



# tip

The Independent Publisher

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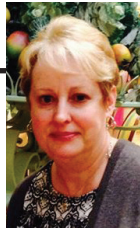
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*"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."*

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

### The Independent Publisher

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*"Those who agree with us might not be right - but we admire their astuteness."*

- Cullen Hightower





# Jotted by Jane

by  
Jane  
Means



As you read this, you would have made it through Thanksgiving and are now preparing for the Holidays. As I write this, I haven't even made the grocery list for Thanksgiving yet. (For those of you who know me well, you know I have no need for a grocery list, ever!)

Yet both scenarios give you and I a chance to pause and give thanks. As each of us looks around our offices, I'm confident we all get a "warm and fuzzy" feeling as we appreciate each and every department. Our dedicated sales staffs, the ever creative graphics departments, ad entry and pagination are honed in on every detail, A/R and A/P are on top of it, electronic tear sheets are streamlined, the pressroom is humming and circulation is bustling.

We work in a wonderful industry where our circulation holds strong and our readers remain loyal.

I'm so grateful my path crossed with a gentleman (Jim Hillman) who hired me into this incredible industry. I am so indebted to so many industry leaders who guided me along the way. Several are now deceased and many are reading this column now! I hear from several retired newspaper people throughout the year; it's always great to keep in touch.

Facing my second year as President, I cannot begin to tell you how helpful both Douglas and Danielle have been. Our board is made up of top leaders, sharp thinkers and devoted people to the mission of IFPA. Our past president Doug Fabian

has been invaluable with his unending dedication to making sure the organization continues to move forward.

I don't know if other industries are as helpful, as devoted in helping each other, but IFPA members certainly excel. Thank you fellow IFPA members!

My sincere wishes for a wonderful holiday season and a glorious new year.

*p.s. If you haven't registered yet for the Publishers' Summit at the end of January, do so today; space is limited and there are not many seats left. See you in Clearwater Beach, FL!*



## 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



by Douglas Fry

A good friend of mine told me, "The biggest room in the house is the room to improve." The IFPA board of directors takes this axiom to heart as they chart the future of your association.

You are bombarded with daily challenges. One of those challenges should NOT be the association in which you have membership. We want to make membership in IFPA one of the easiest, most rewarding parts of your work life.

The board studied ways to make IFPA *the* association you want to join. As a result, we will streamline the management of our association. Essentially, *the buck stops with me*. If you have a question, challenge, suggestion, or gripe just call me: Douglas Fry 931.922.4171. I'll take care of it or get you in touch with the person who knows more than I do.

# IFPA Continues to Move Forward

One person that I rely on to do lots of heavy lifting in the association is Danielle Burnett. She handles so much work behind the scenes that keep us running smoothly. She does so without fanfare or for recognition. I think it would be helpful for you to know all that she does. From managing our very popular Publishers Summit to budgeting, forecasting, accounting, recording meeting minutes, CADNET ad disbursement, ad billing, rebate qualification and check disbursements, and tons of other jobs we need done, Danielle manages it with professionalism. One reason IFPA is a great association is because of her contributions.

The president, Jane Means, the Executive Committee, and Board

of Directors are the most involved, active, and engaged people in our industry. Some boards just sit. IFPAs do so much more than merely sit, holding a seat. They are involved in the very fabric of who we are as an association.

We will be streamlining the committee assignments to more closely align with what you need to improve your publications and make your life easier. There are several new initiatives we will embark on in the near future. I can't wait to tell you.

If you would like to be more involved in the future of your association please give me a call. I look forward to the future.



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# Postal Rates & Promotions for 2019

by Donna Hanberry

On November 13, 2018, the Postal Regulatory Commission approved the change in Postal rates, as filed, by the U.S. Postal Service for both Market Dominant and Competitive products to take effect January 27, 2019. A chart, reproduced with permission from PostCom, showing the current and new rates for enhanced carrier route flats, including high density and saturation mail, accompanies this column. The PRC also approved a resumption of promotions for mailers that include the same, or similar, promotions that free paper publishers used in prior years to receive an up-front 2% discount on postage. Some of the promotions likely to be of interest to free paper publishers that mail in 2019 include the Emerging and Advanced Technology Promotion, with a promotion period of six months running from March through August 2019, and a Mobile Shopping Promotion, with a five-month eligibility period of August through December 2019. Details on promotion requirements will be posted and can be found on the PostalPro website at <https://postalpro-usps.com/promotions>.

