



tip

The Independent Publisher

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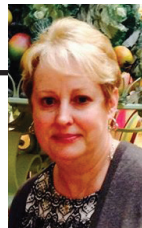
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

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

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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 the holiday season ends, I'd like that extra nice feeling of giving to last throughout this New Year. We've all donated warm coats, hats and mittens. We've purchased toys for all ages to help the U.S. Marine Reserves' Toys for Tots program. We've removed names (from trees) and have purchased gifts for the needed recipients. We've sent checks to our favorite charities. We bought turkeys for those in need. Every time we give, we're the ones who feel better! Why? I think because we know we are actually and directly helping to create a better community.

To make "giving" a priority throughout 2019 is one of our company goals. Since we clearly want to make our communities better, we plan to step up and work on that year 'round.

We've developed a program called "Sponsored Editorial" – a rather

misleading title when you consider the entire plan. This is a program where our company pays for 70% of the cost and a sponsoring advertiser pays 30%. Most topics are created for small sponsor ads – basically a business card size. One ease for us is this program is designed for branding ads that rarely need copy change.

All sorts of topics are sold or available: Military News, Library News, Community Calendar Features, Cooking Corner, Crossword Puzzle, Sudoku, to name a few. But those are topics that intrigue readers; topics that may make our paper better but not necessary make the community better. We clearly needed to take it a step further.

One topic we just developed recently was to promote our 211-information line. What a great feeling it is to know we are partnering with a local bank to inform the community weekly

on how to get oodles of details on all sorts of help whenever they need it 24/7. Another program theme informs readers on how to sign up for free workshops to manage their money regardless of how little they may earn. We're hoping to partner with a bank, credit union, or insurance agent, well any financial expert. Once again, we'll donate 70% of the space and the sponsor handles 30%, and the community receives valuable information to make our community better.

If you are making your community better, I'd love to hear from you as to what you are doing and how it's done. Here's to a wonderful, healthy, charitable and prosperous 2019.



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

The Virginian-Pilot, a three-time Pulitzer prize winner and the largest newspaper in the state of Virginia, has been purchased by Tribune Publishing (formerly Tronc, Inc.), based in Chicago, IL. The sale is effective immediately and extends to all of The Virginian-Pilot's publications and properties, including PilotOnline.com, which garners 1.9 million unique monthly visitors.

Tribune Publishing, owner of various notable newspapers such as the Chicago Tribune, the New York Daily News, and the Baltimore Sun, is an established customer of SCS and already uses Layout-8000 and SCS/ClassPag. As a result of this acquisition, the Virginian-Pilot has been transitioned to the SCS systems as well. Tribune Publishing is confident that the switch will be a great benefit to the Virginian-Pilot.

Manny Caipo, IT Manager at Tribune Publishing, who worked on the migration process, says of

Virginia-Pilot Updates Software via SCS

SCS, "My favorite thing about working with SCS has been their strong commitment to their customers and unparalleled level of support in terms of issue resolution, project work, system integrations, and development. There's a high degree of confidence with SCS's engagements that lead to successful outcomes -- it's truly a partnership from beginning to end."

SCS has closely assisted the Virginian-Pilot in going live with Layout-8000 and SCS/ClassPag and is looking forward to continuing their relationship.

Tribune Publishing Company (TPCO) is a media company rooted in award-winning journalism and

headquartered in Chicago. TPCO provides high-quality journalism that informs, inspires and engages local communities. TPCO brands create and distribute content across TPCO's media portfolio, offering integrated marketing, media and business services to consumers and advertisers, including digital solutions and advertising opportunities.

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

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Do Your Customers Trust You This Much?

Some of you may or may not know that I perform magic. Not real magic. When I was a kid I did birthday party magic shows, and in high-school and college worked in comedy clubs doing comedy and magic. I still practice card tricks.

There was a magic shop in Washington, DC owned by Al Cohen. I met Al when I was a teenager. As I started to perform more and more for money, I could afford to be a regular customer of Al's. Whether I bought tricks from his newsletter or came to the shop in person whenever I was in town, Al would consider me one of his "regulars." One day Al said, "Shep, I know what you like. I get new magic books and props in here every week. If you want, I can take your credit card number and send you whatever I know you'll want. If I'm wrong, send it back."

