



# tip

**The Independent Publisher**

**Wonder Twins Explained**  
**page 4**

**In Memorium: Robert S. Kapp**  
**page 9**

**Save On Mailing Costs**  
**page 18**



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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 86<sup>th</sup> 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



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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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# Wonder Twin Powers ACTIVATE!

None of you are old enough to remember watching Saturday morning cartoons. I am. "The Bugs Bunny/Road Runner Hour and a Half, Laugh and a Half Show," and the "Justice League" were some of my favorites.

The most unusual pairing of super heroes on the Justice League was the Wonder Twins, Zan and Jahna. Dressed in purple, these champions for good came from another planet. They were great alone but when they touched knuckles with each other and chanted the phrase "Wonder Twin Powers Activate" they became even greater together.

Greeks would call that "sunergos." We would call that "Synergy," the interaction of two agents producing a combined effect greater than the

sum of their separate effects.

That's where the idea of our event in September came from. We should all take advantage of CVC audit training from Tim Bingaman. If you haven't you can change that by calling him today. His number is 800-262-6392. His training is great.

Ryan Dohrn is viewed by many as one of the top trainers in professional sales techniques. You might have heard his presentations before.

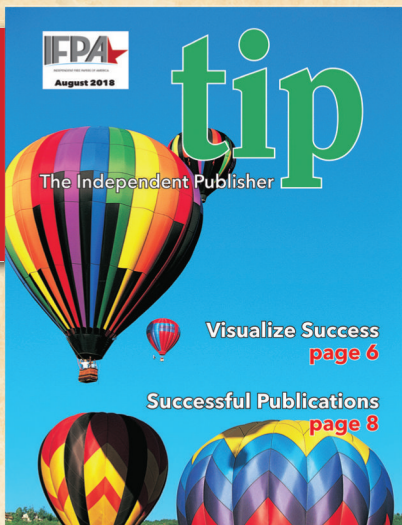
But when you combine these two super heroes of the free community paper industry the result is wonder twins worthy. This pairing alone would be amazing enough to make you want to attend the September Event in Philadelphia. But wait... there's more.

by  
Douglas  
Fry



The truly revolutionary part of this event is what you will receive as part of your welcome package. Inside you will find a 56 page *Buyer Intention Survey* book jam packed with ways to sell over 50 different types of business. This book will have your circulation data, your readership information, your market potential. So you can take a page to Boats and Watercraft customers and have your areas average, for example, and show them early spending per customer, dollar amount of potential sales, number of potential customers per edition. This is actual numbers and information for your market, not generic numbers.

Space is limited. This event is already 2/3 full. Don't wait another minute. Sign up today by going to [ifpa.com/events](http://ifpa.com/events).



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# See What You've Been Missing! Digital Workshop Huge Success

The recent Digital Workshop in Chicago lead by industry guru in all things digital, Will Thomas, was a resounding success. The participants came away with long lists of ideas they could implement as soon as they returned to the office. What follows are a few of the thoughts of the attendees.

## WHAT ONE THING DID WILL THOMAS EXPLORE THAT YOU TOOK BACK HOME AND STARTED WORKING ON?

"How we can increase income by using a third party tool like SiteSwan."

"How to eat an elephant. The whole idea of 'Digital' is so large it seems that no one knows where to start or

how to make it work. Will spoke about the "next logical step" for us to take. Thank you Will."

"The idea of educating customers and prospects on digital services that you may not even get paid for, like helping them claim their Google page. That way you become the source of knowledge and professionalism so the next time that customer needs something digital they will come to us."

"I learned many things and began working on the following initiatives: signed up for site swan,

changed design department to creative services and charge for fees, basecamp features, letsencrypt.com, chat button, last pass password manager, batchgeo, tech meme, grammarly, hemingway, culture index, weekly digital handout. And I ordered two books: *Checklist Manifesto* and *4 Disciples of Execution*.

"Will was great."

"The only way to improve this workshop would be to make it longer. I would like it to be one more day!! Information was fantastic and very helpful."



