

tip

The Independent Publisher



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Val Stokes, Jane Means, Randy Miller, and Robert S. Kapp (seated)



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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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The cover photo is of Val Stokes, Jane Means, Randy Miller, and Robert S. Kapp (seated).





Building On IFPA's Strengths

By Bob Munn

IFPA's greatest strength is its members.

The more experiences, successes and challenges we share, the stronger and more vibrant the IFPA community becomes. To continue building on that foundation, your Board of Directors sought new channels for members to interact and learn more about each other and our operations.

For example, the rebooted Member Profile feature in TIP each month. We'll take an inside look at one of our member operations to get an idea of their history, their unique challenges and what each of us can learn from other members' journeys.

Each month's Member Profile will be as unique as the individual operations themselves. Last month, we saw a different side of veteran publisher Dwight Bitikofer. From the beginning of his publishing journey, when he juggled the roles of part time college student, taxi driver and dispatcher, he built a venerable weekly newspaper in the suburbs of St. Louis.

This month, we catch Valerie Stokes, CEO of Kapp Advertising Service in Lebanon, PA. We find her a few months in advance of her retirement from a career that saw her grow from display sales person to CEO of one of the largest independently owned, carrier delivered publication groups in North America. Her perspective is unique, timely, instruc-

tive and suggests that things may not have changed as much as we like to believe they have.

In future weeks, IFPA Member Profiles will offer insight into unique aspects of our member's operations as well as the common interests that hold us together.

Beginning this month, in fact, to the right of this column, we initiate the IFPA Book Club. We all have books that have been meaningful in our lives and careers. This is our opportunity to share them with our peers. Jane Means kicks us off this month, but this is an IFPA feature that each of you can participate in, and we look forward to your review of books you've found vital to your career.

"Which of the books on your shelves have insight and wisdom to offer your colleagues in Community Publishing? You could be the next featured member of the IFPA Book Club."

And finally, be watching your e-mail inbox for the first installment of Publisher's Desktop in which we share articles of interest as we navigate the future of the Community Publishing Industry, which is looking pretty bright right now.



IFPA Book Club

Title: Emotional Intelligence For Sales Success

Author: Colleen Stanley

Date of Publication: 2013

Reviewed By: Jane Means

How would you describe this book's message?

Empowering! It clearly paths logical selling strategies and how and why clients buy. This book spells out action plans for improving a) your emotional intelligence, b) your ability to influence, c) your prospecting results, d) your likability, e) the way you manage expectations, f) your questioning skills, g) your ability to reach decision makers, and h) your ability to get paid what you are worth.

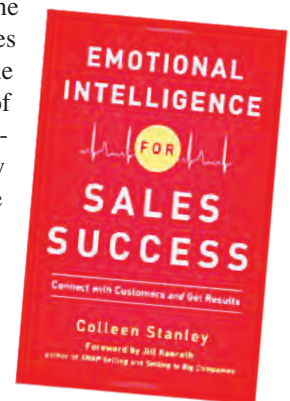
What will be your lasting impression of the subject? A "must read" (we bought CDs too; so read or listen to) for entire sales team.

Please share a quote or two from the book:

"So what are you waiting for? There are prospects who need your services. Today is the day to let them know how you and your company can be of service."

Why would you recommend it to others?

This is a great training tool for newer sales reps and sales managers. It is also a strong jogger for the veteran sales staffers. The last couple of chapters remind us how our corporate culture could be set up for success and how to develop leaders. It's fresh; it's informational; it's educational and it's motivating!



The Merchandiser Credits Success To Values Taught By Robert Kapp

by
Bob Munn



Robert Kapp created Kapp Advertising Service on a foundation of service to its customers.

In 1950, the 24 year old World War II navy veteran followed his service on the aircraft carrier Wasp with a short stint as an appliance salesman. He enjoyed the selling, but didn't care for the idea of waiting for customers to come to him. In search of a more proactive outlet for his salesmanship, he purchased a small local publication and set upon a mission to help his customers' businesses grow.

65 years later, that foundation is the bedrock for one of the largest independently owned, carrier delivered publication groups in North America.

The Merchandiser, as its known today, grew from its origin as the 2500 circulation Myerstown Advertiser to become a home delivered free community newspaper published in eleven different editions, reaching over 288,000 homes, serving 6 counties in Pennsylvania and two in northern Maryland.

Kapp Advertising Service supplements its flagship product with a monthly parenting publication About Families, delivered in 2 counties in PA; a bi-monthly senior publication and several seasonal niche pieces including Bridal, Football, Racing and Recreation and Fun Guides.

They complement those print

products with a digital portfolio including web advertising, web design and hosting. Finally, they've also recently opened new vistas by offering an extensive line of specialty products to their customers.

Ask CEO Valerie Stokes their secret to this enviable record of progressive growth, and the IFPA past president points to two precepts that Mr. Kapp maintained from the very beginning.

