



tip

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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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- ✓ **CREATE IN-HOUSE AUDIT PROMOTION ADS** - www.cvcaudit.com shows examples of hundreds of promotional ads run by other publishers. Make sure area businesses know why your readers are their potential customers.

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



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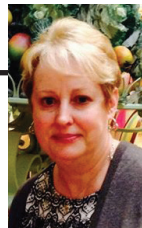
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INDEPENDENT FREE PAPERS OF AMERICA

Vol. 38, No. 2 • February 2019



INDEPENDENT FREE PAPERS OF AMERICA

"...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



By the time you read this column, the IFPA Publishers Summit would have been completed. No doubt there was great conversation, valuable networking and many challenges solved.

Looking back at my IFPA participation through the years, there was never an event that I did not come home with a new money making idea or problem solved. Now, let's not kid

ourselves, there were many times that I came back with a super idea and it took MONTHS for me to find the time to implement! Some promos ran their course, three years for some and decades for others.

In a recent email exchange between Blain Fowler, Valerie Stokes and myself, Blain makes mention of ONE of the many ideas that Val presented at IFPA.

The promo is "Year in Review," Blain thought that sounded like a promo that could work for his publication and implemented it the end of that year. Twenty-nine years later, Blain summarizes with saying that The Camrose Booster sold about \$10,000 a year into Year in Review for the last 29 years totaling \$290,000! He was remarking how that ONE idea has more than paid for ALL his IFPA dues, travels and accommodations!

Luckily we have all taken home many, many ideas and we've sold hundreds of thousands or even millions of dollars simply from sharing ideas. The stories that fellow members bring to our organization are priceless. The successes that each member reveals, the promos that are shared, the challenges that are discussed are so invaluable for all of us to take back to our own publication. Let's face it, IFPA has saved all our tails one way or another!

I am confident this past Publishers Summit has all the attendees ready to make money in 2019! If you didn't make it to Clearwater, mark your calendar to join us in June in Chicago!

Jane



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

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.

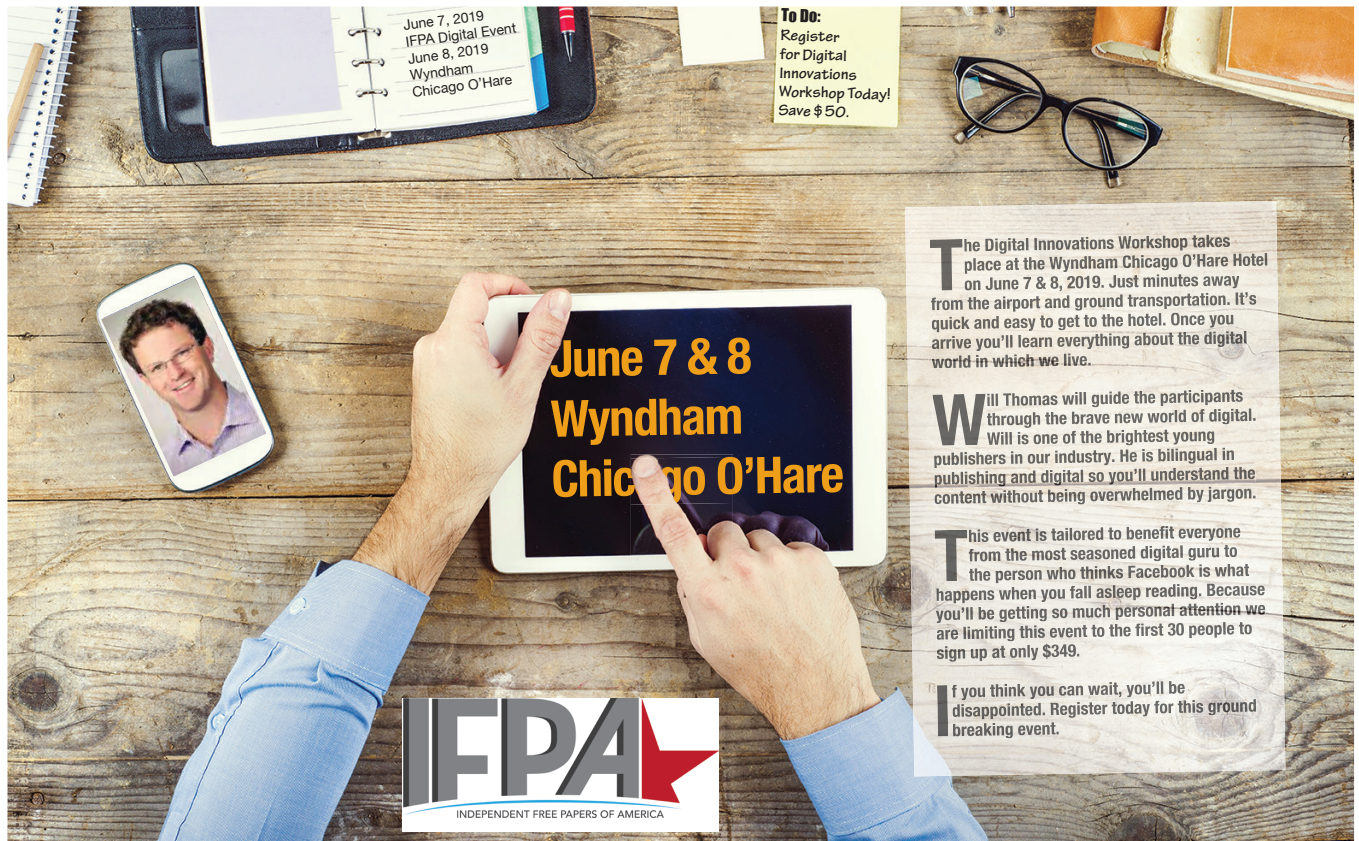
Including potatoes.