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# It's Your Fault

By Shep Hyken

The other day I was leaving a parking lot that required me to pay on the way out. It was an automated system. I put my ticket in the slot, the machine calculated what I owed, and then asked me to insert my credit card to make the payment. There were even some convenient instructions on how to insert the parking ticket and credit card into the machine. Unfortunately, it didn't work. Even worse, it took my card and didn't give it back. The screen read, "Error. Ticket Jammed."

A little frustrated, I noticed a button to push for help. Within moments a woman's voice came over the speaker asked what the problem was. I shared what happened and she said someone would be there in just a few minutes. In the meantime, cars were starting to stack up behind me. I felt terrible—and even a little embarrassed.

The woman did show up and she quickly opened the machine and gave me back my card. She wasn't very happy with me. She said, "It's your fault. You put the card in the wrong way." I told her that I followed the directions that were on the little machine. Holding her ground, she said, "Well, you did it wrong."

In the short time I interacted with this woman, she told me the problem was my fault and I was wrong. Didn't she ever hear that old saying, "The customer is always right!"? By the way, if you've followed my work, you know I don't believe in that saying. I believe the customer is NOT always right. But I always remind everyone that the customer is still the customer. Even if they are wrong, you must let them be wrong with dignity and respect.

Apparently, that's not what this woman believed. I even said, somewhat sarcastically, "So, you're telling me I'm wrong?" She confirmed she was. By the way, she was right. I did put the card in the machine backward. But she didn't need to make me feel bad about it. Perhaps she could have smiled and said, "Don't worry about this. It happens all the time. Now you know how to do it next time."

But no. She did the opposite. And in the process, she made me feel bad and a little embarrassed.

The point of this story is a valuable lesson. There are certain phrases you should never say to a customer when they are wrong. Some of them are:

- You're wrong.
- It's your fault.



- You should (have)...
- Read the fine print.
- You didn't follow the directions.
- You don't understand.
- Too bad.

I could go on, but you get the idea. The customer usually knows they are wrong, but you don't have to rub it in. Remember, always treat the customer with dignity and respect. The customer will feel good about that—and you will, too.

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](http://www.hyken.com). For information on The Customer Focus™ customer service training programs, go to [www.thecustomerfocus.com](http://www.thecustomerfocus.com). Follow on Twitter: @Hyken (Copyright © MMXIX, Shep Hyken)







# Gary's Gallery

*Sometimes the shots taken at a recent event, like the Digital Workshop, are just too much fun to pass up. Can you name every person in these photos? And yes, that is an amazing slice or two of Chicago Deep Dish Pizza.*





# The Glue that Holds the Community Together

By Peter W. Wagner

Little Johnny Jones hit a home-run at his pee-wee baseball game last Friday, but most of the town won't know about it until they see the story and photo when the town's newspaper comes out next Wednesday.

The school board, meanwhile, hired a new high School principal at their Thursday night monthly meeting, but most of the community won't learn the details until they open Wednesday's weekly paper.

And, the local department store, celebrating they've been in business 50 years, is planning a giant sale. But shoppers won't know about it until the paper arrives in the mail on Wednesday.

Twenty years ago, communities depended on their hometown paper for all the local news. If it was in the paper, they knew it was relevant, correct and what would be the topics of discussion at the local coffee shop and afternoon bridge game.

Plus, it was delivered in a well edited, easy-to-hold package designed to make reading it exciting and easy for the reader.

Randy Evans, the longtime state editor at the Des Moines, IA Register says many local newspapers still play that role today and will for many years to come.

Evans, the current Executive Director of Iowa's Freedom of Information Council, visited our Sheldon office Wednesday. He'd driven up from Des Moines to update our editors and reporters on the laws and

procedures needed to obtain hidden or withheld public records.

After the meeting Evans stopped by my office to discuss the current state of the newspaper business. He is an old friend of the family and he and our son Jay worked together at the Register before Jay's premature death from cancer.

Together we mourned the loss of Jay and the large metro newspaper he loved and respected.

The Register, Evans thought, had less than a fourth of the 300,000 daily subscribers it served back when he and Jay worked there.

And the reason for the loss in readership? Evans says it is the lack of original, local content. He praised Iowa Information for the size and commitment of our N'West Iowa REVIEW news team.