Some highlights, (and low lights), of the new rates, and how they impact free papers that are using ECR saturation mail include the following:

- The overall CPI “rate cap” adjustment was approximately 2.5%. The overall percentage was slightly higher than cumulative CPI for the past twelve months because the Postal Service had “banked”, or saved, rate authority from a prior rate adjustment.

- There were some winners and losers in how the Postal Service “did the math”. For Carrier Route mail, a type of mail used predominately by catalog companies, the increase was only .07%. The Postal Service justified this lower than average price adjustment as recognizing the “value in the mailbox” of this type of product and how catalogs often generated other mail volume in terms of shipping, bills, and further correspondence.

- The “average” increase for saturation mail was 3.6%, but for saturation flats that are entered at the SCF, the increase was much greater as high as 8.5%. Mail entered at the DDU, has a 3.2% increase.

- The DAL went from 3.6 cents to 4 cents.

- The increase in the pound rate was small. For the most part, as ECR saturation flat mail gets heavier, the overall rate increases flatten out.

- Other classes and types of mail were subject to some new proposals, and changes in requirements. Some significant changes were made in how parcels are charged and rates. The rate for a first class “retail” letter went from 50 cents to 55 cents. Greater discounts and lower rates were proposed for commercial first-class mail in an effort to stem the loss of first-class business mailings.

- Although most free paper publishers endeavor to enter their free papers, whether produced and printed by the publisher or by a printer, as deep into the Postal system as possible at the DDU, to get the best, most predictable in-home delivery and service possible, many SMC

members, particularly those in rural areas, need to enter mail at the SCF. Sometimes this is due to the great distance in geography for market areas, other times it is related to the small size of local post offices and the inability of the Postal Service, and mailers, to coordinate delivery entry times. SMC did appeal to the Postal Service for a reduction in the proposed SCF rate, making the following arguments:

- The SCF increase is much higher than predicted. The Postal Service had “promised” throughout the year that this would be a standard, “vanilla”, “no unforeseen consequences” type of rate case. An 8.5% increase is outrageous!

- The rates unfairly disadvantage mailers in rural areas, and can give a competitive advantage to other mailers or other ad media that might be able to go to the DDU, or do not use the Postal Service for distribution.

SMC Members had conference calls and meetings with the Postal Service Rate, Product, Marketing, and Pricing officials to discuss this increase. When it was approved by the PRC, as being “lawful”, the Service stated it would not put forward any change in the SCF rate at this time.

The Postal Service justified this much higher than anticipated rate increase as being caused by two factors in Postal Service costing.

First, prior costs calculations just looked at the “piece” rate for saturation mail, and did not include costs relating to heavier, pound rate, mailings. When both were considered, the actual costs to the USPS for these pieces were higher than shown in prior calculations.

Second, the workshare discounts that had been given to mail entered at the SCF were higher than what is permitted by the PRC. This PRC has mandated that workshare discounts for Marketing Mail not be higher than

**USPS Marketing Mail Flats Postage Rates--Enhanced Carrier Route (USPS Rates for January 27, 2019 Implementation)**  
(All Rates Shown in Cents)

