGRAM Indigo

MENALLY ROBINSON kobo RUSSELL-BOHANNON

BAM! BOOKS-A-MILLION Spring Arbor

www.dianeciotta.com
diane@trainingclassics.com
 732-672-7942



*We specialize in
the art of printing!*

Customer Satisfaction
and Competitive Pricing.

More than Just printers...
We are Publishers Too!

Keeps Up with the
Latest Technologies

Your One-Stop
Print Resource.

Newspapers • Publications • Shoppers • Catalogs
Magazine • Directories • Coupon Books

College Course Catalogs • Advertising Supplements
Business and Financial Periodicals • Free Standing Inserts



Trumbull
PRINTING

205 Spring Hill Road
Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com



104 Westland Drive
Columbia, TN 38401

Presorted Standard

US Postage

PAID

Helmer Printing

INDEPENDENT FREE PAPERS OF AMERICA



F-2015
Digital Display Rack

We're the name you've relied on and trusted for years, but we're not resting on a strong past. We're innovating and pushing for a successful future. One where the value of print, the demand for digital, and the need for advertising solutions are met with products, ideas and service you can count on. The Steel City name is defined by reliability. So know that our focus is on providing you with the best tools for today and tomorrow.

SC STEEL CITY CORP

[800] 321.0350 • scity.com • facebook.com/steelcitycorp