"The problem with many individually produced on-line news sites," he said, "is they lack credibility. Anyone can create a story, he said, and many can read it for free when it is on the internet. But who can be sure it isn't 'fake news.'"

Local newspapers give life and breath to a community. Their reporting of events, especially those at the local schools - from grade schools to a local college - is often the glue that holds a community together,

Corporate chains often attempt to apply the same "one template" approach to every paper in every market. But what works in one large city usually doesn't fit the needs and ideals of another metro com-

munity. Plus, large operations often shift editors and publishers from location to location without much consideration for the value they add with their extended knowledge of the history, political make-up and expectations of each different market.

Home-owned and managed community papers are usually personally overseen by the very people who serve as the publishers and editors. Those vested interest managers stay in tune with their readers and advertisers and the very heart of the community,

"The best existing newspapers," says Evans, "strive to provide advertisers with the results they need and expect and their readers with a smorgasbord of local information to attract, hold and satisfy their interests"

Circulation figures are often misconstrued. Listed simply as homes delivered to, they don't take into consideration the number of readers in each home. Also, copies often serve two or more households as they are passed from mother to daughter or a brother to the home of his sister.

Evans and I don't believe the printed newspaper will ever completely disappear from public importance. It may change to provide even more unique local content, rise to even more creative design and in the way it is paid for.

But there will always be a need for those scrapbook and refrigerator pictures of Johnny Jones hitting his home-run and of photos and stories of other hometown heroes like him.



# In Memoriam



Our Founder  
**Robert S. Kapp**  
2/6/1925 - 6/25/2019

Robert Kapp, the founder of Kapp Advertising Service and publisher of the Merchandisers, passed away on Tuesday, June 25, at the age of 94.

Raised in Lebanon County, Kapp served his country during World War II in the Navy and was stationed aboard the USS WASP. Following his service he returned to Lebanon County to marry and start a family.

Energetic and ambitious, the young veteran, wanting to make a better life for his wife and family, founded Kapp Advertising Service in January of 1950 with the purchase of a small paper called the Merchandiser. He began publishing with an initial circulation of 2,300 Myerstown area homes and quickly fostered tremendous growth in the paper and the

company. Today the Merchandiser of Central Pennsylvania and Northern Maryland is one of the ten largest groups of independently-owned weekly publications in the United States with a total circulation of nearly 289,000 homes.

An industry leader and Free Paper pioneer, Robert Kapp was a charter member and served on the board of the first national free paper association. He was an avid golfer, philanthropist and deputy sheriff, who had retired to Florida and lived with Helga, his wife of 23 years. He was fondly referred to as Rob by his employees, and considered to be a friendly, social man who enjoyed traveling back and forth from Florida to Pennsylvania. When in the area, Rob would greet and joke with his employees, many of whom worked for him for over 30 years.

Rob was preceded in death by his first wife, Erma (Gerberich), and is survived by his two daughters, Carol, wife of Robert Smith, and Susan, wife of Terry Longenecker; son, George, husband of Nancy; several grandchildren and great-grandchildren.

**Rob will be sadly missed by family, friends and employees at Kapp Advertising Service.**





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

## Ideal Directories

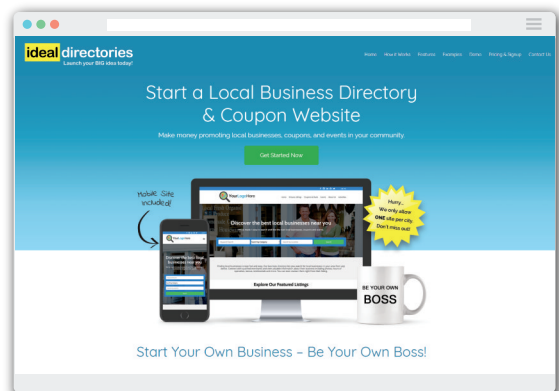
### What is it?