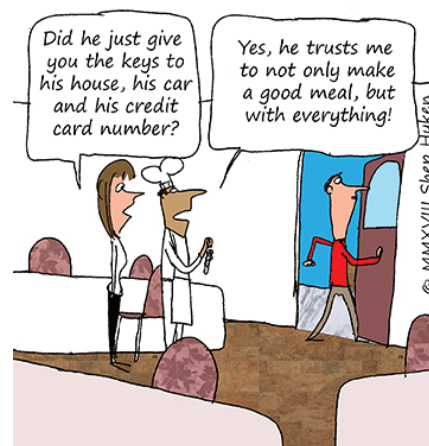
Without hesitating, I handed over my credit card info. Every so often I would receive a package from Al's shop. He was never wrong. Not once did I return an item. He knew me so well – and treated me so well – that I trusted him.

About ten years ago I had a little convertible. I bought it on eBay for a few thousand dollars. I referred to it as my "hunk of junk." It was fun to drive, and it was mechanically sound. The car was 35 years old, and most regular car dealers wouldn't work on it because of its age and the difficulty to source parts. I found a mechanic who had one bay in an industrial area and knew how to work on these older cars. I remember taking my car in for service and asking him, "What's this going to cost me?" He replied with a smile, "Half of what the dealer charges. You'll have to trust me."

Well, I did, and he never disappointed me. Whenever he worked on my car, it was always less than I thought it would be, and I'm sure at least half of what a typical dealer would charge. I'm glad I trusted him.

Not long ago I had dinner at one of my favorite restaurants. The owner asked if I trusted him to surprise me with a meal that he knew I would enjoy. I reminded him I didn't like mushrooms. He prepared an amazing meal. It wasn't on the menu. I had to trust him, and he didn't disappoint. I can't wait to go back and trust him again.

These are simple examples just to make the point. It doesn't matter what type of business you are in, trust creates loyalty. Earning your customers' trust typically takes time. It comes from a predictable and consistent set of experiences. Your customers know what to expect, and you deliver every time. They



How much do your customers trust you?

also know you won't take advantage of them. So, how much do your customers trust you?

Shep Hyken is a customer service expert, keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or www.hyken.com. For information on The Customer Focus™ customer service training programs, go to www.thecustomerfocus.com. Follow on Twitter: @Hyken (Copyright © MMXVIII, Shep Hyken)



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.

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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

OUR DIGITAL FUTURE

As far as you know, I've got it all figured out



Kevin Slimp
The News Guru

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stateofnewspapers.com

Earlier this week, I checked my Facebook notices. I generally skip the “memory” notices. Those are the ones meant to remind us of posts we’ve made on this date in years past. One, however, caught my attention.

There it was. Seven years ago on this date, I spent the day in Manhattan, in front of 50 or so journalists at the CUNY Journalism Graduate School, recently renamed the Craig Newmark Graduate School of Journalism at the City University of New York.

“Why was I there,” you asked?

To discuss digital journalism. Beginning in the late 1990s, I began receiving requests to speak about the future of digital journalism at conferences and schools of journalism throughout the U.S. and Canada. Large audiences would pack rooms as I discussed online video, vodcasts, podcasts, slideshows, hardware, software and more.

Like a lot of folks, I was enamored with the technology. I loved teaching folks how to use the software and gadgets needed to record and get videos online, create newspaper websites, and most of the hardware and software companies were more than happy to send me free samples of their products, in hopes I might include them in reviews.

Like a lot of folks, I was giddy with thoughts of how the Internet was going to change the newspaper business. At the time, we anticipated converting our print publications to digital publications, assuming readers would gladly switch from paper to screen. We also assumed advertisers would be just as thrilled with the possibilities of digital media, and gladly pay hefty sums to fund our journalistic efforts.

It didn’t take long to realize print wasn’t going away, at least not as quickly as we anticipated back in those heady days. It was tempting to ignore the facts and move full-steam ahead into the digital era, leaving print behind. Most of the folks I know who took that approach aren’t in the news business any more.

Most healthy papers came to realize the newspaper business isn’t an either/or proposition. For most newspapers, it became quickly evident that digital advertising dollars couldn’t sustain their publications without a serious reduction

in staff and other resources.