SUBCLASS/ Rate Category	For Pieces Weighing 4.0 Ounces or Less <sup>1/2</sup>				For Pieces Weighing More Than 4.0 Ounces <sup>1/2</sup>			
					Current Rates		New Rates	
	Current Rate	New Rates	% Diff	Amount Diff	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
<b>ECR FLATS -- Basic</b>	29.5	30.0	1.7%	0.5	12.0	69.8	12.5	70.0
NDC Entry	26.5	27.0	1.9%	0.5	12.0	57.8	12.5	58.0
SCF Entry	25.7	26.2	1.9%	0.5	12.0	54.6	12.5	54.9
Delivery Unit Entry	24.6	25.3	2.8%	0.7	12.0	50.2	12.5	51.1
<b>ECR FLATS -- Basic CR Bundles/Pallets</b>	27.6	27.9	1.1%	0.3	10.1	69.8	10.4	70.0
NDC Entry	24.6	24.9	1.2%	0.3	10.1	57.8	10.4	58.0
SCF Entry	23.8	24.1	1.3%	0.3	10.1	54.6	10.4	54.9
Delivery Unit Entry	22.7	23.2	2.2%	0.5	10.1	50.2	10.4	51.1
<b>ECR FLATS High Density <sup>1/3</sup></b>	24.8	25.0	0.8%	0.2	9.6	60.9	9.8	60.9
NDC Entry	20.8	21.2	1.9%	0.4	9.6	44.8	9.8	45.4
SCF Entry	19.4	20.5	5.7%	1.1	9.6	39.3	9.8	42.6
Delivery Unit Entry	18.5	18.7	1.1%	0.2	9.6	35.7	9.8	35.7
<b>ECR FLATS -- High Density Plus</b>	22.7	23.2	2.2%	0.5	7.5	60.9	8.0	60.9
NDC Entry	18.7	19.4	3.7%	0.7	7.5	44.8	8.0	45.4
SCF Entry	17.3	18.7	8.1%	1.4	7.5	39.3	8.0	42.6
Delivery Unit Entry	16.4	16.9	3.0%	0.5	7.5	35.7	8.0	35.7
<b>ECR FLATS -- Saturation</b>	21.9	22.4	2.3%	0.5	6.7	60.9	7.2	60.9
NDC Entry	17.9	18.6	3.9%	0.7	6.7	44.8	7.2	45.4
SCF Entry	16.5	17.9	8.5%	1.4	6.7	39.3	7.2	42.6
Delivery Unit Entry	15.6	16.1	3.2%	0.5	6.7	35.7	7.2	35.7
<b>EDDM</b>	22.0	22.5	2.3%	0.5	6.8	60.9	7.3	60.9
NDC Entry	18.0	18.7	3.9%	0.7	6.8	44.8	7.3	45.4
SCF Entry	16.6	18.0	8.4%	1.4	6.8	39.3	7.3	42.6
Delivery Unit Entry	15.7	16.2	3.2%	0.5	6.8	35.7	7.3	35.7

Add \$0.040 (currently \$0.036) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

<sup>1/1</sup> Per piece maximum weight is 4.0 ounces before piece/pound rates apply.

<sup>1/2</sup> Saturation, High Density Plus, and High Density letter-shaped pieces, that weigh more than 4.0 ounces must pay the piece and pound prices shown in the applicable Saturation, High Density Plus, and High Density Flats (Commercial and Nonprofit) price tables. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 3.5 ounces, but not more than 4.0 ounces, must pay Carrier Route Flats (4.0 ounces or less) prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 4.0 ounces must pay Carrier Route Flats (greater than 4.0 ounces) per piece and per pound prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces

115% of avoided cost. This change in rates reduced the worksharing passthrough that had been over 115%, to 100%.

The USPS was not required to take the rate all the way down to a 100% (exactly “even”) passthrough. This was another reason that SMC members, and particularly mailers that will be hurt by these higher than USPS “promised” projections asked for, and continue to ask for, some amelioration in the SCF rate.

Speaking personally as an advocate for free papers and the shared mail industry, I was very disappointed by the Postal Service’s failure to “do the right thing” and to voluntarily reduce the SCF rate before the January 27, 2019 implementation. I am equally troubled by statements the Postal

Service has been making about “rate cap math”. It appears the Postal Service has been doing what it can to work the rate cap system to impose higher than “average” CPI increases on types of mail that the Postal Service believes, or hopes, will stay in the mailbox and “take it” when they get a stiffer increase.

For other types of mail, that might leave, or in the case of catalogs might spur other types of mailings including the Postal Service’s much higher priced shipping and delivery services, this case suggests the service is “working the system” to keep those mailers, and other mail volumes they may generate, in the mailbox.

Going forward, as the Postal Service has a new Board of Governors and leadership. It may be a time for more

discussion and questioning of what the Postal Service, with its monopoly control of the mailbox and universal service mission, owes mailers in terms of fairness and transparency in pricing its products.





# Pipestone Publishing's Sustainable News Model: Mixing Print & Digital Revenues

*by Jim Haigh, JB Multimedia*

The Pipestone County Star has not missed its weekly deadline even once in 139 years. An amazing accomplishment in a publishing industry that seems to only make news for company closures and consolidations. And the track record is even more remarkable when you consider the fact that the thermometer rarely pushes above freezing between Election Day and Easter.

