



tip

The Independent Publisher

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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.
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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.



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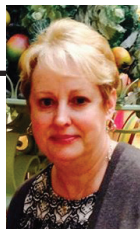
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

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

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"From now on, ending a sentence with a preposition is something up with which I will not put."

— Sir Winston Churchill



Jotted by Jane

by
Jane
Means



As we begin our Thankful season, I of course first list my wonderful family and friends followed by my good health.

I'm so grateful to work for a family-owned publication. It is also time to thank our predecessors who started decades ago to network with other free community papers across the continent to help each other. That spirit in IFPA is as strong today.

Looking over the pages of notes from our September Leadership Summit in Philly, I have several moneymaking ideas that were presented – new ideas and very promising ones for us. We had so many great ideas and comments from all the attendees in Philly. Thank you.

I heard great comments about how Doug Fabian got the event started with a fun 'Getting To Know You' activity – a super way to become fast friends with new faces. Thank

you. We also owe a lot to Douglas, Danielle and Gary for organizing another very successful meeting. A nice size hotel, perfect for friends to gather and not get lost! Thank you. The committee for this event did an awesome job. Thank you.

As for speakers, let's face it, there are many times we guess and hope we've hired interesting speakers with an intriguing presentation and valuable information. We hit a home run with Ron Reason! He gave us such great ideas on how we can make our papers fresher looking, more appealing to the readers. I'm particularly thankful for all the great ideas that cost nothing!

We cannot say enough about Tim Bingaman, CEO of Circulation Verification Council (CVC). I've heard Tim speak literally hundreds of times and each time he introduces another detail (or twelve) about the strength of our free community industry. Your Audit and Readership Study are truly

the keys for your sales reps to be able to validate how your publication will perform for every advertiser, large and small. Thank you Tim for giving us more ways to prove our value.

As IFPA president, I speak for all the members when I say a huge Thank You to the IFPA Board of Directors – a dedicated group of professionals who truly believe in the merit of IFPA and the value to its members. Every board member is a very responsible and watchful steward of your organization's funds. Thank you.

I'm so thankful for all our IFPA members who make this organization stronger each year. Thank you! May you have a wonderful Thanksgiving,

Jane



Will the Internet kill your free community paper? Did instant coffee kill coffee?

New technologies change many things. But not everything. You may tweet, blog, surf, shop, or search online but you continue to read your free community paper. You just proved it.

Readership of free community papers is now higher than paid daily papers, and continues to grow. Rather than being replaced by "instant" media, your local free community paper has become an important part of our neighborhood.

The reason, which sometimes is not heard because of all the noise about the Internet, is pretty obvious: your free community paper does what the Internet doesn't. We promote connections at a local level. Free papers join readers and advertisers in ways digital media don't.

In fact, the local content and power of your free paper makes advertising even more effective. We are the number one medium for driving purchases. That's important in every product category.

Including coffee.

Free Papers

Working For You

Trumbull Printing Looks To The Future

The owners and executive management of Trumbull Printing (TPI) announced a strategic initiative today which focuses on the long term growth of the commercial printing division.

"TPI has grown to become the centerpiece of the business mix of our companies and our intention is follow that path into the future. Our goal is to continue to grow as a full service provider to the publishing industry in the Northeast," said Martin V. Hersam, CEO of Trumbull Printing.

To bolster this effort, Hersam Acorn Newspapers, the parent company of TPI, today announced the sale of the print and digital assets of seven of its weekly newspapers to Hearst, the leading publisher of newspapers

in Connecticut and beyond. The sale will allow Hersam Acorn to fully focus on the long-term growth of TPI.

Trumbull Printing will continue to be independently owned and operated. Gustave C. Semon will continue as Vice President and General Manager of TPI.

"The capital investments we made in our press lines this year, along with the added financial stability this asset sale gives us puts Trumbull Printing

on an excellent trajectory. All valued clients and partners should rest assured it will be superior service and business as usual, only better." Semon said.

Trumbull Printing operates out of a 60,000-square-foot facility in Trumbull. The plant operates 24/6, producing 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.



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Wamre & Frericks Honored at September Event

BEN HAMMACK 2018

*Presented by previous award recipient
Lou Ann Sornson*

I am honored to stand before you in the company of other Ben Hammack Award winners today.

I am thrilled to be able to announce the 2018 recipient of the Ben Hammack Award.

The Ben Hammack Memorial Service Award is presented each fall to an IFPA member who exemplifies the attitude and willingness to serve the organization, without concern for personal recognition. Ben Hammack of Star Publications, Gaylord, Michigan was the icon that represented IFPA volunteers. This young man was always willing to help on any project, offering his time and creative advice to see the project through to completion. He died July 1988, at the age of 34 from a heart attack at the finish of 10K run.