"At the heart of the organization from day one," she recalled, "Was Mr. Kapp's commitment to service and industry education." She remembers him personally setting the tone of expectations for new employees by pointing out that the company name was Kapp Advertising SERVICE making the emphasis on service to the customer clear from the very beginning.

At the same time, this visionary was acutely aware that he could best realize his ambition by building an

equally vibrant peer group of like minded publishers across the country. Consequently, the young organization looked beyond its local horizons to become instrumental in the fledgling PAAP, which later became MACPA as well as NAAAP, which begat AFCP and of course IFPA.

"Mr. Kapp never looked at involvement in industry groups as an expense," Stokes recalls, "Our memberships are investments, and ones on which we always enjoy a healthy return." That's why you will always see our company's representatives eager to serve and contribute to these organizations so we can continue to rub elbows with and learn from our industry leaders."

Warming to the subject, she continued. "Whether our people are involved in
continued on page next 2 pages



The 1958 Officers and Directors of NAAAP pose following their first Board meeting at the close of the Detroit convention. They are, SEATED, from left Mrs. Lucy Clair, of Allegan, Mich.; Mrs. Rose Ehle, secretary-treasurer, of Evansville, Wis.; and S. T. Barkman, executive secretary, of Berlin, Wis.

STANDING, left to right, Del Kistler, 1959 president-elect, of Harvard, Ill.; J. Lynn Leet, of Mt. Pleasant, Mich.; Robert S. Kapp, of Myerstown, Pa.; L.U. Tollefson, president, of Luverne, Minn.; Mark Skeffington, of Westbrook, Conn.; A.K. Fox, of Des Moines; Victor Green, vice-president of Pekin, Ind.; and Cyril Van Hise, of Pierre, S. Dak.

general meetings or taking leadership responsibilities on the boards of directors, they always find themselves sitting with the top people in this industry. We have the opportunity to hear, confide, learn...and then come home and implement. I can't imagine doing what we've done here without those resources."

A look at the record confirms that Kapp Advertising Service walks that walk as an active force throughout industry associations. CEO Valerie Stokes, is a past President of IFPA and has chaired the IFPA Bob Wright Memorial Scholarship selection committee for several years. Randy Miller, General Sales Manager is a current board member of AFCP and a past President of MACPA. Jane Means, General Manager, who will be replacing Stokes when she retires in January 2016, is a current IFPA board member and will be stepping into the Vice-President position on the Board in September. Each following in the footsteps of Robert Kapp who was instrumental in both PAAP and NAAP.

Asked for an example of Kapp's commitment to industry networking paying dividends, Stokes smiled and

pointed to Jane Means who will succeed her as CEO in a few months. "When I first heard Jane speak at IFPA, I was blown away. I knew she was someone special, and we've been friends for years. I don't think either of us ever thought we would ever work together or it would work out this way, but the dividends for Kapp Advertising Service have been incredible."

That's a great story, but how about something our readers are more likely to relate to?

She continued, "Over the years, so much of what we bring home has become interwoven into this organization's success to the point that we probably take it for granted. For example, our Summer Sweepstakes which has been integral to our long term success was inspired by Blain Fowler of the Camrose Booster. So many other things we do were inspired by long forgotten Three Minute Idea Exchanges or informal conversations."



Robert Kapp, founder of Kapp Advertising Service, and his wife Helga

At this point, Jane Means suggested that we just discuss three of their most recent endeavors. Jane explained those initiatives in detail.

KAPP SELECT SITES

"A few years ago, in the IFPA Exhibit Hall we found Justin Gerena of Site Swan, who empowered us to begin producing web sites for those customers. We expanded our value to local businesses with a single white label solution that we found through the IFPA network."

SPECIALTY PRODUCTS

"This idea came from a Publishers' Summit, and has become our version

ROCK SOLID TRANSACTION



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of 'Would you like fries with that?' We found new affiliations that enable us to offer our customers over 900,000 items that they would be buying from someone else. Branded items from calendars and pens to cups and high end golf shirts. It's a natural fit for our existing sales team."

PAID OBITUARIES

"This was another idea from the Publisher's Summit. For twenty years, we published very abbreviated death notices in our communities as a free service to our readers. Any greater depth would have entailed unmanageable costs for a publication of our reach. When we saw what our peers in other markets were doing, it emboldened us to offer the option for expanded space at a price to tell the stories of their loved one's journey through life. It is a Win/Win for everyone," Jane explained.

Valerie referred questions about our industry's future and the challenges it faces to Jane Means, Kapp's CEO in waiting.

"Here, as well as throughout the continent, I believe our biggest challenge is to clarify the perception of the newspaper industry. It's clear that metros and daily conglomerates have extreme declines in readership."

"We don't," said Jane authoritatively.

"Our entire sales team is getting in front of local chambers, civic organizations and as many business decision makers as possible to tell the story of Free Community Newspapers. Our print products are the most powerful and cost-effective method to reach our communities, period."

Jane concluded with, "Digital is a fun (and frustrating) shiny toy but print is what works best for local businesses; thus, it is where we will continue to focus our efforts and enjoy the successes!"