The story of Southwestern Minnesota's newspaper of record consists of many triumphs over industry trends, economic cycles and even Mother Nature. It's an inspiring case study of sustainable enterprise in the fragile local news industry. Working examples like this well-read community paper founded in 1879 defy the stale "Print is Dead" narrative. But the sensationalism of corporate newspaper chain failures continues to attract all the attention, away from the success stories of America's sustainable hometown news providers.

Second generation owner and publisher, John Draper, tries to ignore the negativity, focused on his passion to continue to deliver the news and information his community continues to rely on. "Pipestone Publishing Company carries on a proud tradition that dates all the way back to the founding of the County seat. We have a tremendous,

dedicated team that carries out the mission of serving community. We strive to create, connect and inform — to gather and share the news, and to help drive local commerce."

"Community publishing is a virtuous cycle that requires tireless commitment, embracing fresh ideas and adopting the latest technology," John shares. "That's what keeps the tradition alive and well here on the plains. You can't just be a one trick pony, and you have to reinvest in your company — you won't succeed eating the seed corn. That's the lesson they leave out when they tell the story of failing corporate media outlets."

The model of sowing more than you reap has led to sustainable growth, where print and digital are successfully integrated to build community and boost local businesses. From the Draper family acquisition of the County's legal weekly in 1976, the publishing company has cultivated the region's media landscape to include the Southwestern Peach newspaper, the Free Star shopping guide, the Farm Market News serving the agricultural economies, and a bushel of specialty publications in print and online including a magazine dedicated to ice fishing going to press in November. Harnessing their resources, Pipestone Publishing Company also provides a wide range of commercial printing, direct mail and graphic design services.

From the harvest of traditional print communications, publisher John Draper began planting digital seeds in the early days of the emerging internet. "Back in the 1990s, we saw the potential for cost-cutting efficiencies to tame time, distance, weather and postage," he explains of the modest early investments in digital technology. "We were early internet adopters, from the time we actually had reliable dial-up service. But the business case back then was far more basic, boring actually, when you look back. It was used solely as a better, cheaper and quicker way to share art files, ad proofs and sales materials."

Pipestone began to tinker with website design starting with their own company sites, using clunky boxed software and dabbling in coding. "The process was painful, and the results underwhelming from both design and functionality standpoints. And at the same time, we were starting to have advertisers ask us about building websites. The timing was a perfect storm when we walked through the SiteSwan Website Builder demo at the Midwest Free Community Paper Conference and Trade Show," recalls John. "It was instantly clear that it was created for the needs of publishers and printers. The powerful software was so intuitive to use, and the reseller program consisted of every tool a newspaper would need out of a web design 'business in a box' to quickly get off to the races."

The natural decision to grow into website design powered by SiteSwan quickly provided fertile ground to plant a diverse garden of digital offerings. "Because of the elegant simplicity of the platform, we were able to have our same print advertising designers build beautiful, responsive websites. The bounty of ready-made themes makes building a spec website as easy as a spec ad for our papers. And now by adding professional web design to the marketing relationship previously

rooted only in print, we've organically blossomed into an integrated suite of digital products and services."

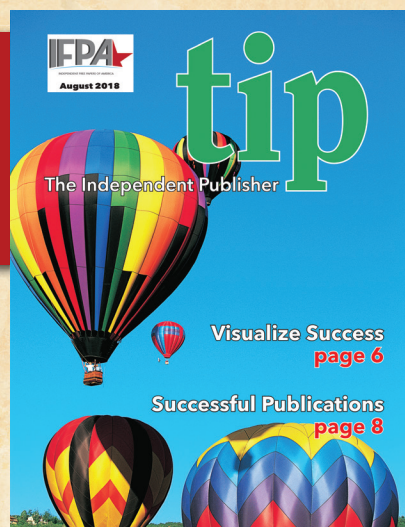
Powered by SiteSwan Website Builder, with the tools, team confidence and growing portfolio of mobile websites throughout Pipestone County and across state lines, "we're also now filling the demand for email and social media marketing," Draper explains. "Our credentials in website design have even led us into new pastures including apps, where we now boast outstanding downloads and engagement."