Free Papers

Working For You



Digital Innovations Workshop



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IFPA Digital Event
June 8, 2019
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**June 7 & 8
Wyndham
Chicago O'Hare**

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The Digital Innovations Workshop takes place at the Wyndham Chicago O'Hare Hotel on June 7 & 8, 2019. Just minutes away from the airport and ground transportation. It's quick and easy to get to the hotel. Once you arrive you'll learn everything about the digital world in which we live.

Will Thomas will guide the participants through the brave new world of digital. Will is one of the brightest young publishers in our industry. He is bilingual in publishing and digital so you'll understand the content without being overwhelmed by jargon.

This event is tailored to benefit everyone from the most seasoned digital guru to the person who thinks Facebook is what happens when you fall asleep reading. Because you'll be getting so much personal attention we are limiting this event to the first 30 people to sign up at only \$349.

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www.ifpa.com/digital-workshop/

Proposing An Advertising Business Marriage

By Bob Berting, Berting Communications

For the advertising salesperson, their customer is thinking a buying decision usually means a decision to enter into a long term relationship with them and their publication. It is much like an "advertising business marriage". Before the customer decides to buy, he can take you or leave you. He or she doesn't need your publication. But when your customer does finally make a decision to buy from you, and gives you money for your advertising service they can become dependent on you. And since they probably have had bad buying experiences in the past, they can become very uneasy and uncertain about getting into this kind of dependency relationship again.

YOUR PROMISES MUST BE FULFILLED

What if you let the customer down? What if your advertising doesn't work as promised? What if you don't service the account as you promised? You can't sell a long range program and then get complacent. The ad sales professional never loses their attention to detail and accuracy just because a new account is sold. These are real dilemmas that go through the mind of every customer when it comes time to make that critical buying decision.

CONCENTRATE ON THE RELATIONSHIP

Because of the mixture of print, digital, and social media today, the relationship can sometimes be more than the product. The customer

doesn't know how your publication will function or how he or she will be treated after they have given you their money. So in reality, the customer's decision is based on how they can trust and believe you.

BUILDING SOLID TRUST

Here is the important bottom line to this article and worthy of a lot of thought. In many cases the quality of your relationship with the customer is the competitive advantage that enables you to edge out your competition. The quality of the trust bond that exists between you and the customer can be so strong that no other competitor can get between you and that customer.

Bob 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 and is designed for them to be known as an advertising sales consultant. Let Bob's experience and superior know-how help you achieve more business for your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts. Go to Bob's new website www.bobberting.com to order his new e-book as well as Bob's previous two e-books on a bundled purchase basis.

Bob is a professional speaker, advertising sales trainer, publisher, marketing consultant, and columnist in many national and regional newspaper trade association publications. He is President of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.



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.

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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

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from



Your student can apply
for one of four
SCHOLARSHIPS



Have your student apply today!



