

tip

The Independent Publisher

**Bob Wright Scholarship
Recipients**

pages 5-6

It's Free and It's Priceless

page 4

Selling Half or Full Loads?

Page 15

We're Not Mind Readers, but...

**If you participate in
CVC online studies
we can tell you everything
you want to know
about your readers.**



**Call (314) 966-7711 for more information, or look at
the sample study at www.research.net/r/IFPA**

**CIRCULATION
VERIFICATION
COUNCIL**

OUR DATA SPEAKS VOLUMES

2019 OFFICERS

RICK WAMRE

President

Advocate Community Newspapers

6301 Gaston Avenue
Dallas, TX 75214
(214) 560-4212

Fax (214) 823-8866

rwamre@advocatemag.com

term expires Sept. 2019



JOYCE FRERICKS

Vice President

Star Publications

522 Sinclair Lewis Avenue
Sauk Centre, MN 56378
(320) 352-6577

joyce@saukherald.com

term expires Sept. 2019



DEBORAH PHILLIPS

Director of Finance

The World

403 US Rt. 302 Berlin
Barre, VT 05641
(802) 479-2582

Fax (802) 479-7916

dphillips@vt-world.com

term expires Sept. 2019



ERIC MCROY

Director

Advantage News

235 A East Center Drive
Alton, IL 62002
(618) 463-0612

Fax (618) 463-0733

EricMcRoy@AdVantageNews.com

term expires Sept. 2019



JOE NICASTRO

Director

New View Media Group

5 Vista Drive
Flanders, NJ 07836
(973) 252-9889

Fax 240/332-7489

joe@mjmediallc.com

term expires Sept. 2019



MANUEL KARAM

Director

Genesee Valley Pennysaver

1471 Route 15
Avon, NY 14414
(585) 226-8111

manuelkaram@gvpennysaver.com

term expires Sept. 2019



SHANE GOODMAN

Director

Cityview

5619 NW 86th Street
Johnston, IA 50131
(515) 953-4822

shane@dmcityview.com

term expires Sept. 2019



JANE QUAIROLI

Director

Kapp Advertising

P.O. Box 840
Lebanon, PA 17042
(717) 273-8127

janeq@themerchandiser.com

term expires Sept. 2019



DOUGLAS FRY

Executive Director

Headquarters

104 Westland Drive
Columbia, TN 38401
(931) 922-4171

Fax (888) 450-8329

douglas@ifpa.com



DOUG FABIAN

Past President

Kapp Advertising

P.O. Box 840
Lebanon, PA 17042
(717) 273-8127

dougf@kappad.com



Vol. 38, No. 6 • June 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

The Independent Publisher

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

Publisher

Rick Wamre, President

Federal Collective Membership
Registration No. 1,561,653

Managing Editor

Douglas Fry

e-mail: douglas@ifpa.com

DEADLINES: The next issue of The Independent Publisher will be published July 15, 2019. Deadline for all copy is June 15, 2019. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

Advertising, Editorial & Production

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

©2019 by Independent Free Papers of America*. All rights reserved. Reproduction in whole or part without written permission is prohibited.



It's Free And It's Worth a Million

by
Douglas
Fry



I grew up in a very conservative family. We were taught that to accept things from others was a sign of weakness. We could make it on our own, thank you very much. We were “financially modest” by any standard. We were proud. And that’s just plain wrong. But that didn’t keep Mom from accepting hand-me-downs from other families that we got to wear. If someone offered me an ice cream cone, for example, I was supposed to thank them for their generosity but decline their offer. How crazy is that? I really wanted the ice cream cone! But our upbringing required us to refuse the generosity of others.

With that background it should come as no surprise that I ended up making some bad decisions because I thought I should always decline the kind acts of others. One instance might explain this a bit better.

My Uncle Walt invited us over to his home one afternoon. All eight of us trooped over to his home and were escorted to their basement. Sprawled across a huge table was an amazing Lionel Model Train Set. He showed us how awesome it was by starting a train around the track, switching it to different tracks, stopping, reversing the direction of the train, dumping a load of Lincoln Logs, blowing smoke from the tiny smokestacks, even blowing a train whistle remotely from the control panel. This train set had a dozen cars, three engines, lots of track, an 8’ x 8’ table to put it all on, scenery, tunnels, bridges, even smoke drops to drip into the smokestacks. It put our single engine, two car, oval track to shame.