Valerie Stokes is walking down the back nine of her career with a well-deserved retirement in sight. Her story is growing from display salesperson to CEO of one this industry's most venerable companies. She has led IFPA as President and run the table

on every award it can present to a member. It seemed appropriate to close by asking about the most significant changes she has seen over the years. Her response, true to form, was thoughtful and unique.

"I don't know that anything important has changed dramatically. We've always had competition, and we've always grown to adapt." She continues, "We learned to compete at a higher level when we adopted circulation audits and began selling with readership data. Our niche publications grew out of recognition that readers and advertisers occasionally wanted more specific content. The same with the more recent services we've begun delivering. It's a continuing story of evolving and competing.

"In the end," she summarized, "It all comes down to looking for opportunities and products where the customer benefits."

They don't call it Kapp Advertising Service for nothing. ■

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Graphic Hooks

by
Ellen
Hanrahan



U&lc (Upper and lower case) was a publication from the *International Typeface Corporation* devoted to type—usage and design—and ceased print publication in the fall of 1999.

I wrote this article for the August 2001 TIP and I thought I'd revisit the site and information on it. Well, there's a bit of a change (what, 14-years later and I expected sites not to change?). It is no longer www.itcfonts.com, and there's no link to *U&lc Online*.

That being said, www.fonts.com is a good site that has a great *Learning* link that will help you with better understanding of the world of typography, along with explanations and articles of font usage, fonts for sale and free fonts.

There are still a few *U&lc* articles that come up, but you can get this information at blog.fonts.com with a direct link to *U&lc* and numerous articles from experts in the field (this site is associated with fonts.com).

The information I talked about in 2001 was *Emphasis: Italics and Boldface*, an article by *Ilene Strizver*,—a typographic consultant, designer and writer specializing in all aspects of typographic communication—explains how boldface and italics are two common techniques for lending emphasis to text (I could not find this particular article, but the important part is here.).

Italics and Obliques

Strizver states, "Italics are usually quite distinct from their companion romans; they may have different design features and character widths, and often appear more calligraphic in style." These angled typefaces are designed specifically to complement the roman version.

An oblique typeface is a slanted version of the roman or "straight up and down" version but offers less contrast. Strizver puts it succinctly when she states "Both obliques and italics are used for emphasis in roman body text.... While italics speak softly, obliques whisper."

Use either of these two typefaces when you want to create attention without making a major change in the "color" of the text and to create subtle emphasis of words or phrases. The use of italics and obliques are helpful to set off the titles of books, newspapers, movies, publications, as well as foreign phrases or common expressions. I've sprinkled

a sampling of the uses throughout this article as well. For ease in readability, try to use the same weight, but if it's contrast you want, don't wimp out, pair a bookface with a boldface instead of a semibold or medium typeface.

Contrast and Boldface

Remember contrast? I believe I discuss it every month...

Contrast is a device that works with all the design elements... and is a most effective way to create visual interest and to help in organizing information by providing a focal point. Whatever stands out the most gets noticed.

Contrast is created when two elements are different—really different.

Contrast brings images into focus.

The word "contrast" in both sentences above has been made bolder, but the first sentence actually demonstrates a contrast. The other offers less contrast and is better suited if you want to maintain the same 'color' without calling a lot of attention to an area. If you are trying to grab a reader's attention, go bold and use contrast with gusto.

Boldface type is often used for captions, phrases, subheads, stand-alone words, or when you are looking for particular emphasis. Use boldface type sparingly within your text because it does create a rather harsh visual interruption, which can, (repeat after me) "impede readability."

Avoid bold and italic "styles"

One of the most common problems that we encounter when working with digital files from outside of our "jurisdiction" so to speak, is the use of the computer generated "style." In other words, the use of bold and italics for emphasis that are created from the style menu and not from the typeface menu.

This used to be more of a problem in "the old days," but there are still examples to be found. This was an issue way back then because we found the use of this style function caused our pages to not print— we got a "postscript error" when we tried to send the pages to film.

With the proliferation of typefaces, we can pretty much access bold and italics within a family. So while we couldn't get software companies to eliminate this feature, technology and typefaces have made it easier to avoid! (See column 3)

typography for emphasis
typography for emphasis
typography for emphasis

ITC Syndor Medium is the first example and ITC Syndor Medium Italic is the second example. The third example is again ITC Syndor Medium—this time I used the italic from the computer's style menu. All this does is to put a 'pseudo' slant on the letters. The actual drawn italic typeface has letter forms that fit together more uniformly and elegantly.

typography for emphasis
typography for emphasis
typography for emphasis

Again, ITC Syndor Medium is the first example with ITC Syndor Bold the second example. The third example is again ITC Syndor Medium—with the bold style from the computer's style menu. The actual drawn bold typeface has letter forms that are created differently to compensate for the heavier weight of the letter. You may not be able to tell, but the 'y' has a more chiseled stroke.

DISCLAIMER: I had to approximate the style menu because I can't do it in this program, nor any program I tried! Sorry!