Sure, there’s the Wall Street Journal and New York Times, but those are exceptions to the rule, not the rule itself.

As recently as last week, a publisher of a very successful community paper emailed me to let me know he was significantly reducing his newspaper’s digital emphasis. In his words, he put pencil to paper and came to the conclusion there was very little financial return based on the number of hours his staff was putting into their website and social media presence.

I still visit a lot of community newspapers, both dailies and weeklies. What I’m seeing is no increase in the digital efforts at most newspapers, especially community papers. Most have a website, with highlights of news. Most have a paywall for readers who want to see full stories. Most engage with social media, primarily Facebook and Twitter, to promote stories, share late-breaking news and attempt to draw readers and subscribers.

In the past, I noticed the majority of the publishers I visited felt like they were missing out on something. There was a feeling that “everybody” else had a handle on the whole digital thing, yet they were somehow left behind.

This seems to be another area where time seems to alleviate many of our misconceptions. Sure, newspapers still try to determine the right “mix” of print and digital efforts. Metros and other dailies might have a hard time existing without income from their online presence.

Most - notice I wrote “most” - community papers have come to the conclusion that digital media isn’t going to be their savior; at least not anytime in the near future.

So they offer online subscriptions. They get a little income, usually not much, from online advertisers. They use social media to promote print subscriptions. I’ve seen a few community newspapers make significant income by livestreaming area high school ballgames and other events, with sponsorships from local advertisers.

It’s becoming more common, as I visit community papers, to see live broadcasts of news or news-makers, usually on a daily or weekly basis. In many cases, the focus of the effort is to enhance what is happening in the local newspaper, not replace it.

Do I think print will totally give way to digital in the near future? No, as I first wrote ten years ago, print is going to be around for a long time. Do I think newspapers will give up on digital efforts? No,



Kevin teaches a room full of journalists about the future of digital journalism at CUNY Graduate School in 2011.

of course not. Heck, even the cupcake shop down the street has a website. It’s a normal part of business.

Then what do I think is going to happen? I think newspapers will continue to look for ways to incorporate digital efforts in ways to enhance their current products and, as time moves forward, find even more ways to benefit from their digital presence.

It’s my educated guess that we will continue to search for ways to benefit from the digital side of our business, without throwing out the products that still bring in the most revenue and reach the widest audience.

Just a reminder: In the latest Newspaper Institute survey of U.S. and Canadian newspaper publishers, more than 90 percent indicated print advertising is still their number one source of income. What was number two? Print subscriptions. Income from digital sources came in at a little under one percent of respondents.

So here’s my advice: Keep putting out a great newspaper. If it’s not great, figure out how to make it better. Look for ways to use your digital presence to increase readership and advertisers, but don’t think they will replace income from your most profitable product.

You’re not alone. Just about everyone is still trying to figure this digital thing out. Look at me. I started writing and speaking about digital news more than 20 years ago, and I’m still trying to figure it out.

newspaperacademy.com

Four Publishers' Success Tips on Boosting Local News, Information and Commerce

by Jim Haigh, SiteSwan Product Evangelist

Happy New Year Community Paper Publishers! If your 2019 Resolution is to stop selling only beepers to local businesses that really need smartphones, SiteSwan Website Builder is resolved to make you succeed. Our website design business in a box was created for the specific needs of publishers and printers. As part of our commitment to growth and innovation, we study what's working in local publishing as community papers achieve sustainable revenue models.

We interviewed several publishers and share their inspiring case studies (<https://siteswan.com/success-stories>). Each brings a unique approach to leveraging new digital opportunities. All are also growing core print products integrating their website design services. Their lessons learned are practical and repeatable in any market.

The consensus wisdom among thriving multimedia enterprises boils down to this: Print publishing, alone, is no longer sustainable. Local businesses are demanding bundles of integrated marketing solutions. If not you, someone else is filling those needs. Failing to provide essential digital services is opportunity squandered. And the money you're leaving on the table may never come back to you.

By offering commercial website design services, not only does it drive growth, but your company also controls the small business marketing wheel's 'hub.' Your publication can then own the ad spend conversation, all while deepening client relationships, and gaining invaluable access to critical data and metrics.