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







## PageFlip Pro

### What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully responsive interactive Page-Flip Digital Editions.

### How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers... plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

**How much does it cost:** Pricing starts at just \$1 per page (based on volume)  
[www.pageflippro.com](http://www.pageflippro.com)

## Exchange Classified Ads Platform

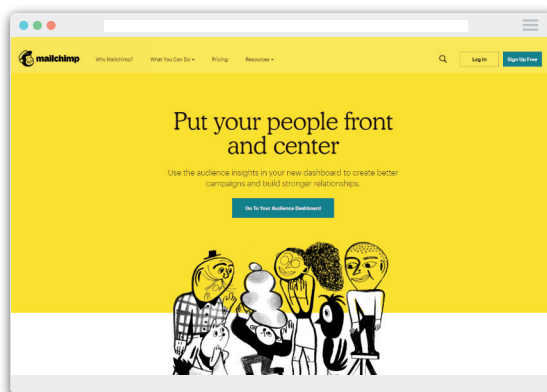
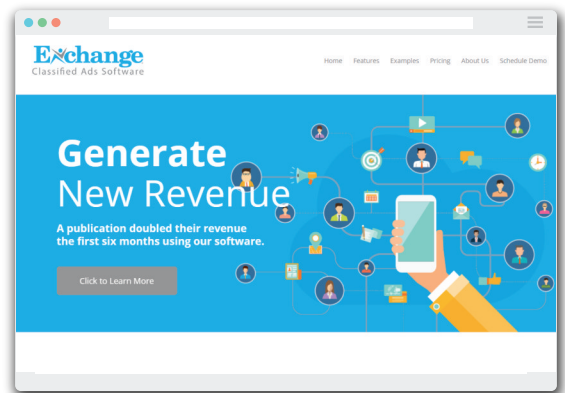
### What is it?

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

### How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated 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](http://www.classifiedads.software)



## Mailchimp

### What is it?

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

### How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

**How much does it cost:** Paid Plans starting at \$10/mo (based on subscriber list size)  
[www.mailchimp.com](http://www.mailchimp.com)

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**WHAM!**



# Graphic Hooks

**Contrast—again...** because I look at a number of publications and this seems to be a principle of design that is still overlooked in many ads. I first brought up this subject specifically in March 2015, although over the years it has been a constant in the development of effective advertising. So this month I will review and update the use of contrast.

I still rely on the words of **Robin Williams** from her **Non-Designer's Design Book** where she distills the principles of design to a manageable four—**Contrast, Repetition, Alignment** and **Proximity**. Using these principles with the elements of design sets you on the right path for an effective message.

## Contrast and Image

**Contrast** is a principle that can work with all the design elements—line, space shape, texture, size, value and color. Its purpose is to help create visual interest and to help in organizing information by providing a focal point. Whatever stands out the most gets noticed the most.

Contrast is created when two elements are different—really different. If the items visually appear only 'sort of' different, go back and increase contrast. There are many variables... look at the following examples:

**Contrast** brings images into focus. This is contrast. Different weight, different type. Compare to:

**Contrast** brings images into focus. The word **contrast** in both sentences has been made bolder, but the first sentence actually demonstrates a contrast. The other is weak, which may be OK in a newsletter to highlight text, but advertising is different. For one, you're trying to grab a reader's attention and a subtle change may not work. So use contrast with gusto!

Contrast has to also be used with discretion. If too many items (bursts for example) are used to highlight information, it just defeats the purpose of this one piece of information being treated as "special." If

emphasis (contrast) is placed on every item, then nothing stands out. It becomes visual clutter. I realize that sometimes advertisers request this, but when it's our choice, it's up to us as designers to use these elements with control.

Changes in shape, value, size, color are some of the easiest ways to add that focus by altering the contrast. The strongest contrast in a black and white ad is just that... black and white. Many ads have too many layers of gray (50 shades?) that you have now eliminated any chance of developing a strong contrast.

## Contrast and Type

**Contrast** works with type choices, sizes, colors, and values as well. Reverse blocks of type create contrast, but when the typeface is too small, or there's a lot of text, or serif's get filled in, etc... then the contrast loses its power and focus... and effectiveness.

The use of type in advertising is also an area that needs addressing. All caps, every line a different type, or a change of only a point size or two does not help in the overall organization and unity of the message.