When asking others about this year's recipient, I received these comments:

This person is an asset to our industry. Brings quality representation for our mid-size papers. This person willingly diversifies products and keeps worthy conversations alive. Steps up when tasks are needed and will provide top quality, professional and on time.

This person is extremely imaginative and brings fresh ideas, the epitome of a team player.

We would all benefit from being more

like this recipient and having several clones to exemplify the volunteer spirit of Ben Hammack. I think the two would have gotten along well.

Professionally, this year's recipient started out as an accountant for the publication, and kept their eye on the money. Later was asked to buy into the business, becoming a partner and wears many different hats today.

This person has been married for 27 years, and interestingly enough there was a massive snowstorm on their wedding day. The couple ended up staying with her parents on their wedding night, and left the next day on their honeymoon.

Beyond family and work, gardening, especially her Hosta garden is a top hobby. This person also enjoys her vegetable garden & making salsa for her 4 children, Ben, Becky, Rachel & Emily.

When speaking with her husband about her family it became very apparent that she is always encouraging, and strives to help expand the horizon and life experiences of her family.

I'm proud to introduce you to this year's Ben Hammack Award, recipient, Joyce Frericks. From Star Publications in Sauk Centre, Minnesota.

DISTINGUISHED SERVICE AWARD

Each year, IFPA presents an award to the member whose service to their community, publication, and associate is above and beyond

the norm. This years recipient exemplifies the best our industry has. In order to make things a bit more interesting we'll keep you guessing as to who the recipient is until the end.

This person is (originally) from the Midwest

This person did not marry a high school or college sweetheart

This person has children

This person works with men and women

This person really really really likes desserts

This person is an excellent writer

This person works day and night, and never complains (seriously, not ever)

This person likes to travel

This person has pets

This person is hilarious but doesn't know it

This person is passionate about faith and active in church

This person supports the military

This person is thoughtful about gift giving

This person snores but just a little, and not every night

This person has a cluttered work space

This person likes pizza

This person likes going to movies

This person still reads the newspaper

This person is a member of IFPA

This person writes copy, sells ads, takes pictures, speaks at public forums, is thanked for everything by readers and co-workers, gets blamed for everything by readers and co-workers, looks forward to retirement

By now, you may have guessed that it could be just about anyone in this room. However, if we look at the individual a bit closer we can quickly determine the 2018 DSA Award Recipient.

A lifetime in ink: Starting early, Rick was editor-in-chief of the Daily Northwestern, campus newspaper at Northwestern University in



Rick Wamre (r) receives the Distinguished Service Award from Executive Director Douglas Fry (l)

Evanston, Illinois. Other news outlets are Fargo Forum (Fargo, North Dakota); Miami Herald and The Dallas Morning News.

Rick started his own company, Advocate Media, out of our guest room at night, while working full-time in commercial real estate. The Advocate's first issue hit the streets with four advertisers in 1991; Rick

delivered them himself door-to-door from the back of a pickup. His company turned 27 this April.

Rick is an rabid sports fan, so much so that his two sons caught the fever and work for professional teams: The San Jose Sharks (NHL) and Oklahoma City Thunder (NBA).

Rick grew up on a beautiful farm in

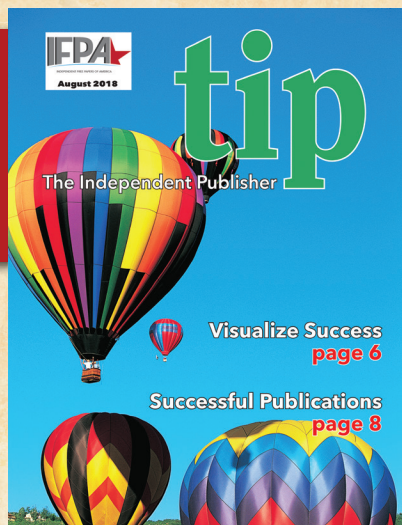
northern Minnesota, which molded his work ethic.

Rick and Sally celebrate their 30th wedding anniversary this year. She says she plans to keep him.

Please join me in congratulating Rick Wamre, the 2018 Distinguished Service Award Recipient.



Lou Ann Sornson (l) presents the Ben Hammack Award to Joyce Frericks (r)



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**HELMER
PRINTING**

Genesee Valley Penny Saver Revitalizes on 70th Anniversary as a Full-Service Agency

By Jim Haigh, SiteSwan Product Evangelist

Now celebrating 70 years in operation, the Harrison Family still measures its publishing company's success, in part, by the success of their small business clients. Founded in Avon, New York back in 1948, the Genesee Valley Penny Saver, a post-WWII start up publication connecting local merchants and their community, embraces their extraordinary 70-year milestone filled with confidence as they face the conclusion of 2018 and the years ahead.