Bob Wright Memorial Scholarship Requirements:

- Parent, guardian or grandparent must work for a community paper that is a current member of the Independent Free Papers of America (IFPA).
- Applicant must be a high school graduating senior or current college student.
- Applicant must be attending a 4 year college, vocational trade school or community college.
- Application must be received by 3/22/19

To download application: Visit www.ifpa.com

Click on “Member Benefits” the “Bob Wright Memorial Scholarships”

Hamilton Circulation Supplies Notes Changes in 50 Years of Service

ESSENTIAL CIRCULATION SUPPLIES SURE HAVE CHANGED THE PAST 50 YEARS!

In the 1960's Hamilton Circulation Supplies started as the newspaper industry's headquarters for Carrier Collection Supplies: Tear-off Coupon cards, Collection tags, books and binders. Plus pajco covers, rings and coin bags. I am not exaggerating when I say that we sold millions of collection cards annually.

George Hamilton, the founder, quickly added a complete line of products needed by both circulation and mailroom departments.

Keep in mind that in the 1970's there were approximately 800,000 youth carriers! Newspapers across the country relied on Hamilton for Canvas Carrier Bags, Rubber Bands, Bicycle Baskets . . . remember Bike Hooks? Also during this period plastic Poly Bags appeared replacing waxed bags.

Also at the same time Plastic Motor Route Tubes started to be manufactured. This put an end to the usage of the heavy gauge steel tubes. You may still actually see a steel tube being used in the rural areas of this country. In 1972 the price for either tube was only \$1.04 each. (Current price for plastic tubes is approx. \$4.50 each).

Currently Poly Bags, Rubber Bands and Inside Display Racks are the most leading circulation supplies being used.

Mailrooms have become totally automated. 40 years ago, in order for me to be able to make a sales call, I would often find myself standing next to a table, hand inserting papers, discussing supplies with the circulation manager. We sold a lot of Wing Mailers, paste, waxed paper and Kraft bottom wrap in those days. Every daily newspaper had their own press and mailroom. Boy has that now changed!

When Hamilton Circulation Supplies started, Al Taylor was the largest manufacturer of Coin Operated Racks. All newspapers sold at .10¢ per copy. Taylor made racks had a very simple mech that handled dimes flawlessly. The .15¢ per copy newspaper put Taylor out of business. The new "Stacker Mechs" appeared. Wally Davis (EDA Displayrite Co.) had his Bubble style racks. West of the Rockies, K-Jack was the prominent rack being used. Kaspar, represented then by Berkley Small, had a complete line of racks with their K-mech. Later Kaspar developed the popular totalizer TK-Mechs.

East of the Rockies also had Southern News Rack, EB Metals, Leco, Hennessey and later on Bellatrix manufacturing racks with their own unique battery operated mechs. In Canada the major rack company was Tempo.

When the USA TODAY started in 1982 the rack orders boomed! Every newspaper in the country was ordering new racks to match the unique style of the USA TODAY

racks that were saturating the market.

With current newspaper ownership pushing for increased revenue from their circulation departments the cost of single copy newspapers has soared. This has put an end to the future of coin operated racks and the many fine manufacturers who have supported our industry for decades.

Youth Prize Catalogs. An army of 800,000 youth carriers, knocking on doors, selling newspaper subscriptions! Those were the "good ol' days." Ask any former Church, Richards, Witlock salesman. Carrier kick-off meetings, crewing neighborhoods selling both newspaper and magazine subscriptions, plus making money and earning prizes.

Yes, the carrier prize business was big! Three companies printed prize catalogs to be distributed to youth carriers. Pollacks had two warehouses: one in New York and one in San Francisco. Glasspiegel had his warehouse in Milwaukee, and Hamilton Prizes and Premiums was in Beecher, IL. All of these warehouses were chock-full of electronics, sporting goods, games, bikes, etc. These products were being shipped to newspapers from coast to coast, who then rewarded their youth carriers with well-earned prizes for selling subscriptions and giving good service to their customers.