Ampersand

Speaking of *U&lc*, one of my favorite characters makes up part of the name—the ampersand! It's distinctive, elegant, whimsical and can be used in a number of ways.

Rooted in Latin, "et" (meaning "and"), this ligature is composed from the letters "e" and "t." The word's an alteration of "et per se and," which became corrupted to "and per se and"—finally "ampersand," and I think we may need to explore this more later on. But in the meantime, I have gathered a few ampersands that appeal to me. They all are 36 point size as well!



Large heading is Salmiak Italic; 36-point are Ed Brush, Caflich Script Pro, Bickham Script Pro, Candy Script Regular (2 examples) and Zelda Regular (2 examples)

Until next time...

Ellen Hanrahan hanrahan.ln@att.net ©2015



by
**Jeffrey
Gitomer**

Think back to your selling ability when you were a kid.

That statement no doubt brought a big smile to your face. The toy you wanted. The place you wanted to go. The candy bar you wanted in the checkout aisle of the grocery store. The TV show you wanted to watch. The movie you wanted to go to. The friend you wanted to hang out with. Even staying up later than your bedtime.

All sales. And a high percentage of positive outcomes.

Whatever it was you wanted, you most often made the sale.

Fast-forward to the time that you got your business card printed. And you got a job selling whatever. And you got training. Training about your product. Training about the history of your company. A little sales training about probing, overcoming objections, and closing the sale. You were given sales tools like a CRM and a laptop. And finally you were given some kind of a sales plan. A quota that you had to meet or get fired.

And then, all of a sudden, sales became a struggle. Ever ask yourself why? Why sales were so easy when you were five years old, and became so difficult when you were 25 years old?

The simple answer is lack of emotional engagement with the prospect, lack of dedicated determination and drive, and lack of emotional attachment to the outcome. All of which you had, and had employed, when you were five years old. Pretty interesting, huh?

So I'm issuing you a challenge to go back to the days when you were five years old, and made 100% of your sales.

No you can't turn back the clock, but you can recall the elements that made your ability to sell and get your way so amazingly successful.

Sell Like You Did As A Kid. 100% Closing

To help you relive your past success, I'm listing and re-creating the elements that helped you make that sale. And I'm not listing these in a vacuum. Because for me to go back to that time I would have to remember what happened 64 years ago. So I've enlisted the aid of my six-year-old daughter. She keeps me on my toes, she keeps me current, she has emotional attachment to me and the outcome, and her closing ratio is somewhere around 100%.

You're smiling right now, because your kid has the same closing ratio. Or better stated, your kid has a better closing ratio than you do. Take a lesson.

- You knew your targeted customer intimately.
- You knew exactly what you wanted.
- You pictured ownership from the beginning of the conversation.
- You stayed focused.
- You were confident of victory.
- The first thing you did was ask questions and ask for the sale.
- You got everyone emotionally engaged.
- When in doubt you asked "why?"
- If you got any kind of resistance you asked "why?"
- You had all the reasons in the world why they should buy.
- You kept figuring out new ways and new reasons if they said no.
- You were emotionally attached to the outcome.
- Your persistence was remarkable. Unyielding. Passionate. You cried. You threw a fit. You were even willing to take corporal punishment to make the sale.

- Giving up was never an option.
- When you finally got what you wanted, you felt a sense of victory.
- You didn't have any literature, you didn't have a business card, and it didn't matter what you were wearing.
- Winning once gave you the confidence that you could win again.

Now while I don't expect you to go into to your next sales call stomping around, crying, and demanding to get your way, I do expect you to add more emotion to your process. I do expect you to know your customer better. I do expect you to become more emotionally engaged. I do expect you to take more than a few rebuffs or objections, and hang in there until you make the sale. I do expect you to continue to figure out new ways to get to "yes," rather than taking the first "no."

And I do expect you to have more emotional attachment to the outcome.

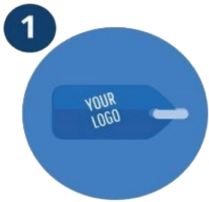
Oh yeah, and I do expect you to have more fun at it. You had way more fun at sales when you were a kid.

Jeffrey Gitomer is the author of twelve best-selling books including The Sales Bible, The Little Red Book of Selling, The Little Gold Book of Yes! Attitude, and 21.5 Unbreakable Laws of Selling. His real-world ideas and content are also available as online courses at www.GitomerVT.com. For information about training and seminars visit www.Gitomer.com or www.GitomerCertifiedAdvisors.com, or email Jeffrey personally at salesman@gitomer.com.