Uncle Walt let us take turns running the trains around the track, tooting the train whistle, simply having a blast. After all 6 kids had their turns I figured it was time for us to go back home. But he started talking about how his children were all grown up and didn’t play with their train set any more. Then he dropped the bomb on us. He offered to give us the whole set if we would agree to play with it.

This is where my upbringing kicked me in the pants. My parents were standing right there. I assumed we were supposed to thank Uncle Walt for his kindness but that we had a train set of our own that we were quite happy with. I didn’t want to disappoint my parents by breaking the code of refusal so I spoke for all us kids. Being the middle child I was the one that had to do the hard stuff and did exactly what I thought I was supposed to do. “Thanks Uncle Walt, but we have a train set at home already.”

My dad stepped in, thanked Uncle Walt, and contradicted me by saying that we would be very grateful to accept his gift. I was confused, but happy. We took boxes and boxes of stuff home and erected that beautiful Lionel Train Set in our own basement. We spent hundreds of hours

playing with it. It became the backbone of fun for those rainy days when we couldn’t go outside. All six kids had a lifetime of fun with it. In fact, that train has gone on to other families to be enjoyed as well.

Just because something is offered at no cost doesn’t decrease its value. Nor does it mean we should politely refuse the gift. I have learned that accepting a gift is gracious and adds value to both the giver and the receiver. There are comparisons to make between free gifts and free publications.

Member publications are free to everyone in the community. In the pages of these award winning publications is incredible value, a sense of community, and the backbone of commerce. Because it is free adds to its value. Don’t be like me as a kid. Accept the gift, enjoy it, read each issue, be grateful for the offering, and enrich your life. When you are done with it, pass it along to others to be enjoyed as well.

Uncle Walt is gone, but the lesson I learned from him about generosity and kindness resonate with me each time I get to read a Free Community Publication. I hope it does with you too as you enjoy your local paper. Toot Toot!



Bob Wright Scholarships Awarded For 2019

By Deborah Phillips, Bob Wright Memorial Scholarship Chairperson

This was an unusual year for the Bob Wright Memorial Scholarship. We only received six applications. Each person had good grades, wonderful goals and community involvement. Their

essays were excellent. And, in view of the fact they all have met the scholarship requirements, all six will each receive \$1,000.

Congratulations to all of our scholarship recipients! We wish you success in continuing your education.

The 2019 recipients are Maegan Kee, Carson Kee, Jennifer Sherk, Benjamin Austin, Lillian Austin and Abigail Austin.



Maegan Kee of Cresson, Texas is attending the University of Arkansas as a senior. She is majoring in Public Health with a minor in Business. Her goal is to become a Physician's Assistant by age 26. Maegan's mother, Donna Kee, is employed at the Wedgwood Shopping News in Fort Worth, Texas.



Carson Kee of Cresson, Texas is attending the University of Arkansas as a freshman. He has an 89.60 grade point average and has played baseball since he was five years old. His athletic experience has led him to pursue a degree in Sports Medicine. Carson's mother is employed at the Wedgwood Shopping News in Fort Worth, Texas.



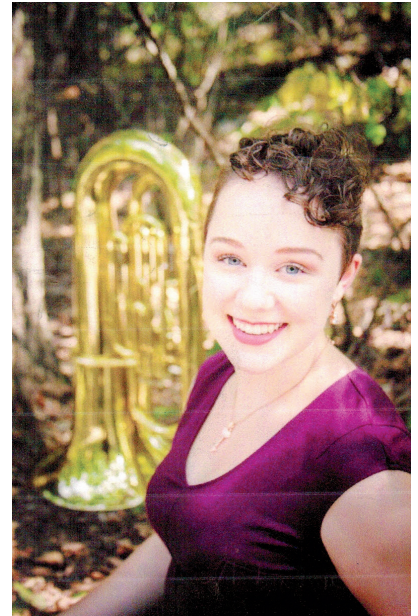
Jennifer Sherk of Akron, Pennsylvania will be graduating this year from Ephrata High School. She is planning to attend Millersville University of Pennsylvania in the fall. Her grade point average is 4.137. Jennifer's grandfather, John Hocking, started The Shopping News of Lancaster County in 1965. Her mother, Julie Hocking, is currently the publisher and owner of the Shopping News. And, of course, Jennifer has worked at the paper since she was a young girl. She plans to major in secondary education.