The combination of the IRS wanting to tax these hard-working kids, early morning delivery and the rise of the independent adult carriers put an end

to the Carrier Prize Catalog industry. We have all experienced being at a party when someone comes up to you, after finding out that you work for a newspaper saying, "I earned my first bike or baseball mitt by having a newspaper route in my town!" We are all very proud to be part of that era. The Circulation Supply industry is dwindling. Less products are being used to distribute and market the papers. Ownership is "hanging their hats" on digital. 80% of the newspapers' profits are still coming from the printed product. Corporate owners will not support circulation (Audience Development) departments to promote the distribution of the printed newspapers. Heck, the owners now want their newspaper companies to be called "media" companies.

As our teenage kids would have said . . . "go figure."

Joe Beaudry, 45 years of selling Circulation Supplies. President of Hamilton Circulation Supplies.

by Shep Hyken

Not long ago I wrote about Dr. Neil Baum's Win-Wynn story. A few people went to his website and read his promise to his patients that he appropriately calls "My Personal Promise to You." The feedback and comments about this promise were excellent, so I thought it was worth sharing with everyone. By the way, at the end of this article, I've shared a very important call-to-action for you. Be sure to read the entire article – or at least the last paragraph.

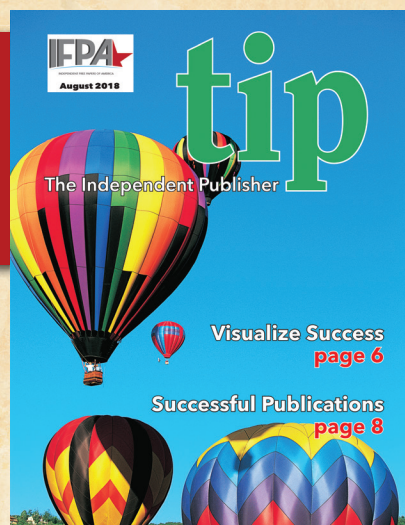
For those that didn't read the article or watch the video, Dr. Neil Baum is a world-renowned urologist. He not only prides himself on being an

Your Personal Promise To Your Customers

excellent doctor, but he also prides himself on delivering a great patient experience. I'm sharing his personal promise, and as you go through this list, keep in mind three things. First, this is a promise about the experience you'll get when visiting his office, which is all about customer service. Second, notice how he's working convenience into the promise, like how he arranges for prescriptions to be waiting for you when you arrive at the pharmacy. Third, he obviously cares. How many doctors give you an email address and promise to respond the same day?

Now, here is Neil Baum's Personal Promise:

continued 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

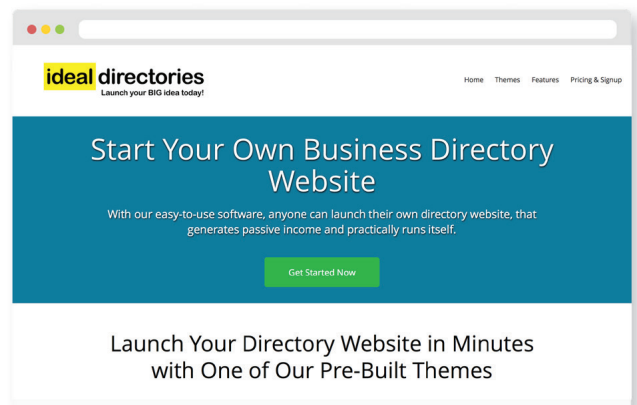
What is it?

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?

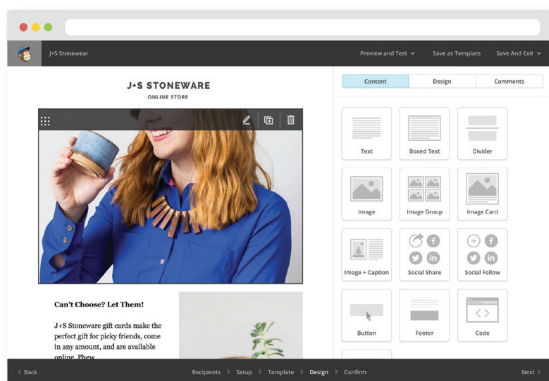
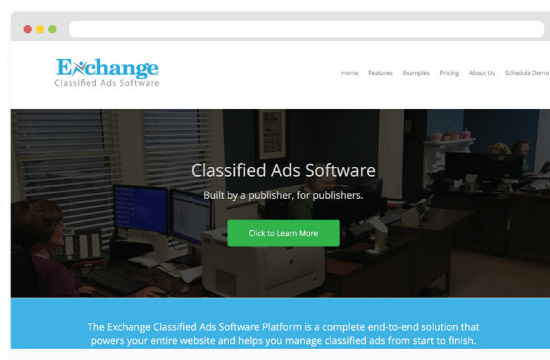
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

Personal Promise

concludes from page 9

We will answer the phone in less than 3 rings ... most of the time.