SiteSwan makes all of this as easy as possible. Our robust platform is simple to learn. Existing design teams are building awesome responsive websites in no time with our tools, training and support. And sales teams quickly tap the recurring revenue model with our powerful local prospecting tool.

In Wisconsin, Delta Publications and Digital Strategies uses SiteSwan to Grow their Business Beyond Print

The Mathes brothers had to find a way to combat their eroding print ad sales. Categories were not fully bouncing back from the Great Recession. Their biggest, automotive, was the canary in the coal mine. Meeting with a dozen General Managers in a given week, Joe recognized that advertising budgets were permanently shifting to online verticals like AutoTrader, and to websites forced by corporate. The full- and half-page ads bonanza was never coming back. Pretending otherwise would be foolish. And to not get in the website building business would be lost opportunity. Or much worse: a slow death by a thousand paper cuts.

"Our small business clients want smartphones, and we were still trying to sell them pagers," is how Joe defined the root problem. In 2019 even the smallest advertisers are demanding an integrated bundle of solutions to drive their sales. For family-owned Delta Publications, offering responsive website design ultimately became the hub of an expanding suite of digital services that grew into Delta Digital Strategies. Their combined integrated solutions are now driving print ad sales, opening doors to new clients -- and boosting the bottom line beyond expectations.

Revenues at the new sister company far outpace any print advertising declines at their shopper, and foster print ad growth in their newspaper. Now, digital revenue accounts for about 20% of all Delta revenue, and is delivering margins over 40%. But what the Mathes brothers appreciate most is the hassle-free security of recurring revenues. The hidden beauty of it, Joe says, is the fact that, "we don't need to sell it again next week!"

In Tennessee, Exchange Media Group uses SiteSwan to Make Local Connections and Control the Marketing Conversation with Their Clients

The Thomas family business has always had a laser focus on problem solving. They recognized the need to embrace digital technology to advance their core mission of making connections in the 21st Century. Tennessee's most widely mailed shopper could not sit back and rely on the core group of Exchange Media Group's original, and still loyal advertisers. They understood that growth and sustainability would need to be fueled by digital initiatives.

"Building beautiful SiteSwan websites was the cornerstone of our digital efforts in the beginning, and it remains a critical component of all of our complementary agency services,"

shares second generation publisher Will Thomas. "When you're building and maintaining your local small businesses' websites, you are able to control the conversation," he adds. "We're not just selling them an ad in print. We are selling a complete marketing strategy."

In New York, Genesee Valley Penny Saver Revitalizes on 70th Anniversary as a Full-Service, Data-Driven Agency with SiteSwan

The recent embrace of SiteSwan's website building "business in a box" already provides multiple solutions. "We were always looking for much more than just the easy gains in new and recurring revenues," Marketing Manager, Mary Shepard explains. "Having access to our clients' websites 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."

"At the young age of 70, we're finally able to actually track results and make solutions-focused recommendations grounded in hard facts and figures," hands-on second generation owner Steve Harrison 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 once arms-length advertising categories now onboard is local government, as they seek to provide better public notice.

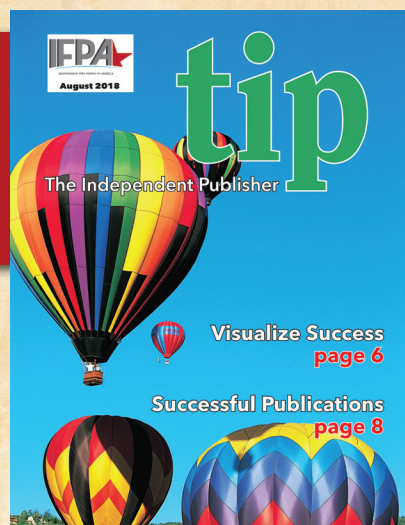
And among once-elusive examples from the private sector are stores tied to national brands and under burdens and restrictions from corporate. Forced to use one-size-fits-all cookie cutter websites, clients had few digital options to promote their top business categories. "With SiteSwan,

we're able to provide local, custom solutions. We create custom landing pages with a look and feel tied to print, promoting unique URLs in print. Now, essential lines of business are booming, and even corporate is taking notice," Mary observes with pride.