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How It Works



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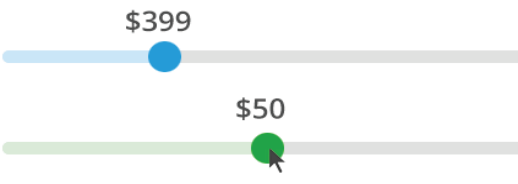
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(Suggested Retail Price is \$200 - \$1,500)

How much will you charge per month?
(Suggested Retail Price is \$25 - \$100/month)



NUMBER OF SITES SOLD	UPFRONT DESIGN INCOME	RECURRING MONTHLY INCOME	RECURRING ANNUAL INCOME
25	\$9,975	\$1,250/mo.	\$15,000
50	\$19,950	\$2,500/mo.	\$30,000
100	\$39,900	\$5,000/mo.	\$60,000
200	\$79,800	\$10,000/mo.	\$120,000
400	\$159,600	\$20,000/mo.	\$240,000
1000	\$399,000	\$50,000/mo.	\$600,000

**Based on our recommended pricing structure of \$399 Setup followed by \$50/month.*

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Court Outlines Damage Remedies For ADA Violation

by Courtney Karnes, ckarnes@kingballow.

A Trucking Company was recently ordered to pay twelve of its former truck drivers a total of \$477,399 for disability discrimination. According to the Court, the Trucking Company subjected its truck drivers to "overly broad" medical inquiries, which were required for the truck drivers to obtain medical clearances.

ADA VIOLATION

The medical clearance policy required all drivers to notify the Trucking Company whenever the driver interacted with a medical professional. One employee notified the Trucking Company that he had routine appointments with his physician to monitor his HIV-positive status. According to the Equal Opportunity Employment Commission (EOEC), once the Trucking Company discovered that

the truck driver was HIV positive, the driver was required to provide a full release of medical records. When the truck driver refused, the Trucking Company terminated his employment.

DAMAGE STANDARDS

According to the EEOC, the Trucking Company's "broad policy imposes disability-related inquiries that are not job-related and consistent with business necessity and therefore, violates the American with Disabilities Act." The parties employed a Third Party Decision Maker, who issued Opinion and Order on Causation and Damages. Under the American with Disabilities Act, the truck drivers are entitled to relief for back pay, employee benefits, out of pocket expenses, payment for emotional pain and suffering, as well as punitive damages. The victim must prove that he is entitled to back

from
King & Ballow



Damages for mental and emotional distress cannot be presumed and therefore, must be proved with "competent evidence."

pay by providing information from which damages can be determined. Damages for mental and emotional distress cannot be presumed and therefore, must be proved with "competent evidence."

TOTAL DAMAGES

The Third Party Decision Maker outlined the damages available to each of the twelve truck drivers. The Third Party Decision Maker awarded a total of \$477,399.00 in damages

Reprinted from "Comment," a publication of the law firm of King & Ballow, Nashville, TN. Mark Hunt is our consultant with King & Ballow and he can be reached at (615) 726-5497 or mhunt@kingballow.com. The foregoing column is explanatory in nature and is not intended to provide legal advice as to particular situations.



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An Artificial Intelligence Software Company





by
Jo-Ann
Johnson

EFFECTIVE SELLING REQUIRES READY-TO-ROLL SOLUTIONS

There was a time — and it wasn't so very long ago — when newspaper advertising representatives had to be experts in one thing and one thing only — selling print ads in print publications. Today, while many of the strategies remain the same — upselling, standing apart from the competition, overcoming objections, and closing the deal, to name a few — today's ad reps sell solutions.

Here is a sampling of the 21st century resources and strategies that all newspaper ad reps should have in their pockets or, better yet, on their laptops or tablets:

SPEC ADS STILL RULE

In fact, they are more important than ever. Having spec ads — including Web ad presentations — on every sales call is key to making bigger sales and closing them in less time. Having the ability to put together print and online spec ad presentations quickly and easily, then sharing them with the customer during the sales call, can make all the difference.

Among the most powerful tools in a sales rep's arsenal is Metro's MiAD (now also available for mobile). Over the last three years, MiAD, Metro's content-driven online application that enables users to create spec ads and finished ads anywhere they have access to a Web browser and Internet connection, has

Ready To Roll Solutions

revolutionized the newspaper's spec ad process and boosted its ability to engage advertisers and close deals.

For Eric Bauer, Publisher of the Orange (Texas) Leader, "Using MiAD spec ads helps us appeal to customers' other senses, because we're no longer selling an invisible product," he explains. "The customer has a chance to visualize not just the ad, but the outcome of that ad and start participating in its design. Once the customer is involved, closing the deal becomes just a matter of making whatever changes he or she requests."

Show ready-to-roll solutions. Among the quickest routes to getting a lock on the competition and generating increased revenue is through the sale of specialty pages that are designed to highlight a specific timely topic or theme that will optimally showcase an advertiser's ad among a group

of complementary advertisers. For example, Metro offers a variety of themed, multiple-advertiser ad layouts and campaigns featuring proven and complete concepts that are ready to present and sell. By presenting advertisers with a variety of ads in optimal sizes, the chances of engaging advertisers and closing sales multiply exponentially. You can present ads by simply printing the files or — even better — add the advertiser's logos and information in advance to create customized presentations.

The bottom line? If you're selling solutions, you have to be ready to show customers what you've got. And that means arriving at sales calls with actual layouts that offer a variety of media, ad positions, and sizes, and meet a variety of needs.