Today a 42 year old, second generation communications company, sustainably thriving from newspaper roots tended with care and respect for 139 years, Pipestone Publishing Company, Inc. is a testament to both tradition and organic growth chasing the sun where it shines. As the sleeves-rolled leader of this dynamic media enterprise, John Draper is driven to foster relationships, and

resourcefulness is in the DNA of the communities his family business serves. Under his stewardship, print and digital communications each fertilize the other to achieve yields far greater than either could have achieved on their own. They're so much stronger together working in tandem.

"You could definitely say that building and maintaining websites with SiteSwan plays a big role in our ability to provide news and information to Pipestone and our neighboring communities. When you are determined to apply your resources to their potential, print and digital drive each other. They're complementary tools to forge deeper, stronger relationships with both readers and advertisers," offers John. "And every new source of revenue makes a difference. Sustainable models require vision and determination, but also integration. You can't be a one trick pony, and you can't strip mine your way to lasting success."

As for all the headlines declaring "Local news is Dead," community-building entrepreneur John Draper admits to legitimate frustration. And as a successful publisher in his community, and passionate leader in his industry, he is far from alone. "There are so many hometown publishers across America serving the needs of their citizens and their small businesses. We're providing critical information about their schools, their infrastructure and safety, arts and sports, and decisions that shape their tomorrows. As independent publishers, we share and learn through our trade associations, and there are so many inspiring success stories getting drowned out, not being told," observes Draper. "The good news of local news is still being written across all media, legacy and emerging platforms."



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# 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.

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## Ideal Directories

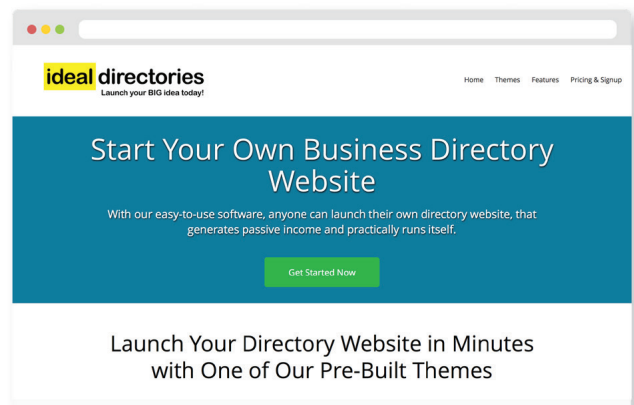
### *What is it?*

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](http://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](http://www.pageflippro.com)

## Exchange Classified Ads Platform

### What is it?

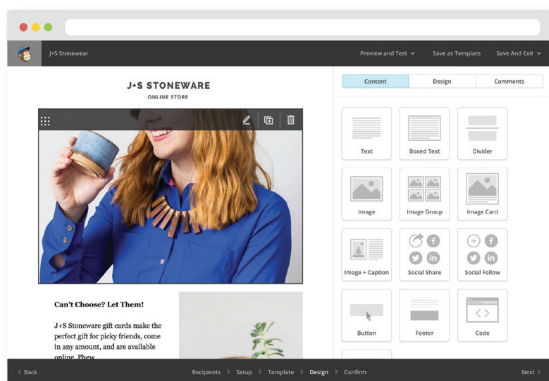
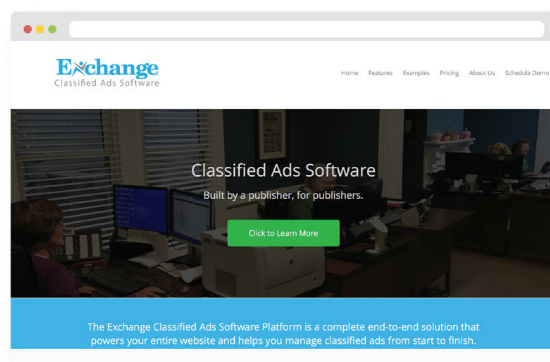
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

### 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](http://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](http://www.mailchimp.com)

# A newspaper's unique Vitamin C6 protects the community

A daily dose of vitamin C is strongly thought to keep the human body healthy and functioning.

The regular dose of a local publication's unique vitamin C – actually six key services with names starting with the letter C – help keep a town or region healthy, in balance and functioning.

## VITAMIN C AND THE HUMAN BODY

Just a few months after I began dating my wife, Connie, her father gave me a bottle of Rexall Vitamin C tablets.

He'd religiously taken one every day for years, he told me, and those little orange pills had kept him healthy and robust when others working in the outdoor construction business were falling ill around him.