In Minnesota, Pipestone Publishing Sustains Local News, Boosts Community by Mixing Print and Digital Revenues with SiteSwan

"Community publishing is a virtuous cycle that requires tireless commitment, embracing fresh ideas and adopting the latest technology," family owner and publisher John Draper 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."

continues on page 12



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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.

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

Ideal Directories

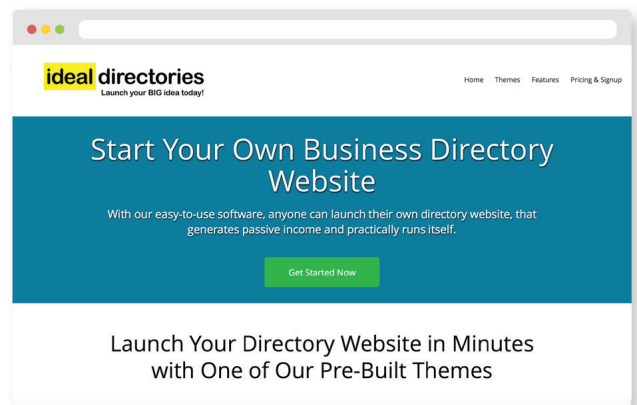
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How can it help you grow?

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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?

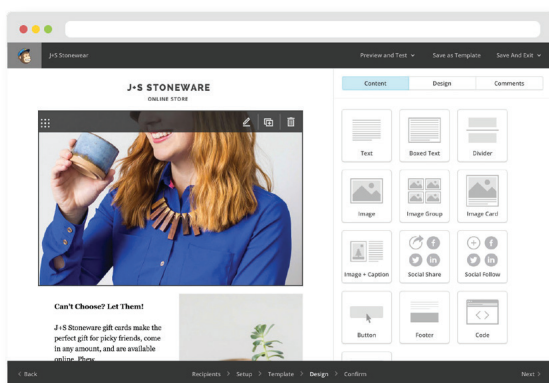
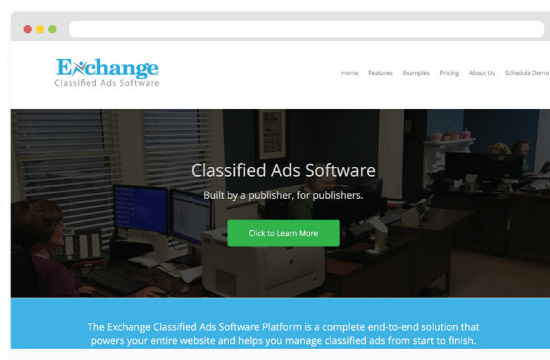
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

Success Tips

concludes from page 9

"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 strip mine your way to lasting success." And for the record, The Pipestone County Star has not missed its weekly deadline even once in 139 years.

Why do successful multimedia publishers choose SiteSwan Website Builder?

Exchange Media Group's Will Thomas explains that all things considered, "it just made perfect sense. We wanted something our graphic artists could easily learn and use to make awesome responsive websites. We knew we didn't want or need programmers. Because when you lose your only Joomla or

WordPress specialist, you're up a creek," Will jokes. "We were ready for SiteSwan when they took their web design business-in-a-box live. We knew Justin and Bobby from SAPA conferences and trade shows years prior, and had positive experiences with their publisher solution Page Flip Pro," he remembers. "And we've been amazed how SiteSwan has evolved, stayed ahead on design features, business category templates and enhancements. Really robust, but remaining easy to use and train on," Will adds.

For Pipestone Publishing, John Draper shares this experience: "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. 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."

Delta Publications jumped on board with SiteSwan in 2011, as one of SiteSwan's very first resellers. Always early digital adopters, they knew they needed ease of use and scalability. Ideally, Joe Mathes wanted a ready-made "website design business in a box." The elegant simplicity of the powerful platform and robust tool kit met their needs. "The software is great, and the numbers crunched, so we dove into the SiteSwan lake," said Joe, adding, "it's amazing how quickly you can scale."