Lillian Austin of Millville, Massachusetts will graduate this year from Blackstone Millville Regional High School. Her grade point average is 91.73. She plans to attend Worcester State University and study environmental science. According to one of her references, "Lilly is an intelligent, empathetic, and goal-oriented young woman." Her mother, Tammy Austin, is employed at the Valley Breeze in Lincoln, Rhode Island.



Benjamin Austin of Millville, Massachusetts is attending the University of Massachusetts Boston. His major is Anthropology and his grade point is 95.60. His mother, Tammy Austin, is employed at the Valley Breeze in Lincoln, Rhode Island.



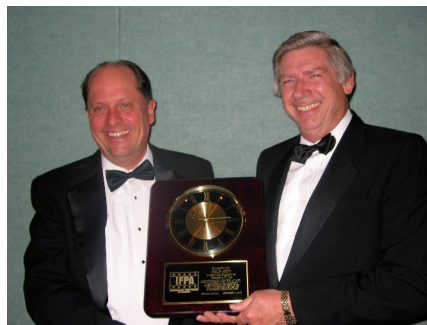
Abigail Austin of Millville, Massachusetts attends the University of Massachusetts Boston. Her major is History, but her passion is historical archiving. She also works at the UMass Boston University Archives and Special Collections as an archival assistant. She plans to continue her education by getting her master's degree. Abigail's mother, Tammy Austin, is employed at the Valley Breeze in Lincoln, Rhode Island.





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)



Being The Bearer Of Bad News

By Shep Hyken

It's never fun to share bad news with a customer. Many people are scared to be the bearer of bad news. There are plenty of examples of bad news – an order didn't ship, something was damaged, a deadline is not going to be met, etc. It doesn't really matter what the bad news is; the key to managing the customer experience is how you deliver the bad news. This brings me to Dollar Shave Club, who had to share the news that they were raising their prices.

While the price increase wasn't very much – just one dollar a month – they still had to share the news with their customers. The way they did it was a classic lesson on how to share negative information, hopefully without upsetting the customer.

They sent a letter to their members. (That's what they call their customers – members. After all, it is the Dollar Shave Club. Not the Dollar Shave Store. Clubs have members.) The first couple of paragraphs sum it up:

Hey Shep,

We're emailing to let you know that as of May 13, 2019, we will be increasing the price of each Executive cassette by \$1. You are currently receiving these cassettes on a 1-month basis. We believe in being totally transparent with our Members, even if it means delivering some tough news.

We know. It's a bummer. We don't want to do it.

The letter goes on to explain that they haven't raised prices since

2012 and they want to continue to deliver the quality their members expect. Sure, it's only a dollar increase, but nobody likes to pay more for something.

Some important points to notice: First, they used my name. Second, their style was casual, which is in alignment with their brand. Third, they were very direct and to the point. It's all in the first sentence.

When delivering bad news, you can do it in person or through some type of written correspondence, such as an email or a letter. Regardless of how the news is delivered, consider the following steps:

1- BE PERSONAL.

2- BE DIRECT.

(Notice how Dollar Shave Club delivered the news in the first sentence.)

3-APOLOGIZE.

Not because you're at fault, but because you empathize with the customer over the news.

4- GIVE AN EXPLANATION, NOT AN EXCUSE.

5- THANK THE CUSTOMER



Bad news deserves an explanation – not an excuse.

for their past business and for their continued business in the future.

6- BE AVAILABLE

if the customer has questions.

Bad news is unavoidable. No matter how careful we are, life isn't perfect. You're going to have to give bad news to someone eventually. But the bad news doesn't have to be all bad – as long as you deliver it tactfully. Dollar Shave Club did just that. So turn that frown upside down, and turn bad news into a good customer experience!

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 © MMXIX, Shep Hyken)



Hold Your Horses!

Perhaps it's time to take a breath before getting carried away



by Kevin Slimp
kevin@kevinslimp.com

If you've heard me speak at a conference over the past two or three months, you've heard me discuss the differences between newspapers.

For someone as young as I am (no snickering, please), I have seen a lot of changes in our industry over the past 25 or so years. Aside from the technological changes, which are obviously numerous, much has altered the way we think about newspapers.

As a speaker, I remember it was just a couple of decades ago we saw the "great divide" as an imaginary line separating paid-circulation newspapers from free papers. In the "old" days (10 or more years ago), I was one of the few speakers you might find at both "paid" and "free" conventions. There was a general distrust between the two sides, and as a consultant/trainer/speaker, you had to choose a side. Somehow, I became a fixture at both types of conventions and built a consult-

ing career working with both types of papers.