I wasn't sure the pills would really make a difference for me but I wanted to please my future father-in-law. Accepting the gift seemed like the wisest thing to do. Afterall, I wanted him to allow me to marry his daughter.

I've been taking a 50 mg vitamin C tablet every morning since.

## VITAMIN C6 AND THE COMMUNITY NEWSPAPER

Hometown publications invigorate their trade area with powerful shots of Vitamin C6. These powerful ingredients assure [1] continuity, [2] cooperation, [3] credibility, [4] commitment, [5] consensus and [6] a true sense of community.

No other form of public

communication has the reach or depth to do so much day after day. The natural value of Vitamin C6 brings life, direction and stimulation to the area served.

1. CONTINUITY. Locally written and edited papers are the most reliable link to the past as well as the most dependable source of informative details regarding what is happening that day or week.

Local newspapers are the first writers of current history. They are the most often researched source for individuals seeking family records or community social or cultural information about the past. The community newspaper provides a lifeline that provides CONTINUITY from generation to generation as well as between the town's various interest groups.

2. COOPERATION. The hometown newspaper encourages local teamwork for the good of all. As the leading media connecting with the majority of local families, the paper is in a position to educate, encourage and clearly explain "the why" something is happening in the community and how citizens can COOPERATE with those making the necessary changes and improvements.

Radio cannot create the same levels of COOPERATION. There are too many different stations for any of them to earn the attention of the masses. The internet can't. That media is overloaded with as many differing opinion blog sites, ideas and voices as stars in the sky. Many of them are shortsighted and biased.

3. CREDIBILITY. A newspaper's future depends on earning and keeping the respect of the local readers, advertisers and community leaders. Newspapers cannot afford to get the facts wrong or to take sides when reporting a story. A newspaper's reputation depends upon its CREDIBILITY. That hard-earned expectation of honesty and dependability extends beyond the editorial material, in the mind of the reader, to the ads and openly published opinion pieces.

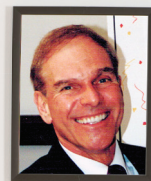
4. COMMITMENT. The men and women who own, manage and produce a

local newspaper live and raise their families in the town where they are staking their business. They are COMMITTED to making that town the best possible place to live, work and invest. Their children attend the local schools, worship in the local churches and play in the local parks. The family depends upon the decision makers for their individual safety and a certain quality of life. Their COMMITMENT to building a better community makes the local paper the town's leading cheerleader for all important events and projects. Papers support those projects with their stories, advertising space, time and often even their own dollars.

5. CONSENSUS. Only the local newspaper can create CONSENSUS in today's widely changing and diverse community. Radio stations cannot. None have enough listeners to create a general agreement on any subject. Broadcast television cannot. Their coverage area is too large to be able to promote ideas for the common good of a nearby town. Internet bloggers and Facebook cannot. There aren't two bloggers or websites with the same idea, message or purpose. Only the community newspaper, subscribed to and delivered to the majority of homes in the community can change minds, offer detailed ideas and motivate a wide range of

*continues on page 14*





# 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](mailto:douglas@ifpa.com))





citizens to one common, worthwhile solution.

6. COMMUNITY. Everyone belongs to a number of communities: the town they live in, the church they attend, the high school whose team they and their friends cheer for, the organizations they belong to and finally, the place where they work. Individuals are part of those groups because it makes them feel comfortable, safe and secure and often provides an exciting challenge or satisfying experience. Being part of a COMMUNITY offers recreation and educational opportunities, guarantees a better, more balanced life and provide a source of income.

Man does not normally want to live alone. The hometown newspaper has for generations been the first form of local social media and protector of individual rights. Newspapers help enforce that important sense of community with powerful storytelling, reliable reporting and solid leadership. They create a closely-knit group of individuals sharing a common hope, goal and purpose.

*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.*

## New e-book "Power Selling Tools"

Bob Berting, Newspaper Marketing Consultant, is offering his new e-book for the newspaper industry "Power Selling Tools For The Advertising Sales Consultant". The new e-book has valuable content for both the beginning and experienced advertising salesperson. Bob has 2 previous e-books for the newspaper industry: "Dynamic Sales and Image Power" and "Advanced Selling Skills For The Advertising Sales Pro". Go to Bob's website [www.bobberting.com](http://www.bobberting.com) to order any one or bundle of 2 or all 3 books.