In only their first 9 months as a SiteSwan Website Builder white label reseller, the Genesee Valley Penny Saver has designed over a dozen engaging and effective websites, and they have even more in production. Marketing Manager, Mary Shepard, shares: "Creating websites using SiteSwan has helped us in our efforts to enhance our customer relationships. We've rapidly evolved into a one-stop solution for our local businesses."

As second generation owner Steve Harrison approached his company's seventh successful decade, he became convinced that creating and maintaining responsive small business websites was the next asset that should be added to the award winning community paper's marketing solutions portfolio. The free weekly paper had already grown to serve readers and advertisers in

6 counties containing 11 separate print editions. Their in-house, sister company, Penny Lane Printing & Promotions, had similarly grown to provide virtually any object on which one could place a logo.

The GVPS had previously begun offering related digital services including banner ads on their own paper's website, email and social media marketing. "But what had remained elusive," explains Mary, who came to the Penny Saver with several years of advertising agency experience, "was access to better customer data, closer relationships with our clients -- and the ability to seize the tremendous opportunities those enhancements would offer." It was obvious from their first cost-benefit analysis that their modest investment in the SiteSwan platform would bring vast returns just from building their beautiful new websites.

"We looked through our existing client base and saw an incredible opportunity. We identified a multitude of advertisers that didn't have a web address in their Penny Saver ads, as well as those whose existing websites were not up to the website standard that we could offer them. Many of them were not mobile optimized, or the information was outdated and inaccurate, or simply the design was just not attractive or user-friendly," said Mary, reiterating that, for her and the Genesee Valley Penny Saver, their decision to utilize SiteSwan products was bigger than a

quick boost to the bottom line.

"Again, we were always looking for much more than just the easy gains in new and recurring revenues," Mary stated. "Having access to their website gives us access to reporting and to valuable insights. Now, we finally have the ability to clearly demonstrate the impact of our integrated marketing plans. We can show with clear metrics that their print ads are driving traffic and generating interest. We can put numbers to the level of engagement pushed by print, direct mail, email, banner ads and social media."

Now, because they are building and maintaining websites, Mary and the team have moved beyond the insights gleaned from just banner advertising. Now, they can tell clients and prospects "the rest of the story," as she puts it. "With SiteSwan, we can close the loop, show how many potential customers clicked through, downloaded coupons or the rebate form, all the actions taken as a result of our integrated multimedia campaigns. Having these response metrics is already a game changer," stated the GVPS Marketing Manager.

The SiteSwan-driven capacity to mine meaningful metrics and hard data and to show what is working, finally allows the marketing and sales teams to share insights and offer even more powerful integrated solutions to the businesses of the greater Genesee Valley region. "Over the course of 70 years, our family company grew to fill most of the small business community's needs," said Steve Harrison. "Brochures, business cards, invoices, banners, mugs, shirts -- in combination with integrated campaigns in our publications, direct mail and digital. It's all been organic, and it's worked well for our clients and therefore for us as a media company dedicated to helping grow commerce."

"And since we're also now -- finally, at long last -- building

and maintaining our advertisers' websites, our marketing team, led by Mary, is able to actually track results and make solutions-focused recommendations grounded in hard facts and figures," Steve explains. "In less than a year with SiteSwan, we've accomplished so much more than sustainable new revenue streams, our family enterprise is breaking new ground with different categories of advertisers."

Among these once arms-length advertisers is local government seeking to provide better public notice. Additionally, legal advertising has always been a coveted segment reserved in print in most states for subscription model newspapers, but as Mary shares, "there is a vote coming up on a building proposal. The municipality needed a better website with which to share and collect information. The supplemental legal and public notice they wanted to share with voters was too costly and cumbersome to place in the newspaper. So, we created a website dedicated to providing information on this specific proposal. We're now their partner in proactively engaging the public and soliciting community feedback. We are able to actively provide the municipality with site metrics to demonstrate outreach and trending opinion," reports May.

A similar case study from the private sector demonstrates how opportunities, unleashed through SiteSwan website creation, can "build a closer relationship with our print and promotional clients, where we're now in regular communications -- before, during and after a campaign -- able to help recommend the best marketing mix, reporting back on the return on their investment." Mary shares about a local hardware store that's tied to a national brand and under burdens and restrictions from corporate, including and beyond print. Forced to use a one-size-fits-all cookie cutter website for their hardware store, they had few digital options to promote their top business

categories of lumber and wood stoves.