Today, newspaper ownership is more of an indicator of how and what a newspaper is doing. The differences between paid and free papers has become fuzzier. It's not unusual – it might even be more common – to see newspapers publishing both free and paid papers.

I often speak about my annual survey of U.S. and Canadian publishers, the most recent of which was just completed in April. At conferences, the thing that seems to surprise publishers more than anything else is how many things AREN'T changing at newspapers.

It's easy to read social media posts and headlines about buyouts, closings and mergers, believing the entire industry must be in a flux. As I mentioned in my previous column, most papers aren't going out of business any time soon. Interestingly, most publishers report their papers are doing just fine financially.

According to the 2019 survey of publishers, 85 percent of newspapers haven't changed hands since 2015. And a large majority of newspapers that did change hands, moved from one group to another group (5

How would you feel about the following statement: "Our business would do just as well or better without a digital version."



percent of newspapers) or from one private owner to another private owner (4 percent of newspapers).

In similar numbers to previous surveys, 56 percent of publishers reported their papers are locally owned, not part of any group ... not even a small group.

56 percent.

I did not misspeak.

Only 15 percent of newspapers in the survey are part of large national (13 percent) or regional (2 percent) groups. So, while you might feel like every paper is being bought by Gatehouse or Gannett or Adams, it's just not the case. Sure, a few are. Maybe more than a few. But, statistically, they are a drop in the bucket compared to the number of newspapers remaining in local ownership.

Another area that continues to stir confusion among publishers is the benefit of digital efforts. While most respondents feel it is important to have a digital presence, 56 percent believe it either "is" or "might be true" that their papers would do just as well or better without a digital/online version.

Don't get me wrong. I'm not saying for a heartbeat that any newspaper should dump its digital presence. What I'm saying is digital is not "the goose that laid the golden eggs" yet, assuming it ever will be.

Here's how I see it. One of my businesses is a book publishing company. We've had

some pretty big hits lately, including a #1 best seller (Where Do We Go From Here?) in May. In the book business, we know that approximately 90 percent of our sales will come from printed books. Knowing that, we put the bulk of our efforts into producing the best printed books we can.

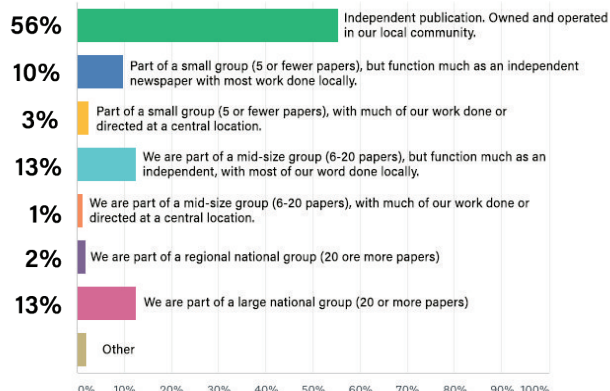
Still, the five to eight percent of revenue we receive from Kindle versions is worth the effort to create digital versions of our books. We would never, however, release a digital version first. The printed version comes first, then the digital, because that's where the readers are and the money is.

It appears, from questions related to income and profit, print – in newspapers – is still where the money is. Recent events at newspapers in New Orleans is perhaps even more confirmation that print is still king, when it comes to newspapers. That may or may not change ten years down the road, but for now it's true.

Okay, I'm off my soapbox. What's the moral of this column? Your paper probably isn't so different from most other papers.

Relax. Enjoy the view. Most papers are doing fine financially. Not all, but most. If you're like most, you're doing just fine. Don't feel like everybody else knows something you don't. Enjoy the experience and put out a good newspaper.

Which comes best to describing the ownership of your newspaper?



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 beyond print.



SiteSwan Website Builder

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 \$149/mo
www.siteswan.com

Ideal Directories

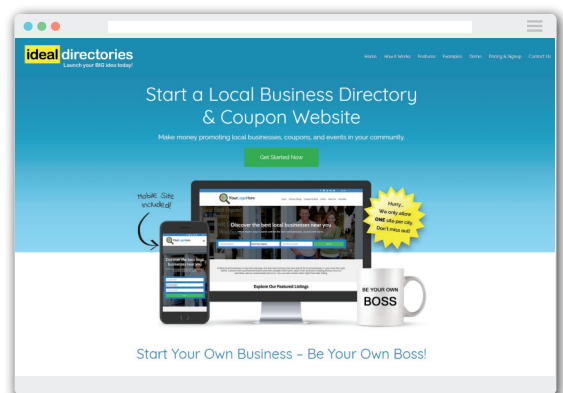
What is it?