This article was written by Jo-Ann Johnson of Metro Creative Graphics, Inc.



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Juggling Veggies & Wearing Funky Socks

by
Douglas
Fry



When I began selling display ads for the Ad-Pak in 1984 I didn't have what many might call "skill" or "talent." However, I did have experience in customer service. I knew how to treat my customers but cold calling presented a new challenge.

I felt like I needed something to "break the ice" with new, potential customers, something different, something they hadn't seen a sales rep do before. Something that would set me apart and make me more memorable than I was.

My need coincided with a trip to visit my parents outside Seattle. While there I saw a juggling kit for sale called a "Tossed Salad" with a bean bag carrot, tomato, and cucumber. I decided that juggling was going to be my "ice breaker" with my new clients. So I purchased the kit. For the next couple of days I tossed and dropped those stuffed veggies thousands of times until the magic

moment happened when I made a complete toss, toss, catch, toss, catch, toss, catch cycle and didn't drop a single item. I kept practicing until I could juggle without a slip as long as I wanted to.

When I returned to work I walked into my first cold call account and after a few pleasantries, like who I was and why I was there, juggled until the prospect had pity on me and agreed to talk to me. I won't say juggling opened doors for me but it helped me get over my fear of rejection and new customers. They remembered the guy from the Ad-Pak that juggled a tossed salad.

Whenever I pick up three balls or three of just about anything I still try to juggle them. Sometimes with limited success, sometimes completely failing, and rarely throwing those three items and catching them without dropping a single item.

I won't say juggling opened doors for me but it helped me get over my fear of rejection and new customers.

As a result of my inability to completely trust my juggling prowess I have chosen an alternative that I can use well into my twilight years. (No, I'm not there yet.) I have chosen to start wearing funky socks.

Yep, weird geometric patterns, bright colors, polka dots, and Argyles are now part of my podiatry accoutrement. Will people remember me? It's really hard to tell for sure. But last Sunday at church a lady came up to me and complimented me on my choice of socks.

When you come to the conference in San Antonio this September 24 - 26 look me up and take a gander at my socks. Just don't expect me to juggle. ■

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Whose voice do industry leaders seek?

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— Paul Tash (Mr. Tash is Chairman of the Pulitzer Board and CEO/Chairman of the Tampa Bay Times.), August 1, 2014

"Kevin Kamen is one of the world's best-known and most-prolific brokers of media properties and companies."

— Gypsy C. Gallardo, CEO/Publisher of The Power Broker Magazine, July 30, 2014

Whose judgement do they trust?

"Kevin Kamen correctly predicted as far back as 2010 that a buyer would be willing to pay \$42 million to \$51 million for The Journal ... 'They paid about \$4 million to \$5 million more than they should have,' Kamen told WPRI.com ... Kamen suggested Gatehouse was motivated to pay a premium in part to ensure a competing newspaper chain didn't get The (Providence) Journal instead."

— Ted Nessi, WPRI 12, Providence, Rhode Island, July 23, 2014

Getting it
right matters!

Considering selling your publication? You should have your title financially valued correctly and listed for sale. Call or come visit Kamen & Co. Group Services to assist you.



by
Bob Berting

I have owned an advertising agency and as a media buyer, I have had presentations from every conceivable media outlet in the market. As you probably know, ad agency media buyers are busy people. They evaluate thousands of print and electronic media and listen to hundreds of presentations. However for salespeople who represent community publications, it may be difficult to get an appointment.

KNOW WHO TO CONTACT

To get on the media schedule, it's important to know who to contact at the ad agency. For the advertising salesperson, two groups are important: the media department and the account services department. While 85% of your time should be spent with the media department, since they do the actual planning and analysis, the account services department should be kept informed about your publication because they have the day-to-day contact with the client. If your publication is appropriate for several clients at the same agency, you'll have to

meet with the media and account personnel on each account.

OUT OF SIGHT, OUT OF MIND

This saying is especially true with a corporate or ad agency media buyer. When you are not persistent enough, or allow yourself to be intimidated, you fall into a comfortable rut syndrome, ease off or take a passive approach. The usual thinking is "Well I gave it a good try but they don't understand the importance of our publication" or "they are completely oblivious to our existence... sometimes I wonder about our image."

INDOCTRINATION OF THE MEDIA BUYER

Although it is not applicable in my case, advertising salespeople quickly recognize the fact that many media buyers are people in their early to mid-twenties who went to college and studied advertising, marketing, and public relations, but never understood the importance of a

community newspaper. They were indoctrinated to think that mass print media, radio, television, and billboards were the target mediums to consider. Because of that situation, it is obvious that a persistent effort is required to reach the subconscious mind of the media buyer and persuade them to strongly consider your publication. I want to emphasize that you must be persistent with the media buyer—show why you should be in their marketing plans. Send them issues of your paper, send them flyers about special promotions, take ideas to them, be creative, ask them to go to lunch, make concrete proposals. Above all, be nice, be friendly, be courteous.

WHAT DOES YOUR IMAGE LOOK LIKE?