"With SiteSwan, we were able to provide a local, custom solution. We built out those two critical verticals -- optimized in look, feel and search keywords -- and integrated them back seamlessly with the generic website furnished by corporate. We created a custom landing page with a look and feel tied to print, promoted unique URLs in print. Now, those lines of business are booming, and even corporate is taking notice," Mary observes with pride.

For the second generation owner and hands-on manager of all operations at the Genesee Valley Penny Saver and its companion Penny Lane Printing & Promotions, whose mission in business is to grow business and community, this is all inspirational icing on a celebratory company cake 70 years in the making. "We're truly taking 70 years of community trust to the next level on our anniversary," Mr. Steve Harrison observed, as the GVPS has embraced building effective, response-generating websites on the SiteSwan platform.

Mary convinced its print advertising

sales executives that they didn't have to know "how the sausage is made." These executives quickly grasped they don't need to know how to code a page in order to sell a website. They realized that their contributions would become more valuable, even amplified, placed in the middle of the now continuous conversation with all of our region's small businesses.

"As an amazing solutions team, we understand our local market, local needs. And we have the longevity -- we have built that trust over the past 70 years, and businesses had been looking to us to help them navigate digitally, to provide them the level of service and support they weren't getting from their digital-only agency here in the neighborhood -- or the national Goliaths that honestly don't seem to care about anything more than profits and their shareholders," concludes Steve. "In less than a year, and in connection with our historic anniversary which only a select group of businesses can ever hope to achieve -- we're actually younger, more energized and more empowered today." This is thanks, in part, to the Genesee Valley Penny Saver's strong relationship with SiteSwan.



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

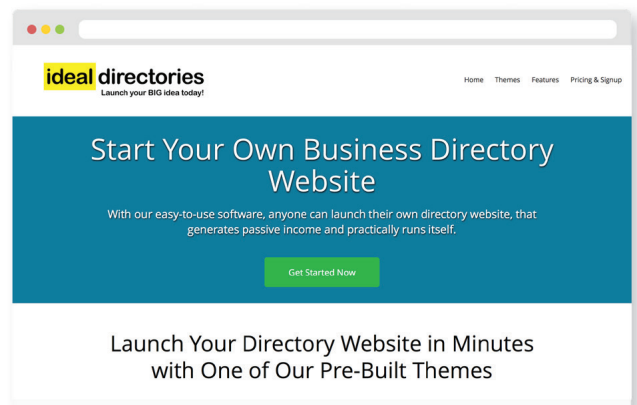
What is it?

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?

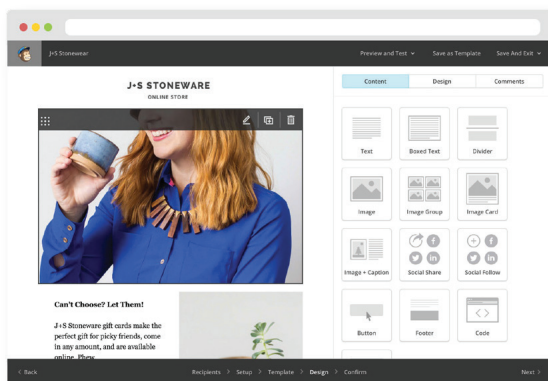
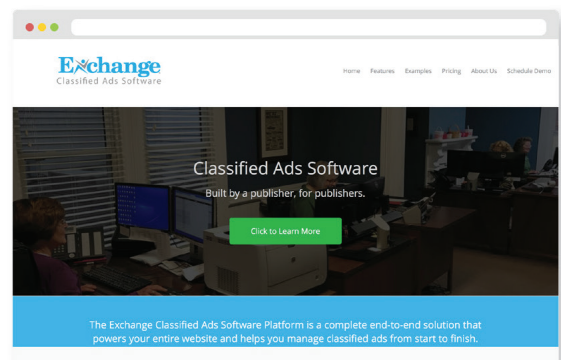
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

Building Relationships Is Based On Trust

By Bob Berting, Berting Communications

If building relationships is the key to advertising sales success, then trust is the foundation. Ask any top advertising sales performer what is their success and you'll hear that building trust is absolutely vital in their relationship with customers. But how do you build trust? Trust is built over time and is all the little things you do that makes a difference. When it comes to earning a customer's trust, actions speak louder than words. Sometimes it takes a little more time and effort to forge that bond, but trust is the most important factor in developing long range relationships. No one will tell you anything worthwhile unless you are trusted with that information. No one will make an agreement with you that they intend to keep unless they trust you. The 4 elements of trust are: competence, reliability, intentions, and appearance.