With 1-Click Site Creation, designer-crafted Themes for virtually every type of local business, and a built in Local Prospecting Tool that helps publishers find businesses that need websites, scalability is a foundational pillar of the platform. "I know a lot of publishers don't know where to start. We started with SiteSwan, and the software, the resources and the white label reseller model made it easy," shares Mathes. "In a couple hours, you have an awesome website your client loves. You can then build and scale from there. It's worked extremely well for us." Joe's New Year's wisdom to publishing peers: "You have to realize that you just have to start somewhere."



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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)





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.

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

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IFPA Board Meeting Minutes

IFPA BOARD MEETING, THURSDAY, DECEMBER 20, 2018

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

Finances – Deborah Phillips: The November financials and updated 2019 budget were emailed prior to the call. Deborah gave an update on the current financial state of the organization. Following discussion about the 2019 budget Eric made a motion to accept the budget as presented. Joyce seconded the motion, all were in favor.

CADNET - Danielle Burnett: Danielle gave an update on the financial state of CADNET.

New Member Presentation – Danielle Burnett: Gennessee Valley Publications in Avon, NY was presented for membership. Deborah made a motion to accept their membership, Eric seconded the motion, all were in favor.

SHARE Group – Doug Fabian: Doug reported that the sales manager group is continuing to go well. Douglas reported that the Publishers group last met in November was well attended and will resume in January. Rick reported that the Speciality Publication SHARE group is postponed for December and will also resume in January.

Training – Rick Wamre: Rick reported that Ryan Dohrn is working on the next series of training videos and Diane Ciotta's training has been recoded. Both training opportunities will be available the beginning of 2019.

Publishers Summit – Danielle Burnett: There was an update on the 2019 attendance and the Board members will be reaching out to possible attendees to fill the last few spots.

Digital Summit – Douglas Fry: Douglas reported that marketing for the Digital Summit will go out at the conclusion of the Publishers Summit in January. Additionally, reduced prices will be available to attendees of the Publishers Summit.

AdSense & Social Media – Eric McRoy: Eric shared the recent Adsense revenue report and will be doing further research on the current state of Adsense.

Website – Douglas Fry: Douglas reported that the website will be fully updated in the new format the beginning of 2019. The majority of the site is developed using the new format rolled out by Dan Buendo and his staff.

Deborah made a motion to adjourn, Eric seconded the motion, all were in favor. The meeting was adjourned at 9:41 am EST.

Recording Secretary Danielle Burnett



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Too many opinions spoil a presentation

By John Foust, Raleigh, NC

Back when I was in the ad agency business, I made a logo presentation that turned into a fiasco. It was an uncomfortable reminder of the importance of a presentation environment.

This particular client was a real estate development company which was on a fast growth track. They were going through a name change and needed a sleek new brand identity for their newspaper ads, stationery and signage. We had been through preliminary meetings and this was the unveiling of (what I thought was) the final version of the logo.

The meeting started innocently enough. Dan, the company president, and I were in his office. We reviewed our previous strategy conversations and I summarized their long-term corporate image plans. When I showed the logo design, his face lit up in a big smile. He said, "That's exactly what we need," and described the steps they could take to replace their existing logo. Then he said, "Let's get a second opinion," walked out of his office and returned a minute later with their office manager. When she frowned and said she liked the old logo better, I could see Dan's enthusiasm fading. She had not participated in our strategy meetings – and she had no knowledge of the reasoning behind a logo change – but all of a sudden, she had become a key influencer in the decision process.

Dan said, "Wait here. Let's get another opinion." He invited several more people into his office. Within minutes, a group was huddled around his desk, critiquing the logo that I had

spent so much time designing. They seemed to be competing with each other to see who could make the most negative comments. It was a selling nightmare. They ignored my efforts to steer the conversation back on track.

The incident seems comical now, but it wasn't funny when it happened. One person said she didn't like the logo, because it had one of the colors in the Romanian flag. I checked later and learned that the Romanian flag is blue, yellow and red (I also learned that she was born in Romania, the only possible explanation for such a strange comment.)

It was no surprise that Dan rejected the logo design. Although he was a corporate executive, he frequently struggled with decisions. His attempt to get objective input from others had created a chaotic decision-making environment. The only solution was for me to go back to the drawing

board to tweak the idea. When I presented that one, I explained that he was the only one in the company who was in position to make a fair judgment. I truly believed that he was uniquely qualified to see the big picture and make the decision. Fortunately, he took the compliment to heart and we had a positive one-to-one meeting which resulted in a sale.