Think about the image you are projecting. What does your business card look like? How about your media kit? Don't ever think your media kit is not important. As a media buyer, I want to carefully study each

continued on page 16

117
million
visitors per month

* Data provided by Quantcast (www.quantcast.com/top-sites)

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publication and all the facets of why I should do business with them. The only way I can do this efficiently is to have a well organized media kit from you. I want to know about your audit information and testimonials from satisfied customers. The advertising salesperson who tries to sell me strictly with emotional appeals and no logic or facts is not going to win points with me. There is a trend among some sales training experts to insist a media kit is not necessary, that all that is needed is carefully selected magic bullet phrases and the media buyer will be swayed to buy and commit to years of advertising. This is not real world thinking.

3 THINGS A MEDIA BUYER WANTS TO KNOW

Let's talk about the realities that a media buyer wants to deal with as

far as the advertising salesperson is concerned:

They want to trust and believe the salesperson. Will the salesperson always follow up on every statement that promises action? Are they knowledgeable? Are they creative?

Do they have a well planned and executed advertising program? If your publication is to be the major player in their media mix, you must have a realistic and comprehensive plan for them.

Confidence in the publication is essential. If the media buyer is going to agree to a long range program they can't have lingering doubts about the professionalism of the salesperson, the publication's penetration in the market, readership, and response factors. They must have continual reassurance and updates on these

points.

Finally, you can't push the process of creativity. There might be several meetings to go over concepts and to thoroughly understand what the media buyer's needs are. Patience will usually win out and the happy ending is a strong and comprehensive ad program in your publication.

Bob Bering, newspaper marketing consultant, has published his new e-book for sales professionals in the newspaper industry entitled "Advanced Selling Skills For The Advertising Sales Pro." Salespeople can learn more about this publication by using the link www.adsalespro.com and see the table of contents as well as reading the complimentary first chapter. Payment of \$19.95 to download the 34 page e-book.

Bob can be emailed at bob@bobbering.com or 800-536-5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250. ■

32 Quarterfold
32 Magazine
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STAFF TRAINING

Is on-site training a thing of the past? Two states say, "no!"



Kevin Slimp
The News Guru
kevin@kevinslimp.com

This week marks the end of the what I call "the great experiment."

I wondered how many newspapers, if presented with an easy and affordable method of getting on-site training, would take the bait and make a financial investment to bring an expert in to train and motivate their staffs.

You may feel like you're back in middle school chemistry class by the time you finish reading this column, but stick with me while I explain the method, the group and the results.

I decided to begin with the papers in Minnesota and Iowa. I suppose I could have picked any states, but name recognition is important, and most newspaper folks in those states have known me for a long time. Plus, I hadn't traveled much to those areas, other than to speak at conventions, in a few years. Another reason I selected those states is they have a lot of community newspapers. Most papers in these states, it seems, are either independent or part of local newspaper groups.

When compared to newspapers in my home state of Tennessee, community papers in these states are much smaller in circulation. I was surprised to find many papers with a distribution less than 1,000. I visited both free and paid papers and had great fun meeting several old friends from MFCP along the way.

So I began the experiment in January, offering to cut my fees in exchange for combining multiple newspapers during individual trips. For instance, I would visit a paper in Southwest Minnesota on Thursday, another in Northwest Iowa on Friday, and still another a few hours away on Saturday.

I figured, at worst, I would do a lot of traveling and break even. But I hoped that I could get enough newspapers to schedule two or three trips to the area, making it profitable, plus giving these

papers an opportunity to have on-site training that they normally couldn't fit into their budgets.

Back to the experiment. In middle school chemistry, I learned that there are six parts to an experiment. We've discussed the first part, usually referred to as "the question." My question was, "Will community newspapers invest in training if it's affordable and helpful?"

Which brings us to the second part of the experiment, the hypothesis. My hypothesis was that some papers would make that investment. Probably not dozens, but possibly six or eight.

Area three: Research. Research was not only done on the road, but also in surveys completed by publishers over these months.

I've already discussed the fourth area of scientific method: the experiment. In this experiment, newspaper publishers were offered a significantly discounted rate, in return for their willingness to schedule visits that worked well with other area papers.

On to the fifth area of scientific method. In science, "analysis" is the record of what happened in an experiment, often referred to as "data." In this case, I was surprised by the results. In all, I made 19 trips to the area. Most of these trips involved training groups of newspapers on-site. Wade Webber's papers in Minnesota was a good example. The staffs of his four (maybe there were five) community papers met together in one location, on a Friday, for training. There were approximately 25 folks in attendance.

About one-third of my visits were to individual newspapers, not groups. The others varied in sizes of two newspaper staffs to more than 30 staffs at one stop. Yes, I was surprised.

In all, I trained more than 100 newspaper staffs in Minnesota and Iowa between January and June. Originally, I planned to complete these visits in February and March. I still have a few that are trying to work out dates (I extended my offer after it became clear that I couldn't fit all the requests in during the allotted period).