COMPETENCE

When you know advertising and your publication well, you will inspire the customer's confidence. They will look to you for answers to their problems, so make yourself a well read resource. Take constant responsibility for your own career growth and sales expertise. Do the things necessary to encourage your customers to have faith in you.

RELIABILITY

Your reliability will be the most important factor in their decision to trust you. Position yourself as a problem solver in correcting problems quickly and efficiently. Like it or not, your reliability may suffer due to a careless sales secretary or absent minded service person, so insist on a high level of performance

from everyone who comes in contact with your customers

INTENTIONS

At certain times, your relationship may get off track due to some glitch in communication. But if the customer knows your intentions are good. You usually will have a good chance to redeem yourself. Emphasize that their needs come first and you'll do whatever it takes to earn their complete trust and satisfaction

APPEARANCE

Though appearances can be deceiving, sometimes you can judge a book by its cover. If you drive a clean, late model car, and have a well-groomed, professional appearance, customers will be more than likely to view you as the representative of a reliable, well established publication. Enhance your image further with good posture, a broad vocabulary, a clear voice, and frequent eye contact. The latter says to the customer "you can trust me".

THE BOTTOM LINE FOR TRUST

Placing an ad campaign with a publication salesperson involves a certain amount of risk for many customers. They don't know if the salesperson will deliver everything that was promised or whether the salesperson is motivated by financial gain or truly wants to help. When you put your customer's mind at ease (trust), you have made yourself a valuable asset to them. The more your customers trust you, the greater the odds that your profitable relationships with them will last a long time. Building relationships is based upon trust.

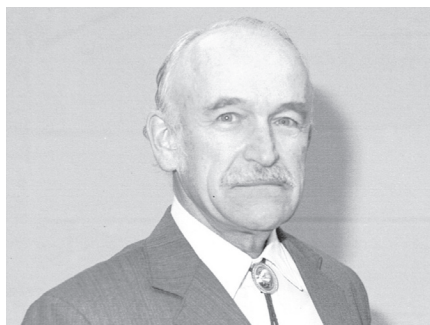
See Bob's new website at www.bobberting.com where you can opt-in to receive his Advanced Advertising Sales Monthly Memo, learn about his consulting service and see how he can become a columnist for your publication. You can also purchase his two e-book bundle for the newspaper industry, and learn more about all his training services including his tele-seminar and webinar programs. Bob is a professional speaker and sales trainer and has conducted over 1500 seminars for newspaper advertising salespeople, management, and customers. Contact Bob at bob@bobberting.com or 317-849-5408.





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)





Sally & Rick Wamre enjoy a conversation with Tim Bingaman (CVC) and Paul Huntley (MSG)

Charlie Delatorre (AFCP President) chats with Danielle Burnett and Douglas Fry



Newspapers • Magazines • Shoppers
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Dear Kevin (Kamen & Co. Group Services),

Although you represented the sellers in this deal, I want to thank you, Kevin Kamen, for all that you did in brokering the sale of The Wave newspaper of the Rockaways in Queens, N.Y., to my family and me. Your leadership, negotiating skill-set and knowledge of the business, market and industry served as a most valuable tool throughout the entire process. When negotiations hit a bit of a snag you were able to masterfully get the two sides together to compromise. As the buyer of this wonderful legacy newspaper, The Wave of Rockaways, I want to personally thank you for everything you did to make the sale happen. You were always professional, reasonable and did a great job!

- Walter H. Sanchez - Queens Ledger News Group, NY, 10/4/18

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Graphic Hooks

Last month I mentioned Gestalt Theory...

which tries to explain how we see and the idea of being visually literate—not an easy task! The elements and principles of design are one part of understanding how and what we see, but making sense of that seeing comes from a school of psychology that attempted to analyze and explain how the eye organizes visual experiences. This may help you understand why organizing our visual information is also key to the design process.

Gestalt Theory

Gestalt refers to the school of psychology that attempts to analyze and explain how the eye organizes visual experiences.

Gestalt theory proposes that the parts of the visual image may be analyzed and evaluated as distinct components and that the whole entire visual image is different from and greater than the sum of its parts. For example, you may use a photo, headline, body copy and logo in an ad, but all these “parts” reinforce one another in the creation of an ad.

Many years ago in one of my “education” courses, I wrote a paper on this particular theory. I’m sure I still have it... and maybe I should see what I wrote, but trust me, this month I am going to present a very brief overview—with pictures!

The following demonstrates how these principles help to contribute to the overall unity of any visual statement—especially advertising!

Closure

We have a natural tendency to complete a shape, to close the gaps or fill in the form to make the object complete. Closed shapes are more stable than unclosed shapes, but unclosed shapes offer a greater sense of adventure and the opportunity to explore and create a more dynamic feel.