Subtle changes do not provide enough contrast to act as a focal point—it only creates confusion and disorganization. The ability to stay focused and not emphasize everything in an ad layout or design is critical to the message and response of the reader.

There are so many typefaces out there and many type families for you to choose from, but I still should mention that no matter what, choose the bold, heavy or black typeface rather than the "computer" bold or italic "style." I'm not even sure that this is available anymore, but if it is... don't use it!

## Contrast and Type 2

It's all well and good to develop contrast within a particular type family, but what happens when you mix a serif and sans-serif typeface?



The first thing to be aware of is the difference between text type and display type. There are many, many books available that deal with typography and fonts, but I am just going to cover a very brief overview of the subject.

**Text typeface:** Type that is designed for maximum readability and legibility at 9–12 points.

**Display typeface:** A decorative typeface meant for larger point sizes (18 points and above). Often unsuitable for long passages or text sizes.

**Serif typeface:** A small stroke at the end of a terminal or arms of the letter.

**Sans Serif typeface:** Type that has no such strokes attached.

The times when you want to combine typefaces is when you want to choose a headline and body copy. If you remember the use of contrast, this can be easier to achieve. Start by choosing the typeface that will be used the most... the rest is like creating a recipe:

- Combine large and small
- Combine structure (serif and sans serif)
- Combine light or heavy weight
- Combine form (caps or lower case)
- Combine width (regular combined with condensed or expanded)

Start out simple and as you gain confidence, you'll be able to expand your choices. Also know that there are books or web sites out there that will suggest possible combinations to get you started. If you reread the bullet suggestions, you will note that contrast is the biggest factor in all the combinations.

## Final Thoughts

Contrast is a principle that is simple to use but can make a huge impact in the ad and can be applied to many of the elements within the ad... be strong!



Until next time...

Ellen Hanrahan [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) ©2019

Winterfest  
Saturday, February 9th 6am-3pm  
Wally and Bea's on Friess Lake  
ICE FISHING CONTEST • KIDS GAMES  
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Sponsored by St. Mary of the Hill, Hubertus

Winterfest  
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KID'S GAMES • RAFFLES • FAMILY FUN  
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*You've seen these ads before (July 2018), but they are a good example of contrast in image and type. The original on the left has contrast, but it's too subtle and therefore nothing really stands out. The grey background also diminishes contrast and effectiveness. This misuse leaves an ad that will just get lost on the page.*

*The ad on the right uses that contrast to create a message that is more visual and readable. The shade and type creates more visual interest within the ad itself and using one snowflake at a larger size adds additional impact. A reader will be drawn to this ad. The word "Winterfest" has also become more compelling.*



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## 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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Every business has procedures in need of tweaking. Do any of those procedures at your newspaper involve the advertising department? It might be a good idea to take a look.

I remember a Monday night long ago when my cable TV stopped working. I called the customer service line and went through the frustrating process of getting a real person on the line. That person was nice, but said they couldn't do anything about my cable until Thursday. Between Monday and Thursday, I received at least six automated messages to remind me of the appointment.

On Thursday, I made plans to be home to meet the service tech. When he arrived, he quickly determined that the cable box needed to be replaced. He retrieved a new box from his truck and installed it in a couple of minutes. Then the real trouble started. He couldn't activate the box until he received authorization from the cable company. As he explained it, the box which he had just connected to the TV had to be transferred in their records from the company's inventory to his truck's inventory to my TV. He submitted that request, but they couldn't make the switch right away because he had to wait his turn.

He was a nice fellow. As we sat in the kitchen and waited, he talked about his work, his family and his children's interests. Along the way, he mentioned that he liked his job, but that he spent most of his time waiting for the home office to authorize the equipment he installed.

After an hour of waiting, I tried to help by placing a call to customer service. When I eventually got someone on the line, I explained the problem and handed the phone to the technician. The customer

service rep said she would look into the problem. But after more waiting, the tech decided to call another technician to see if he had a cable box that had already gone through an inventory switch. The new tech showed up a little later, and luckily that box worked.

The end result was that he was there for three hours to do twenty minutes of work, he was over an hour late for his next appointment, and -- worst of all -- he said it was an ordinary day.