Turn-key business directory and coupon website that can be branded for your publication and market. Can easily be "bolted-on" to your existing website or run independently.

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?

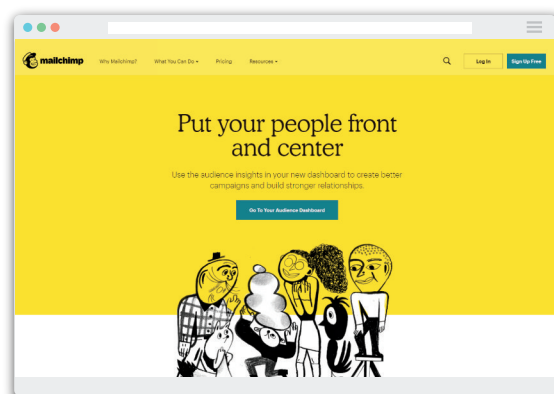
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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 up-sell 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: Contact vendor to request pricing

www.classifiedads.software



Mailchimp

What is it?

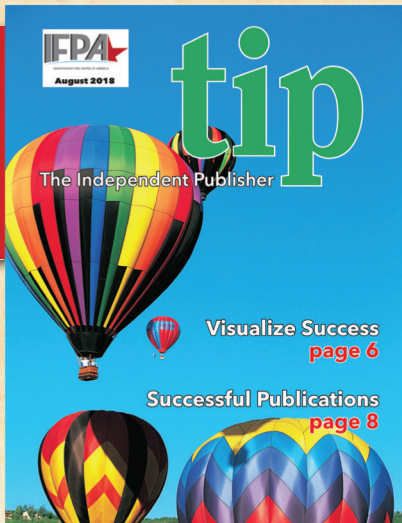
An easy-to-use email marketing system that lets you send out thousands of emails at once.

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



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

WE PRINT FOR PUBLISHERS.

Direct Mail • Magnet Mailers • Auto Dealer Mailers

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

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

HELMER Print. Wise.
PRINTING



HAMILTON

CIRCULATION SUPPLIES
800-398-2427
www.theservicechamps.com
info@hamiltoncirculation.com
 Fax - 708-946-3733



32 Quarterfold



32 Magazine



37 Broadsheet or Tabloid



32 Digest

Wire Displays



Poly Bags



Rubber Bands



Carrier Bags



Steel Distribution Boxes



Plastic Displays



Tubes and Steel Posts

Graphic Hooks

I have read about what is new in InDesign CC 2019... however, I believe I have to download all my apps again (told you I was still new at the “Cloud” thing). So I really am not working in 2019, yet, and I know enough to finish this article before I mess with software changes!

This upgrade brings changes to the user interface; innovative ways to fit images to frames and to set spacing between paragraphs.

A revamped font menu gives you more ways to choose and preview fonts. And of course there are the usual small tweaks and changes, including some refinements to footnotes and endnotes.

I also read the article on *Affinity Publisher* in the May issue of TIP... but, I am responsible for a monthly newsletter for my Camera Club and I have been experimenting with interactive PDFs, so not sure how that will go and have to factor that into my software program objectives. I am also still interested in turning an *InDesign* page into a web page through *Adobe Muse*.

I have until April of 2020 to decide (good thing I handle the finances in our household so I can bury the \$600 software cost—at least for now). I am a one-woman operation after all!

It's also hard to decide because most of the items I produce are not complex and I don't need many of the features that are offered in the *InDesign* program. Ugh—decisions can be frustrating.

POLYGON USE IN ADVERTISING

While the new features in *Adobe InDesign CC 2019* remain somewhat elusive, I did have better luck with using polygon shapes in advertising.



The Polygon can be an effective design element to highlight info, especially in smaller ads. The polygons used on this page were taken from last month's article—with some modifications. The white polygon used in the “Strawberries” ad helps to break up the gray area and call attention to the strawberry art. It also helps to unify the art with the white text in the ad itself.

The polygon in the “For Lease” ad gives a little more dynamic look. A circle would have worked, but since there isn't much text there was an opportunity to create a shape that would catch the reader's attention more readily.