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

**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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# What's Ahead?

## Publishers Summit

January 25 & 26, 2019

Clearwater Beach, FL

Popular interactive event for Publishers sharing keys to success.

## Digital Workshop

June 7 & 8, 2019

Chicago O'Hare, IL

Will Thomas will share his knowledge of all things digital: internet ads to social media.

## Sales Management

September 27 & 28, 2019

Philadelphia, PA

The last Leadership Summit was a huge success. We will build on that success to include Sales Management professionals.



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**Steel Distribution Boxes**

**Tubes and Steel Posts**



# IFPA Board Meeting Minutes

## IFPA BOARD MEETING, THURSDAY, NOVEMBER 15, 2018

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

Finances- Deborah Phillips: The October financials and 2019 budget were emailed prior to the call. Deborah gave an update on the current financial state of the organization. Joe made a motion to accept the report, Joyce seconded the motion, all were in favor.

CADNET – Danielle Burnett Danielle reported that CADNET rebates have gone out for the most recent CADNET audit. There was discussion about making adjustments to the letters that are distributed with the next round of rebate checks.

SHARE Groups – Doug Fabian: Doug reported that a lot of great info was shared on the sales manager call yesterday and he is hoping to find a few new people to add to the group. Joe reported that the Publishers SHARE group is growing and he's hoping to continue to increase the attendance. Rick also reported that the Specialty Publications Group is off to a good start and they are looking to grow as well.

IFPA Training – Rick Wamre: Rick reported that Ryan Dohrn will be recording his training sessions in December and the sessions will be available the beginning of the year. He also reported that Douglas recently recorded training sessions with Diane Ciotta that will also be available to the membership around the first of the year.

Publishers Summit– Danielle Burnett: Danielle reported that the Publishers Summit attendance is growing and there are only a handful of spots left.

Digital Workshop – Douglas Fry: Douglas has been working with Will Thomas to plan the content of the June 7-8 Digital Workshop. More info and marketing of the event will begin at the Publishers Summit.

Website – Joyce Frericks: Joyce reported that Douglas is working to get the new website up and running and is hoping it will be ready by December.

Old Business – Joe Nicastro: Joe reported that he is waiting on more info for the ad remnant program he presented in June.

Operational Structure – Jane Means: The board discussed streamlining IFPA's operational structure. Preston Gibson of Cape May Herald facilitated an extensive review of IFPA's administrative direction and the committee assigned to this effort presented a consensus of the findings. All were in favor.

Joe made a motion to adjourn, Manny seconded the motion, all were in favor. The meeting was adjourned at 9:35 am EST.

*Recording Secretary Danielle Burnett*



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webinars, and industry news.**



On a visit to my eye doctor for a check-up, I noticed a poster on the wall in the examination room. It featured a series of photographs of the same scene. The first photo depicted the scene through “normal” vision, and the other photos showed how that scene would be viewed by people with various eye conditions, like glaucoma, macular degeneration and cataracts.

It was a powerful exhibit. In one simple poster – with a series of pictures and only a few words – a patient could get a clear idea of the effects of certain conditions.

If we think beyond the subject matter of the poster, we’ll find some important lessons about communication. In the sales profession, “showing” beats “telling” every time. Here are some key points:

1. Use strong visual images. There is a famous Chinese proverb that states, “One time seeing is worth a thousand times hearing.” Newspapers have a real advantage here. Newspaper ads – in print and digital formats – are visual.

If you’re going to show something, make it worth seeing. Kirk, a long-time sales person, once told me, “I never go into a client meeting without some kind of exhibit. It might be a copy of their most recent ad. It might be a chart illustrating readership figures. Or it might be a selection of stock photos that could be used in the next campaign. Sometimes I just use a felt-tip marker to make a back-of-the-napkin type diagram on a legal pad.

2. When possible, use comparisons. When I saw the eye poster, it was easy to compare my eyesight to the photos. I immediately understood the differences.

There are plenty of possible

# “Showing” beats “telling” every time

comparisons in a sales presentation. You can compare typography samples to demonstrate how one font is more readable than another. You can compare a cluttered layout to a clean layout. And you can compare headline samples.

3. Keep it simple. It’s important to make it easy for prospects to reach their own conclusions. The purpose of a visual exhibit is to clarify a sales point.