The story doesn't end there. About an hour after the technician left, I received another automated phone call to remind me of the appointment.

Everyone I encountered was genuinely concerned about my problem, but they were limited by a faulty internal system.

# Do You Have A Sales Prevention Department?

I'm reporting this experience in excruciating detail to illustrate the negative chain of events that can result from a flawed process. I've run across some newspapers with similar system defects. In fact, I once heard of an office that had such a stringent credit process that people referred to it as the "sales prevention department."

The challenge is to find problems and fix them. If you do that, you'll become a customer service hero.

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





# Media Buyers More Likely To Purchase Free Community Papers Than 5 Years Ago

PaperChain, the association-driven marketing effort for the Free Community Paper Industry, has recently released the results of a survey aimed at measuring its appeal to major media buyers.

The survey was compiled by Circulation Verification Council working in unison with Kantar Media, publishers of the Standard Rate and Data Service.

“The results of the Media Engagement Survey reaffirm efforts by the Free Community Paper Industry to position its members as a trusted media, valued greatly by national media buyers,” said PaperChain Chairperson Dan Alexander, publisher of Sun Community News in Elizabethtown, New York.

91% of national media buyers say they have experienced placing ads in industry publications. A similar survey in 2008 showed only 65% of those buyers had experience with free paper placement, while the 2014 survey posted a 90% number; which means despite major upheaval in all media industries over the last ten years, the free paper industry has held strong.

In the “Very Likely to Consider Placement” category, the free paper industry grew from 26% in 2014 to 52% in 2019 while most other media types fell off or were even with prior survey results.

When asked about trustworthiness, once again the free paper industry ranked the highest with 67% in the “Very Trustworthy” and “Trustworthy” categories, followed closely by paid daily papers at 60%.

69% strongly agree and agree that free papers provide an excellent value for advertisers, and 93% believe free papers fill a unique niche in the media mix.

Buyers also loudly voiced opposition to the statement that consumer “involvement” is lower in a free paper versus a paid daily. Only 3% strongly disagreed in 2014.

81% of the buyers believe they have adequate knowledge of the industry, up from 68% in 2014.

In 2014, 29% of the buyers felt free papers were somewhat more effective than a traditional daily TMC, while 18% told us then that free papers were much more effective than a TMC. In 2019 we reversed those concerns when 13% were somewhat more effective, and 33% felt free papers were much more effective.

Despite the encouraging results, we

still have more work to accomplish.

The industry still creates negative perceptions among the media buyers in readership, distribution, lack of audits, and consumer value.

The survey small print paints a strong picture for staying the course with audited circulation and marketing efforts through reputable organizations like Standard Rate and Data Service. These are essential methods to reach buyers with the services we provide.

And so, while we’ve made tremendous headway validating the reliability of our publications, our effort must never stop.

Competition is changing all the time, and we must stand ready to accept the changing challenges ahead.

Industry leaders through the years and stalwart advisers like Tim Bingaman from CVC and David Crawford and Michael Forgash from Kantar Media have helped guide the industry to new heights; but our future requires innovative and aggressive leaders continuing to invest in our media companies and the communities we serve.

The PaperChain Board of Managers representing our state, regional and national trade associations encourage your active participation in your Free Paper Industry.



## SOCIAL MEDIA'S BOTTOM LINE

by Kevin Slimp

When my publisher friend Joel Washburn asked me to visit his newspaper in McKenzie, Tennessee in June for a couple of days to work with his staff, he had the usual lists of items to cover while I was there. But it was this topic that made me think. "How other newspapers are benefiting from use of social media."

While preparing to meet with Joel's staff, I went to my recent survey of North American publishers completed back in April. It was the fifth annual survey and, fortunately, we had questions about digital and social media on the survey each year.

When I looked at the 2019 survey results, I learned that 28 percent of respondents indicated social media is greatly beneficial to their newspaper's success.

As I looked closer at the respondents, it seemed the dailies were four times as likely to respond this way than weeklies. I suppose that makes sense since dailies are more likely to depend on online/digital sales for revenue. Another 57 percent of respondents indicated they felt like their newspapers benefit in some way through use of social media.