The two one-column ads use the polygon to highlight either art or text and create a little more visual interest in the space.

The bottom burst uses the polygon and a white circle to call attention to a savings event—a more elaborate burst. All of the polygon bursts were simple to employ because I keep them in an *InDesign Library* (called Polygon Bursts—not original but descriptive), so all I have to do is place them on a page, or in my ad. Very convenient!

POLYGON THERAPY

The cropped polygon (above with circle) was changed slightly. I used a Corner Option—Bevel, to give it more of a “gear wheel” look. Developing a library of polygon bursts that you have created gives you flexibility in using more distinctive elements to create highlights and makes it easier for you to control size, shapes and colors to better fit into your advertising space.

FOR LEASE

**4000+ SQ. FT.
DOWNTOWN HARTFORD
28 EAST JACKSON STREET
(formerly GrandDad's Bakery)**

CALL BOB 262-555-5555

*Mother's Day
May 12th*

Cleaning Person

Monday-Thursday
Early mornings
Apply at
Homemade Chow
55 South Main Street
Hartford

25% OFF

STRAW-BERRIES

THE TIME IS RIPE FOR PICKING!

 **Until next time...**

Ellen Hanrahan hanrahan.in@att.net ©2019



Publication for Sale:

Multi-Generational
Owned community
shopping guide for sale
in beautiful south cen-
tral Lower Michigan.

Family owned for over
70 years, The Salesman
Publications' owner is
ready to retire and is
selling her weekly/Sun-
day publication that
home delivers nearly
50,000 copies via inde-
pendently contracted
carriers in Jackson, Cal-
houn and Northern
Lenawee Counties.

Established advertiser
base with room to
grow.

Send inquiries to P.O.
Box 1765, Jackson, MI
49204.

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

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

APPRAISALS ACCOUNTING BROKERING

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

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



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

KAMEN & CO. GROUP SERVICES

Media Appraisers, Accountants, Advisors & Brokers

(516) 379-2797 • 626 RXR Plaza, Uniondale, NY 11556
info@kamengroup.com • www.KamenGroup.com



Greg used to help his uncle sell and deliver firewood on weekends. No doubt, that influenced one of his first phone calls when he started selling advertising for his local newspaper. His prospect asked, "Why are you asking so many questions?" and he said, "I'm just trying to figure out if you need a full load or a half-load."

Greg's sales manager told me it was one of the most honest things she had ever heard a salesperson say. "He was doing the right thing by asking questions to discover needs," She explained. "When the prospect wondered what was going on, Greg admitted that, yes, he was calling to talk about a possible ad campaign, but he couldn't recommend anything until he learned about the prospect's business."

"Although he no longer talks about full loads and half-loads, he still does a great job of learning about his prospects and how they need to market their products," she said.

When you think about it, it's easy to see that firewood and advertising have a lot in common. Both serve specific purposes and both occupy measurable space. A full load of advertising is a big campaign splash with a sizable budget, while a half-load is something less than that.

LET'S SEE WHERE THIS FIREWOOD COMPARISON LEADS:

1. What's in the truck? In other words, know your product. In order to help your advertisers decide between full loads, half-loads, or other options, it's important to know as much as possible about what you're selling. If your prospects know more about your newspaper's advertising products than you, you won't have much credibility.

2. What do they want? It's a waste of time to try to sell firewood to someone who doesn't have a fireplace or a woodstove. And it's just as wasteful to try to sell advertising to someone who doesn't need it.

Know your prospect. Not everyone needs everything that is being sold. That is one of the biggest lessons of selling.

3. Deliver to the right place. At one time or another, everyone in the selling profession has made the mistake of talking to the wrong contact. While that person may be perfectly willing to spend time on the phone or in an appointment, he or she may not be in a position to make – or influence – buying decisions.

In order to find the right contact, consider saying something like, "In order to save time for you, I wonder if you can tell me who makes decisions about your company's adver-

Full load? or Half-load?

tising?" Then... "What is the best way to get in touch with that person?"

4. Tell the truth. Don't try to sell a full load to someone who needs a half-load. If they find out later that they bought the wrong thing, they'll feel burned. Not only will they stop advertising in your paper, they'll tell all their friends about it.

Like the old saying goes, "Honesty is the best policy." That goes for selling firewood or advertising or anything else.