The lesson was crystal clear. Too many opinions spoil a presentation. Do everything you can to limit the number of decision makers in the room.

(c) Copyright 2018 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



Graphic Hooks

I know I always sound surprised... at how quickly a year has passed when I begin to work on the January issue!

In March I switched to the **Creative Cloud** versions of all of **Adobe's** programs and I still don't know much of anything., although I am able to use **InDesign** without much hair-pulling! At least I know where all the features that I use are located—but I am still missing soooo much.

I'm a bit better with **Photoshop**, mainly because I've spent the last two weeks fixing more than two hundred photos (sizing, dodge and burn, unsharp masking) for photo albums as Christmas gifts for family—and I've gotten pretty good!

As far as some of the other programs in the **Adobe** franchise... not so much. I am going to have to make that a New Year's resolution. I haven't even looked at the **Adobe Muse** program so I will make that a priority in 2019.

I also need to read (or purge) all the tips articles and ideas that I have been collecting—didn't realize there were so many!

THINK "DESIGN"

I came across the ad below when I was discovering all sorts of information that I collected over the years and I thought that this would be a good example to demonstrate "Design Thinking" from the September article. How's that you say?

The ad below ran in our paper in 2009 and was a 2x5 ad. The only changes made were to replace some of the black with a Reflex Blue color and alter the phone numbers. Otherwise, size, font and organization are all the same.

So how do we get to "design thinking." In an ad this size, it's easy to just place all the text in a horizontal position... in other words, start setting the type across and start from the top and work down. It's not a bad idea, but the idea of this ad is two-fold: to hire people and to provide information to the public about the free clinic itself

The organization in the ad highlights these two specific areas.

We have visually separated the two functions by the use of the color blocks.

If we'd run the text horizontally, we ran the risk of one feature seeming more important than the other because one set of info is above another.

If we made one of the text blocks with a bold font, we also ran the risk of a "hierarchy" of one being more important than the other.

By placing the info side-by-side, we have equal importance.

The use of the color just emphasizes the difference between the two ideas.

Text regarding the function of the clinic had fewer words, so the bold type worked better on the blue background.

Job info required a few more details so I could use a smaller typeface and place it on the white background for easier readability.



LOOK AT CONTENT

I believe that one of the most important aspects of graphic design is to showcase the content... and get it right.

We've covered the idea that the wrong art can send the wrong message and cause confusion and that visual clutter can also get in the way of the message.

Take the time to look over the information presented to create the best unified ad that you can. Some ads will be easier than others, but don't just take the text or idea and start filling in the space.

Maybe next year I can come up with more ideas to break up space without using a "cookie-cutter" approach.

LOOKING BACK

This year we've covered Ad Fixes, Re-do's, Headings, Creativity, Vector Art and more. I am still open to your suggestions, so please, by all means, send them to me at the address below.

FINAL THOUGHTS

Build an Idea File of ads that you think are interesting or effective. It is so easy to fall into the pattern of not challenging yourself to change the way you work or look at things around you.

I'm guilty... and I resolve to make 2019 the year that I finally start to explore the **Adobe Muse** program (it's a program that let's you create web pages in **InDesign**—without having to do all the coding), and also read all the little bits of information that comes my way.

All the best for a creative, educational, fulfilling and joy-filled New Year!



Until next year...

Ellen Hanrahan hanrahan.ln@att.net ©2019

The Albrecht Free Clinic provides medical services to people in our community who have medical needs but cannot afford them. Area physicians, dentists, nurses and community members volunteer their time and talents to staff the Clinic. Other community members support our mission through financial assistance. They provide supplies, medications, facilities or the monetary resources to obtain these much needed items.

CLINIC TIMES:

CURRENT VOLUNTEER OPPORTUNITIES


NON-MEDICAL:

- FUNDRAISING COMMITTEE MEMBERS
 - Assist with special events
 - Invitations/mailings
 - Raffles
 - Community networking/awareness
 - Behind the scene PR support
- Computer Support
- Clinic time clerical support

MEDICAL:

- MA/LPN/RN coverage during clinic hours
- Physician coverage during clinic hours
- Pharmacist or pharmacy tech support during clinic hours

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