This can be very useful when we work with black and white shapes... our positive and negative spaces within the ad. We can control where the eye is directed.

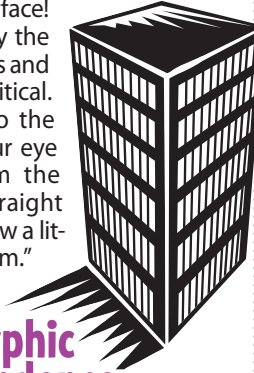
Color can also be used, but you also need to consider how much color—too much color in the ad reduces the impact.



Continuation

The eye has a natural tendency to continue along and beyond a straight line or curve. This is why we can make a building look 3-dimensional on a 2-dimensional surface!

This is also why the placement of rules and borders can be critical. Text too close to the border means our eye can “jump” from the words to the straight line in a flash. Allow a little “breathing room.”



Isomorphic Correspondence

A fancy way to say that visual perceptions can be based on our own human behavior, experiences and memories. An image of food can trigger hunger. Skull and crossbones is “danger.” We respond to visual images based on what we know.

No artwork is better than the wrong artwork!



Equilibrium

Our search for a state of balance, order and efficiency is explained by the Gestalt principle of equilibrium. There is a need for stability and balance—no tension.

But tension in an ad can also give direction. So the use of diagonals will offset balance but can increase eye flow or movement.



Figure/Ground

This fundamental law of perception enables us to discern images. Contrast brings images into focus. A black cat on snow is an example of this relationship. Figures are the positive elements against a background, and how they interact helps us “read” these images.

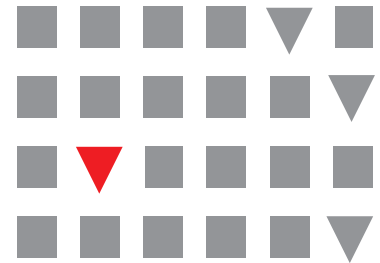


Proximity

The organization of visual patterns (lines, shapes, values, ect.) is explained by this Gestalt principle of proximity.

Separate items can be grouped and appear united because they are close. A marching band is made up of individuals, but they are perceived as a single unit.

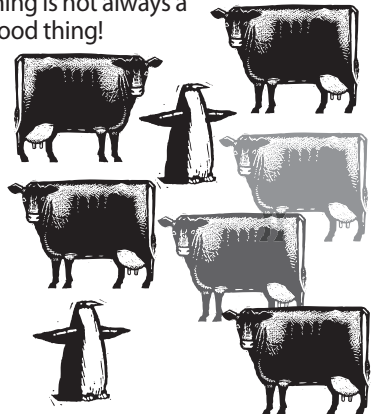
And as long as they function as a unit, we perceive them as one. To emphasize an area, change a shape or add color.



Similarity

Similar objects can be picked out of a group even if they are not close to one another. Similar objects are defined by shape, size, color and direction.

This is where bursts can be beneficial... but only if they are used with discretion. Too many and they become similar and lose their initial impact. Too much of anything is not always a good thing!



FINAL THOUGHTS

By the way, did you notice how you looked at the red triangle first under proximity? It grabbed your attention because it was the only color in the group. Color has tremendous impact if used judiciously! Visual literacy means you have a better chance of controlling your advertising message.

So elements, principles and a little psychology help with “design thinking.”

 Until next month...

Ellen Hanrahan hanrahan.in@att.net ©2018

IFPA Board Meeting Minutes

IFPA BOARD MEETING, THURSDAY, OCTOBER 18, 2018

President Jane Means called the meeting to order at 9:00a.m. (EST) Board members present: Doug Fabian, Jane Quaroli, Deborah Phillips, Eric McRoy and Executive Director: Douglas Fry Excused: Rick Wamre, Joe Nicastro and Joyce Frericks

Finances– Deborah Phillips: The September financials were emailed prior to the call. Deborah reported that the organizations cash position is much improved from last year and the financial recap of the Leadership Summit should be available with the October financial report. Eric made a motion to accept the financial report, Doug seconded the motion, all were in favor.

CADNET – Danielle Burnett: Danielle reported that rebate checks have started going out and she will be in touch with members who did

not complete the CADNET audit or are not eligible to receive a rebate.

SHARE Groups–Joe Nicastro & Doug Fabian: Joe sent a report prior to the meeting stating that the Publishers SHARE Group is off to a good start. Doug and Douglas reported that the Sales group is continuing to be well attended and the new Specialty group is off to a good start as well.

Sales Training–Douglas Fry: Douglas reported that he and Rick are still working with Diane Ciotta to set up a virtual Advanced Sales Training and Rick is also working with Ryan Dohrn on the 2019 virtual training series.