(c) Copyright 2019 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



Are we looking at what is becoming the United States of Amazon?

Peter Wagner

Being part of a community – be it a town, neighborhood, church or social/service organization – was just about everyone's desire when I was growing up as the youngest of two boys in a traditional family of four.

A dozen years later, when my wife and I were starting our first paper, I came to realize every town needed five things to exist: a locally owned and managed bank willing to support civic endeavors, a local school system with programs and sporting events that brought the people together, a community newspaper to create consensus, at least the semblance of retail stores offering a good selection of the everyday basics from groceries, clothing, auto parts to greeting cards and finally, because I live in Northwest Iowa, a locally owned and managed cooperative elevator.

But the times are changing. Everything is becoming multi-location and regional. Few small-town banks are still locally owned and managed. Most large corporate banking organizations are less interested in supporting local projects such as the rebuilding of the aging baseball field or the use of their lobby for a charity bake sale.

Local K to 12 schools have been integrated with other nearby school districts and the "hometown" football team has disappeared. The excitement of Friday Night Lights has drifted down the road and so has the weekly gathering of fans and the

exceptional local spending that went with it.

Entire main streets have gone the way of the earlier mentioned local school. In many small towns only a bar and a convenience store/gas station exist for the purchase of essentials such as milk, bread and a six-pack of beer. Many small communities are simply thankful that a new Dollar Store recently decided to build on the highway at the edge of town.

What were once local cooperative elevators have merged and remerged over the last 10 years to eliminate even the hint of competition.

And the nation's newspapers, with no community to support them, are disappearing. It is reported that 1,800 have closed in the last 15 years. Newspapers reflect the vitality of the community they serve.

The problem with all of this is the buyers, at least for the moment, de-

pend more on the internet rather than local suppliers for everything from prepared boxed meals to on-line college degrees to buying a new car. I can understand the magic and power in all this online buying, but it will surely lead to a smaller "community".

There was a time when shopping for groceries or a new dress was a social experience. Two shoppers would bump into each other while working their way down aisle three or headed for the dressing room and stop to catch up, share a recipe or two or plan to meet for coffee.

Just a few years ago there was a time when a trip to the elevator included a visit with the counterwoman about anything and everything from the weather to the upcoming election. Now everything is ordered from the elevator by email.

Once, when a family thought it was time to buy a new car it was the center of every conversation. They'd discuss the pros and cons with extended family or those gathered around the table at the local café. Now it's possible to order the car on the internet and have it delivered to your door just a few days later. In many cases this and other factors have left entire counties without a single car dealer to provide the follow-up care or service.

Bookstores have all but disappeared



What's Ahead?

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.

Publishers Summit

January 31 -
February 1, 2020

Clearwater
Beach, FL

Popular interactive event for Publishers sharing keys to success.

and so have "record" shops.

The abundance of streaming services are cutting deeply into the working capital of bigger city television stations.

As for newspapers, they were the first writers of local history. Newspapers were, and still are, the original social media.

The local paper disseminated news of the happy and caring times from births to who had Sunday dinner at whose house to weddings. They were the source for the weekly update of who was ill, where the fundraiser was going to be that weekend and what exciting new things there were to see, do and eat.

More importantly, the local paper delivers balanced, credible news and shopping opportunities to the majority of the community, not just

the few that are friends on some store's Facebook list.

If we can bank on-line, order any piece of clothing on-line, get an education on-line, vote on-line, order our groceries, insurance and new car on-line what happens to our community?

Will we, as a society, all look back one day and see social media was the start of the decline of society and not beginning of a "brave, new world"? So, what can we, the publishers of newspapers and shoppers do to change the trend locally?

Here in Sheldon we are publishing a series of 22 monthly process-color pages promoting the value of "community." Each ad features a local, highly visible, spokesperson sharing the featured firm's history, unique offerings and services, connection to and commitment to Sheldon.

The story is written by a staff writer and approved by the client before it is published. All 22 participating businesses are listed monthly on the strip along the left side of the page. All 22 pay \$60.00 as one of the sponsors. There is no additional charge the month the company is featured. The promotion, just one of many focused on community building that we currently have running in our various publications, has been well accepted. It will produce \$27.720 in revenue over the 22-month schedule.

Looking for programs worthy of your association or group meeting? Call me at 712-348-3550 (cell) to discuss my two newest sales training programs [1] How to sell print advertising in a social media mentality and [2] How to include more digital dollars in your future sales. Or email me at pww@iowainformation.com.