A human, not an answering machine, will speak with you and make your appointment or take your question.

We can usually make an appointment to see you on the same day that you call or the very next day.

If you call for the doctor or one of the patient assistants, we will call you back the same day and we tell you about what time that call will take place.

We use an electronic medical record and we will send your prescription to the pharmacy so that the medication will be ready when you arrive at the pharmacy. (This does not apply to the sleeping medication or pain pills, as the law does not permit electronic transfer of these prescriptions.)

We will send a letter to your primary care doctor or your referring physician while you are still in the exam room listing your diagnosis, the medications that I have prescribed, and the treatment plan that I have outlined for you. Now, if you need to contact your physician, they will

be knowledgeable about what took place during your visit to my office.

We will provide you with educational material on your condition. Most of the articles that I will give you have been written by me and are also available on my website.

You can communicate with me or one of my staff via e-mail and I will answer you, usually within the same day. Please don't use my email for emergencies or urgencies. For those situations, please call my office and I will call you immediately.

We have a very energetic, enthusiastic, and smiling staff who will help exceed your expectations regarding your visit to our office.

We will make your visit almost "magical."

Here is your assignment. Look at this list and answer the question, "If I were his patient, what would I like about this?" The question becomes important when you ask the follow-up, "What can I take from this promise and apply to the way I treat my customers?" Maybe it's time for



Any type of business can create "promises" to deliver a better customer experience. What are yours?

you to write your company's version of Dr. Neil Baum's Personal Promise.

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 © 2019, Shep Hyken)



WELCOME
IFPA's Newest Member
Kelly Martindale
Consumer Report Carbon
Valley Erie Mead
Frederick, Colorado
Circulation: 23,000



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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NATIONAL ADVERTISING NETWORK

What's Ahead?

Publishers Summit

January 24 & 25, 2020

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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Wire Displays



Poly Bags



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Carrier Bags



Steel Distribution Boxes



Plastic Displays



Steel Distribution Boxes

Tubes and Steel Posts



IFPA Board Meeting Minutes

**IFPA BOARD MEETING
FRIDAY, JANUARY 25,
2019**

**Holiday Inn Clearwater Beach,
Clearwater Beach, FL**

President Jane Means called the meeting to order at 8:00a.m. EST. Board Members present: Deborah Phillips, Jane Means, Joyce Frericks, Joe Nicastro, Manuel Karam, Eric McRoy, Jane Quaroli, Doug Fabian, Rick Wamre and Executive Director Douglas Fry.

Treasurer's Report – Deborah Phillips:

The December financials were emailed prior to the meeting. Deborah reported that all 2018 initiatives performed at or better than budget and the organization financially ended the year on a good note. Joe made a motion to accept the financial report as presented, Eric seconded the motion, all were in favor.

CADNET Report – Danielle Burnett:

The CADNET audit packets have gone out for the second half of 2018 and CADNET is off to a good start for 2019.

New Member Presentation – Danielle Burnett:

Consumer Report Carbon Valley Erie Mead in Frederick, CO was presented for membership. Manuel made a motion to accept their membership, Joyce seconded the motion, all were in favor.

SHARE Groups – Doug Fabian:

Doug reported that the sales manager SHARE group is a huge success. The call attendance is typically around 12 members and we hope more sales managers take advantage of the opportunities that are presented

monthly. Joe reported that the last Publishers group continues to identify and solve a variety of challenges and Rick reported that the specialty publication group regularly gathers great ideas for new sales opportunities.

IFPA Sales Training – Rick Wamre:

Rick reported that IFPA has contracted with Ryan Dohm and Diane Ciotta to enhance the sales training for our member publications. Ryan has recently completed the second series (with all new training sessions that are designed for all levels of sales reps) and Diane Ciotta's sessions are focused on the advanced sales reps who need a new spark.

Digital Innovations Workshop – Douglas Fry:

Douglas shared the marketing plan for the upcoming Digital Innovations Workshop in Chicago on June 7 & 8, 2019. Will Thomas from the Exchange in TN will be the content moderator and has an agenda that will be beneficial for all members regardless of the level of their present digital efforts.