“I’m careful about what I show to people in meetings,” Kirk said. “Using too many examples can create brain freeze. It’s a lot easier for them to understand the differences between Choice A and Choice B than to understand the differences between Choices A through D or E.

“I learned a lesson early in my career, when I presented a marketing manager with a selection of four completely different ad ideas,” he

explained. “The presentation was a disaster, because there were too many choices. The manager couldn’t decide, so he called several other people into the room. No one could agree on anything and the meeting hit a stalemate. I ended up going back to the drawing board to create two different choices. A week or so later, I presented those two options, and they quickly made a decision.”

The bottom line: When it comes to persuasive communication, think of ways to show what you’re saying.

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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](mailto:john@johnfoust.com)



# Graphic Hooks

**Silhouettes on the page...** to modify the Herman's Hermits "Silhouettes on the Wall" tune from waaaaay back when got me to thinking. That and an article from *"Before and After"* regarding the use of silhouettes for desktop holiday cards reminded me of the many times I used silhouettes as attention-getting devices in my ads.

Silhouettes are especially helpful in small space ads because they are simple and recognizable in the blink of an eye...which is what you are looking for when designing for a printed page with a lot of other ads competing for "attention."

I started to discuss using silhouettes in April of 2010 and gave a few examples, but I decided to rerun this article because using this type of artwork is pretty effective.

The samples presented have run in the Booster for many years. They work well as heading for our regular columns because they are clean, simple and the art supports the text...in other words they stand out from the other ads. The simple silhouette is easily recognized by the reader. If we would have used "detailed" artwork, the effect would not be as striking, especially since we are working in a very small space and more lines (details) would start to look "busy."

The article from *Before and After* led me to a web site: [all-silhouettes.com](http://all-silhouettes.com). The info said they were "the largest, online collection of free vector silhouettes. Most of presented silhouettes are free for personal and commercial purposes (see license information for each pack for more details)." Most of the silhouette clip art contain two vector formats: *AI (Adobe Illustrator 8)* and *CSH (Adobe Photoshop custom shapes)* so they are easy to use in a vector editing application. Hey, it's free, so why not?!

There are quite a few "collections" and I am showing you some of them this month. I picked a few that I thought would lend themselves to small space (or even large) ads and some ideas for incorporating them into your designs.

## Look for details

As I said, the vector art from the above web site is free, but you get what you pay for. I went through the "Christmas" collection (80-some silhouettes) and I can't say the I like any of them very much, so I have not included them on this page. I am always on the lookout for holly leaves because they say holiday and usually don't take up very much space in an ad—I can tuck them in corners or even behind bursts.

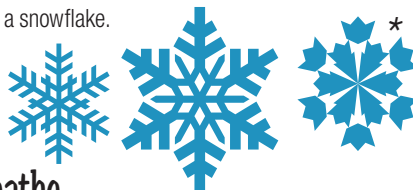
One thing to keep in mind is the shape of the silhouette...some will work better than others, so make sure that the silhouette you choose is the best one available. I have included some cats and dog silhouettes so you can see the differences.



Most of these animal shapes work because the outline is well-defined. The shapes with the asterisk(\*) lose definition because the shape is a little more ambiguous.

## Let it snow

Snowflakes also work well in an ad because you can vary the size, or even use just a part of the artwork. The Best shapes are the ones that we are most familiar with. The snowflake with the asterisk is not seen as often as the other silhouettes, but If you use it in a group with the snowflakes that we have seen often, we believe that it too is a snowflake.



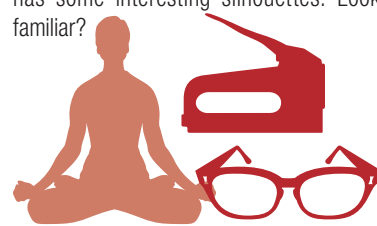
## Breathe...

As with most silhouettes, side or three-quarter view tends to work best. Any of these silhouettes would work for a spa or fitness ad.



## Other sources

There are also typefaces that come with vector files. *House Industries Comprime* has some interesting silhouettes. Look familiar?




And there are art services that sell vector silhouettes—complete with drop shadows!

Start working on your silhouettes...



*Best wishes  
for a fantastic  
New Year!*

Ellen Hanrahan [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) ©2018



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