IFPA Board Meeting Minutes

IFPA BOARD MEETING, THURSDAY MAY 16, 2019

President Rick Wamre called the meeting to order at 8:00 am CST. Board members present: Jane Quairolì, Manuel Karam, Doug Fabian, Joe Nicastro, Rick Wamre, Shane Goodman, Deborah Phillips, Joyce Frericks and Douglas Fry.

Treasurer Report- Deborah Phillips: Net income was down for April. Had to pay income tax to IRS this month. Motion to approve report: Joyce Frericks. Seconded, Joe Nicastro. Motion passed

SHARE Groups- Doug Fabian: Good Sales Managers call this month. Had Derek Price from Green Shoot Media. He offered a free download for a special section. Good call, good group, and good attendance.

Publisher SHARE Group- Joe Nicastro: Had four people. Joe was not available for the the group so he could not give an update.

Specialty Publications- Douglas Fry: Next two months planned. Mark Guerringue will be presenting "Home & Garden Event" and Eric McRoy presenting "Bridal Event."

Communication Committee- Manuel Karam: Douglas sent out some test emails. One a full html and one simple text based email promoting the digital workshop one week apart. Pretty similar response for both. 44% open rate for the fancy html and 5.1% click through rate and one registration and for the text based email 46.5% open rate with 2.5% click rate and two registrations. Douglas stated that it doesn't matter if fancy or not, the same people are responding at a

similar rate. This is a better than average open rate but not most readers are not acting on it. The challenge to the Communication Committee is coming up with ideas to spark interest and action. Rick suggested talking about it face to face in June and bounce ideas around. Rick asked for additional analysis for the June meeting.

IFPA Sales Training- Rick Wamre: Sign ups for the online training are down from last year. Have added one more sign up for Diane Ciotta's Advanced Sales Training series. Possible challenge, many people have participated in both trainers sessions.

Events- Digital Workshop: Douglas Fry: 24 people preregistered for the event. Have a few rooms available for last minute people. Will Thomas has everything in place for the event. Food and Beverage taken care of. We will get a few more registrants by the time the event starts.

September event- Doug Fabian: All set with Tim, Ryan and venue in Philly. Eric will do the beginning session on Friday. The committee is challenged to figure out ways to better communicate with members. Marketing plan is needed that is different and will invite members to attend. Douglas suggested getting the Communications Committee involved.

Publishers Summit- Douglas Fry: Working on a different venue as the hotels around the Holiday Inn use the same meeting spaces IFPA uses and he cannot get different dates other than what we have been using. The end of the month is available but some members have expressed concerns about being out

of their offices at that time. Also, it is Superbowl weekend as Jane Q noted.

Editorial and Advertising awards- Jane Quairolì: Jane has the spreadsheet done and would like Douglas to review and then she will email it to the board. Douglas: Have done a few mailings and email blasts and are on track for the end of July.

No Ad Sense report. However, Deborah noted that a payment was received from Google for the AdSense activities.

TIP- Douglas Fry: one more person has expressed interest in running TIP. After much discussion it was suggested that combining with another publication might spread out the workload. Rick suggested putting it on the agenda for June.


Membership- Excel spreadsheet of non renewing members. Shane offered to make calls to some members. Douglas will assign four or five to each member to call and find out why people are not paying dues or renewing membership. Rick asked that everyone share their feedback with Douglas and he can add it to the June discussion.

Rick called for: Old Business

Joe Nicastro: Regarding Display Ad network. Jeff has sold out to Gateway Communications. They have instructed him to focus on getting all their papers from another group involved and not get any outside papers at this point. Joe has spoken with Tim Bingaman and they are working on some other leads.

New Business: None. Other Business-None

Rick asked for a motion to adjourn. Deborah made a motion to adjourn, Joe seconded the motion, all were in favor. The meeting adjourned at 8:39 am EST.



*We specialize in
the art of printing!*

Customer Satisfaction
and Competitive Pricing.

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

Keeps Up with the
Latest Technologies

Your One-Stop
Print Resource.

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

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



Trumbull
PRINTING

205 Spring Hill Road
Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com



104 Westland Drive
Columbia, TN 38401

Presorted Standard

US Postage

PAID

Helmer Printing

INDEPENDENT FREE PAPERS OF AMERICA



F-2015
Digital Display Rack

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

SC STEEL CITY CORP

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