Annual Editorial and Advertising Awards – Jane Quaroli:

Jane reported that she is looking into new options and opportunities with the annual awards. There was discussion about potential additional categories. Much discussion followed regarding how to increase participation in the program. Incentives to increase participation was discussed. Doug made a motion to offer incentives to companies in order to increase the pool of participants. Eric seconded the motion, all were in favor.

Social Media & AdSense – Eric McRoy:

Eric has been posting in a sales manager group on Facebook and asked for input on whether or

not to continue the group. Douglas recommended that a communications committee be formed to discuss future communications methods. Manuel, Eric and Doug volunteered to join Douglas on the new communications committee. Manuel has offered the services of one of his employees to give marketing recommendations. Manuel will chair the committee and organize a call to discuss the direction of future marketing and communications. Eric also gave an update on the current status of AdSense and there was discussion about how to increase participation.

Website – Joyce Frericks and Douglas Fry:

Douglas reported that the new site is up and running and freepaperconference.com will be changed soon along with cadnetads.com.

Bob Wright Scholarship – Deborah Phillips:

Deborah reported that the information including posters have been distributed to the membership and people can apply on the website.

Display Ad Network – Joe Nicastro:

Joe gave an overview of a display ad network that the members can participate in. Joe will take information to his contact to do further investigation.

Deborah made a motion to adjourn the meeting and Eric seconded the motion. Meeting was adjourned at 11:50 am

Recording Secretary Danielle Burnett



What do advertisers really care about?

By John Foust, Raleigh, NC

Back in my ad agency days, I learned a big lesson about what to do – and what not to do – in a sales presentation.

I was sitting in the office of the owner of a construction business, ready to show him that I was the right person to handle his advertising account. I had been referred to him by a mutual acquaintance at a much larger ad agency, an agency that was pursuing only much larger accounts.

At that point in my young advertising career, my sales presentations consisted mostly of showing samples of my work and evaluating the state of a prospect's current ads. So I opened the portfolio book of ads I had created for other clients and proceeded to describe the strategy behind each ad. After a few pages, this prospect stopped me cold in my tracks. He said, "I don't care what you've done for other people. All I care about is what you can do for me."

All of us have experienced events that were turning points. Meeting our future spouse. Finding a new job. A conversation with a favorite teacher or coach.

WII-FM has been a sales cliché for years. It's an acronym for everyone's favorite radio station: "What's in it for me?" That acronym came to life for me that day – in a comment that became a turning point in the way I conducted business presentations. Of course, he was one hundred percent correct. Why in the world should he sit there and listen to me talking

about me, when all he cared about was himself and his business? Thank goodness, I was able to shift gears and ask about his business situation and his marketing goals. And thank goodness he threw caution to the wind and gave an assignment to me.

I'll always be grateful to that direct – but exceedingly wise – advertiser for teaching me an important lesson. As it turned out, the assignment was an audition. I handled his company's ad account for 24 years. Over time, I realized that he was not being intentionally rude that day. His philosophy was, "Give me the information I need to make a decision and do it quickly."

Sometimes I joke that his words should be posted in advertising departments: "I don't care what you've done for other people. All I care about is what you can do for me." That cuts right to the core of a sales presentation. It's not about the sales person or the sales person's product. It's about the customer.

There's nothing earthshakingly new about all of this. Every time a sales person prepares for an appointment, he should simply ask himself, "How can I make this presentation revolve around the prospect's needs?" And every time a sales person displays samples of ads, she should ask herself, "What's relevant about these ads? How can I relate the characteristics

of these samples to the goals of this specific advertiser?"

Do these things and stay in step with your advertisers.

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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



Graphic Hooks

CHANGES CONTINUALLY OCCUR IN THE SOFTWARE TOOLS WE USE IN OUR INDUSTRY... LOTS OF CHANGES...AND THAT MEANS THAT MOST OF US WILL HAVE TO SPEND MORE TIME ...

Learning



I am updating (to a certain extent) an article I wrote in July of 2013 because it will be pertinent to the articles for the coming months. I have in fact decided to upgrade to Adobe Creative Cloud. I do know enough to tell you that I will continue to work in Adobe CS 6 for a while, because I will still have to figure out some of the new features.