Leadership Summit - Douglas Fry: Douglas reported that he received great comments/surveys results following the Leadership Summit in Philly.

Publishers Summit–Danielle Burnett: Danielle reported that several Publishers Summit registrations have

come in and the committee will meet next week to discuss upcoming marketing and plans for the event.

Digital Workshop – Douglas Fry: Douglas will be meeting with Will Thomas to go over details of the June Digital Workshop and will report back to the Board.

Social Media and AdSense – Eric McRoy: Eric will look into the AdSense reporting and share the reports with the Board on the next call.

Website – Douglas Fry: Douglas is working with Dan Buendo to launch the new website format.

New Business – Douglas Fry: Douglas suggested that for all Board meetings going forward all Board members will receive up to three hotel room nights, up to \$500 in travel reimbursement and up to \$100 in miscellaneous expenses covered by the organization. Doug made a motion to accept Douglas' recommendation, Deborah seconded the motion, all were in favor.

Deborah made a motion to adjourn, Eric seconded the motion, all were in favor. The meeting was adjourned at 9:31 am EST.

Recording Secretary Danielle Burnett

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A strategy for organizing your advertisers' information

By John Foust, Raleigh, NC

I was talking to Greg, a veteran sales manager "Our sales team knows the importance of asking questions and gathering the right information," he said. "But the key is to write it down accurately and keep it organized. When sales people review their notes later, they need to be able to move as quickly as possible to the next step in the process, whether that's a proposal or the first ad in a new campaign.

"To deal with the challenge, I put together a simple format for note-taking," he explained. "It has evolved over time, and I'm sure it comes from a combination of ideas I've seen in training programs and books over the years. Our team likes this approach, because it saves time and gives them a track to follow."

Greg's format can be used by anyone who takes notes in a meeting where several topics are covered. Although a sales person goes through a progression of questions, a conversation sometimes veers into other areas, and an important point can get lost in a sea of notes. "Simply use a legal pad and divide it into four sections," he said. "Draw a line from top to bottom and another line from left to right. Label each quadrant with the titles you want – and you're all set. On the next page, you can continue the same four categories or use four new ones.

Here's a look at Greg's favorite quadrants:

1. Put audience information in the top left quadrant. "This is for notes about the advertiser's target audience," Greg said. "Their demographics, their interests, their age ranges, and especially their buying motives. What about the similarities and differences between their existing customers and the customers they want to attract?"

2. Put information about products and services in the upper right quadrant. "This tightens their focus," Greg explained. "Don't let the advertiser get away with puffed up generalities like 'fantastic' or 'incredible.' Dig for specific features and benefits. When you review the notes, you'll see some connections between audience motivators and product benefits."

3. Write history notes in the bottom left quadrant. According to Greg, this is the place for the advertiser's previous marketing experiences. What worked? What didn't work? What media vehicles were used? What kind of budget did they allocate? In their opinion, what could they have done differently to generate better results?"

4. Put notes on ad plans in the bottom right quadrant. This is the spot to write ideas for new ads. Do some special tactics come to mind? What about testimonials? Or tie-ins between print and digital promotions?

"The system works like a charm," Greg said. "If the advertiser mentions a product fact while history is being discussed, there's no problem. Just put that product note in the proper section. We use this format in other meetings, too. For example, in creative strategy conversations, we may label the sections Offer, Headline, Illustration, and Schedule."

It's all about writing it down the right way. Worth a try, isn't it?

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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

Audience Information	Products & Services
Marketing History	Ad Plans

IFPA Meeting Minutes

IFPA BOARD MEETING THURSDAY, SEPTEMBER 27, 2018, SHERATON SUITES, PHILADELPHIA, PA

President Jane Means called the meeting to order at 1:00p.m. EST. Board Members present: Deborah Phillips, Jane Means, Doug Fabian, Rick Wamre, Joyce Frericks, Executive Director Douglas Fry and Guests Gary Rudy and Preston Gibson

Treasurer's Report and Budget Review – Deborah Phillips: The August financials were emailed prior to the meeting as well as a forecast for the remainder of 2018 and 2019 budget draft. Deborah gave an overview of the current financial situation. Joyce made a motion to accept the financial report, Rick seconded the motion. Danielle gave a summary of the 2019 budget and 2018 forecast. There was discussion on investing money in the 2019 events. Doug made a motion to invest up to \$30,000, \$10,000 ear marked for each 2019 event. Deborah seconded the motion, all were in favor. Doug made a second motion to invest up to \$10,000 in scholarships for the 2019 events. Deborah seconded the motion, all were in favor. The committees for the three 2019 events will meet to finalize the budgets for their respective events. The 2019 Paperchain investment was also discussed. The Paperchain discussion was tabled until the Board has had an opportunity to connect with SRDS/Kantar on more details.