Wanting to give Joel some helpful information, I went – where else – to social media to get some assistance. On Facebook, I asked friends who worked at newspapers to share how they successfully use social media at their papers. Within a few hours, I had more than 40 responses. Here are a few of them:

Jessica, from Florida, wrote: "We post questions on hot topics in our area and then use the comments on our opinion page (in the printed newspaper) in our 'social media' section."

## Sales Management September 27 & 28, 2019

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

Cindy in Texas wrote: "We get a lot of leads for stories on our newspaper Facebook page, both for news and features."

Darryl, from Manitoba, responded: "On the morning our paper comes out, we post a collage of photos and a teaser such as, 'For the stories behind these photos, pick up a copy of today's paper.'"

Kari, from Texas, wrote: "Going live at high school sporting events draws in a lot of people to see our brand, but we haven't monetized it."

Bruce in Kansas wrote: "I've learned to monetize a boost. 'I'm glad you enjoyed the story we did on your new business. For \$20 (or whatever) we can boost that for you. Look at our number of followers.' It's not a big money maker but it makes the new potential customer happy."

Travis, from Kentucky, answered:

# What's Ahead?

## Publishers Summit

February 7 - 8,  
2020

### Clearwater Beach, FL

Popular interactive event  
for Publishers sharing  
keys to success.

"We ask people to submit photos of themselves reading your paper in amusing ways, and then pick the best submission to receive a prize."

As I looked through the early responses (early enough to meet my column deadline), I didn't see anyone writing about making money through social media posts, but I did notice a lot of respondents were using social media to prompt readers to pick up or subscribe to their newspapers which, obviously, could benefit the bottom line.

What lessons am I learning about social media? It's pretty apparent it's not the end-all, and probably isn't going to make a major dent in most newspapers' bottom line anytime soon. However, used effectively, it can be a tool to drive readers to your print and online editions of your newspaper, promote subscriptions, and even be used as a service to advertisers.



# Save 2% On Your USPS Mailing Costs

## 2019 USPS MOBILE SHOPPING PROMOTION:

On behalf of IFPA and PaperChain, we encourage you to participate in this valuable USPS promotion.

For free paper publishers that utilize the USPS to deliver their publications, participation in this program will save you 2% of your total postage cost from August 1st through December 31st.

Below are the steps you will need to take to participate in the 2019 Mobile Shopping Promotion:

1. Download the program requirements:

[https://postalpro.usps.com/promotions/2019\\_mobile\\_shopping\\_requirements](https://postalpro.usps.com/promotions/2019_mobile_shopping_requirements)

Please read the instructions provided and follow all steps in order to receive the 2% discount. Each participating publisher is cautioned to ensure their qualification with the USPS. PaperChain cannot be responsible for a publisher who fails to meet the USPS qualifications and does not receive the discount or has to refund the discount for not following postal regs.

2. Enroll immediately in the program through your USPS Business Customer Gateway ([gateway.usps.com](http://gateway.usps.com))

3. Run the PAWS WITH A CAUSE ad that you see on this page anywhere within in your paper but make certain not to change the copy. You can re-size proportionally, but if you alter the ad, you must get your new ad approved from USPS Promotions Department.

You may download the Paws With A Cause by going to the IFPA Dropbox.

[https://www.dropbox.com/s/0wb184umacqm1w/PWA-C\\_AD\\_1A%20print.pdf?dl=0](https://www.dropbox.com/s/0wb184umacqm1w/PWA-C_AD_1A%20print.pdf?dl=0)

Or just email Douglas Fry ([douglas@ifpa.com](mailto:douglas@ifpa.com)) and he'll email you the ad.

4. The discount must be claimed at the time of the mailing and cannot be rebated at a later date.

5. If you are also participating in the USPS Augmented Reality promotion, you are only allowed to take one 2% discount. The Augmented Reality program runs through August 31st. You can continue to run the AR Promotion or switch to the Mobile Shopping Program at any time within the overlap period.

Further questions can be directed to the Program Office:


Email: [Mailingpromotions@usps.gov](mailto:Mailingpromotions@usps.gov)



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