So there it is, always learning... whether I want to or not. I have stated that I have been using **Adobe Creative Suite 6** for quite some time—probably since the latter part of 2013. It was “different” because I didn’t know where things were and **Adobe** has added a lot more interactive elements. I don’t do “interactive”...yet, but perhaps it’s time to see how print advertising has become much more encompassing.

Unintended learning is my term for working as usual, and wham, something changed! Changed enough to make my usual uncomplicated life (I’m only talking digital life here) a bit more digitally complicated.

An example of my unintended learning experience came when I wanted to use my OCR program to scan a story—it wasn’t working! So I opened **Photoshop** to scan, but the program couldn’t find the device! Last time I used it, it worked just fine! Unfortunately I couldn’t remember the last time I used it! With digital downloads and cameras, I hadn’t had the need to scan. There was only one thing I could blame... Technology.

At the time, I was running Max OS 10.8.3 and I realized that my scanner was probably 5+ years, and although I am not a heavy user, the technology of the operating system outpaced my scanner software. The good news was that better/faster scanners are available and I got a pretty good deal. So now I have a new scanner, and I updated to **Abbyy FineReader Express for Mac** and all is good... at least in this area! But my unintended learning experience required time...and money!

Intended Learning Experience

Also in 2013, one of the professional photographers in my camera club was offering a 3-session workshop on **Photoshop CS6**, and I figured it’s about time to learn, so I signed up—what a difference a real person can make. I have books, but it is so much easier to ask and get an answer.

Pretty uncomplicated (although **Photoshop** is pretty complicated). I am definitely more comfortable in using mini bridge, the new tools, accessing camera raw controls and just getting around the program.

While at these workshops we discussed **Adobe’s Creative Cloud**... will we, should we... don’t know. It definitely is an individual choice to subscribe. So here I am, five years or so later, and I am ready to make the change—finally! However, even I realize that a lot of changes have occurred in the program, so I will need a bit of “experimenting.”

So here’s to an intended learning experience...



Happy Valentine’s Day!

Shh! InDesign Secrets at Work

I have been a subscriber to *InDesign Magazine* for many years and I continue with another site this group has a hand in as well... they really know what they are talking about!

I discovered what I thought was a new web site... well, new to me, plus they have been revamping the site. It’s called **InDesign Secrets** (hence the heading) and can be accessed at www.indesignsecrets.com (the world’s #1 resource for all things **InDesign**—that’s their tag line). David Blatner, who goes way back in digital page layout, offers a lot of information regarding, well, **InDesign**. Articles, resources (including templates, plug-ins and scripts), forums, etc. can be found here.

You can sign up for a membership...**free**... which gets you thousands of free blog posts, tutorials, podcasts and videocasts, **InDesign Tip of the Week Newsletter**, bonus scripts and other resources...**free**!

The premium membership is only \$59/year! Anyway, take a look because **Adobe** has moved to Creative Cloud and the software programs get more interactive, you need a place to find out what’s what. David Blatner and his band of designer/writers have been through it all. Blatner has authored fifteen books, including the “Real World” series and lectured for the past twenty years. I became aware of him back in my **QuarkXPress** days, when I purchased *The QuarkXPress Book*—before these programs had numbers!

Here’s a sampling of tips that I got...

Using the Spacebar to Adjust Spacing Between Objects

In **CS5** or later: Select more than one object and start dragging a side or corner handle. While the mouse button is down, hold down the spacebar and **InDesign** adjusts the spacing between the objects instead of scaling them. —January 31, 2013

Constrain Unchained!


To force **InDesign** to constrain proportions when applying width, height, or scale values in the Control panel, press **Ctrl+Enter/Command+Enter**. This way, you can leave both chains “broken” and only constrain proportions when you mean to via the keyboard shortcut. —Mike Rankin, February 28, 2013

Create a super-easy and effective fake duotone effect.

1. Place a color image.
2. Select image with the Selection tool.
3. Apply a fill color from the Swatches panel.
4. Select the image inside the frame, and use the Effects panel to apply the Luminosity blend mode. —Mike Rankin, April 4, 2013



I welcome your input and suggestions. I taught art, entered the free paper publishing business in the 80s and now write design articles for *The Independent Publisher*, *Community Papers of Michigan*...and I am still learning.
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