Leadership Summit – Douglas Fry: Douglas reported that 43 people will be attending the Leadership Summit including several people who haven't attended a recent IFPA event.

Publishers Summit-Danielle Burnett: An email went out this week to past Publishers Summit attendees offering them an early bird discount, the offer will also be extended to all Leadership Summit attendees. The deadline for the early bird pricing is October 5th. General marketing ebasts will start next week. The Publishers Summit is also being promoted in TIP.

Digital Summit – Douglas Fry: There was discussion on the name and marketing of the Digital event to be held in Chicago, June 7-8th 2019. There was also discussion about branding the IFPA Summits.

CADNET-Danielle Burnett: Danielle reported that the CADNET audit was just completed and rebates will be distributed in the next month.

SHARE Groups (Sales Managers, Publishers, & Specialty Publications) – Doug Fabian: Doug reported that the three SHARE Groups are running smoothly and are well attended.

IFPA Sales Training – Rick Wamre: Rick reported that he has spoken with Ryan Dohrn about doing another series of training videos. Rick has also been working with Diane Ciotta to add her training videos to this series. Doug made a motion to move forward with Ryan for 2019, Joyce seconded the motion, all were in favor.

Social Media & AdSense – Jane Means: Jane led discussion about the future of AdSense and who should lead the committee for social media and AdSense. Eric McRoy will chair this committee.

Website – Douglas Fry: Douglas reported that Dan Buendo has converted the IFPA website to WordPress and will teach Douglas and Danielle how to update the website going forward.

Deborah made a motion to adjourn the meeting and Joyce seconded the motion. The meeting was adjourned at 5:03 pm. Recording Secretary Danielle Burnett

IFPA BUSINESS MEETING, SATURDAY, SEPTEMBER 29, 2018 SHERATON SUITES, PHILADELPHIA, PA

President Jane Means called the meeting to order at 11:30 a.m. A quorum was established.

Preston Gibson made a motion to accept the 2017 business meeting minutes, Sylvia Weinstein seconded the motion.

Treasurer's Report – Deborah Phillips

The financial status of the organization is good. For the calendar year period January through August 2018:

Balance Sheet: \$185K in cash, \$839K in investments, Total assets of the association are \$1.1 million, Total liabilities \$168K, Leaving unrestricted net assets of \$937K, a \$35K increase to prior year.

Revenue: 2018 Cadnet Classified Ad and Display Ad revenue through August 31st is \$204K, an increase of +\$24K or +14% to prior year, Calendar year to date TOTAL revenue for the association is \$295K down -\$16K to prior year of \$311K with declines in investment performance revenue (-\$24K), membership

revenue (-\$8K), training initiatives revenue (-\$7K), and TIP newsletter revenue (-\$2K) offset by gains in CADNET / Display Ad (+\$24K). Total expenses 2018 to date total \$227K compared to \$253K last year-to-date, \$81K of the expenses to date have been CADNET rebates and commissions, \$5K for training initiatives, \$31K for member benefits including CVC audits for member publications.

In calendar year 2017 the association invested the following amounts back to the members: \$99K in rebates and commissions from CADNET, \$122K in conferences, publishers' summits and training for members, \$50K in member benefits including CVC circulation audits of member publications.

The financial records of the association are reviewed annually and tax preparation completed by the accounting firm of Clifton Larson Allen of Minneapolis, MN.

Preston Gibson made a motion to accept the financial report, Phil Daubel seconded the motion, all were in favor.

Nominating Committee Report – Deborah Phillips

President: Jane Means, Vice-President: Rick Wamre, Treasurer: Deborah Phillips, Directors: Eric McRoy, Joe Nicaastro, Joyce Frericks, Sergeant At Arms: Jane Quaroli, Past President: Doug Fabian

John Schaffner made a motion to accept the nominations as presented, Preston Gibson seconded the motion, all were in favor.

By-Law Amendment – Douglas Fry


It is proposed that Article VIII of the By-Laws of the Independent Free Papers of America be amended. This article currently reads

"Membership may be granted to companies publishing niche, specialty, and digital community publications which are locally distributed and independently owned. These companies must derive at least 75% of their total publication income from free distribution publications. All publications must provide free distribution of content, be published at stated intervals, and have verifiable distribution."

An amendment to that article would read "...must derive at least 51% of their total publication income from free distribution publications."

Preston Gibson moved to accept the amendment as read, Deborah Phillips seconded the motion, all were in favor.

Deborah Phillips made a motion to adjourn the meeting at 11:45 a.m., all were in favor. Recording Secretary Danielle Burnett



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