And finally, what you've been waiting for, the sixth area of scientific method:



The last week of Kevin's "great experiment." In Tipton, IA (bottom), Kevin trained the newspaper staff in the city hall. The next day, in Charles City, IA (top), the staff of the daily paper met in a local restaurant banquet room.

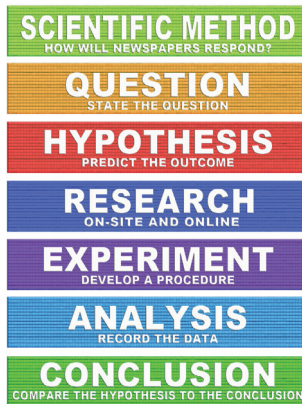
the conclusion. It seems my original hypothesis, that community newspapers would invest in staff training if it were offered in ways that made it affordable and easy to arrange, was partially correct.

What I didn't expect was the sheer number of responses. Nowhere in my wildest dreams would I have expected so many community papers, in two states, to get so excited about staff training.

A funny twist was that Minnesota Newspaper Association asked me to do a day of training on May 29 for their members. I honestly worried that no one would show up. After visiting so many papers on-site over the previous four months, I didn't expect there were many left. Probably the nicest part of this experiment was walking into a packed room, in a town just south of the Twin Cities, on May 29.

I still get email daily from publishers and others that I met during my experiment in Minnesota and Iowa. Most write to say how much their products have improved or how their staffs are still talking about the training days.

I'm thinking about trying this experiment again in other states in late 2015 or early 2016, if my schedule allows. You'll be the first to know how it goes.



Back to Basics

September 24-26, 2015

San Antonio, Texas

Hyatt Regency Riverwalk





Welcome to our Fall Conference! This Fall we are determined to bring your publication Back to Basics. From simple specials that will make you money to providing E.S.T. (Essential Sales Training) for your entire sales team, we promise you will go home with the benefits.

IFPA is proud to partner with TCNA (Texas Community Newspaper Association) for our conference in beautiful, warm San Antonio, Texas. We will be staying at the Hyatt Regency Riverwalk from September 24-26. The San Antonio Riverwalk is the number one tourist attraction in Texas. It is lined with individual restaurants, hotels, shops, museums, pubs, attractions and more. You are guaranteed entertainment.

The E.S.T. (Essential Sales Training) will be targeting your sales team whether they are just starting out as a salesperson or continuing their career as a seasoned sales member. We understand sales can be difficult in all markets. At this conference, you will receive the solutions needed to succeed. All sales staff will need to follow the training from beginning to end as each session will build on the one before it. Please plan on attending all sessions. Our E.S.T. team, Robert McInnis and Dennis Wade, are determined to teach you skills to get the sale.

On Friday, there will be round tables for Publishers and also an idea based workshop to get the ideas flowing and give you an

opportunity to share and learn from your peers.

On Thursday, there will be a Vendor Blender opportunity for the Publishers to have one on one time with all the vendors at the conference. This will be a socializing time to learn what our vendors have to offer. Who knows? You may walk away the solution you've been searching for.

Saturday, there will be an opportunity for all graphics staff for increasing their knowledge with a sharing session moderated by Douglas Fry.

Hope to see you in San Antonio! We supply the information, you take it home and apply it.



E.S.T. Essential Sales Training



Target your
market!
Sell, Sell, Sell

E.S.T. SCHEDULE

Please plan on attending all sessions as each class will build on the one previous.

THURSDAY

Tim Bingaman of CVC,
State of the Industry

PLUS: Best ideas for using your IFPA
provided audit

Sales Roundtable

FRIDAY

E.S.T. - Essential Sales Training

Bob McInnis: Selling Response vs.
Traditional Ad Sales

Great Apps

Will Thomas: Helpful Apps related to
your business

100 Great Ideas

for your newspaper, by your peers

E.S.T. - Essential Sales Training

Ron Pilger: Lessons I've Learned
About Sales in 35 Years

Fast Pitch Workshop

Bob Munn: creating curiosity and
rapport quickly with a sales client

SATURDAY

E.S.T. - Essential Sales Training

Dennis Wade: The Art & Science of
Advertising

E.S.T. - Essential Sales Training

Dennis Wade: Planning Success

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- Assistive listening devices
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- Safe-deposit boxes at front desk
- Laundry / dry cleaning
- 24-hour valet parking and self-parking in covered garage
- Valet service
- Gift shop; Garcia Art Glass
- Soda and ice machines

RESTAURANTS & BARS

- **Q Restaurant**— one-of-a-kind River Walk restaurant that offers a tasty sampling of slow-cooked favorites from around the world
- **Q Bar**— sip cocktails in this upscale sports lounge
- **Einstein Bros. Bagels**— enjoy fresh bagels in a variety of flavors, innovative sandwiches, homemade soups and hot espresso drinks

RECREATIONAL FACILITIES

- DASA Spa on the River Walk, conveniently located in the hotel atrium
- Heated rooftop swimming pool and sundeck
- 2,800-square-foot Hyatt StayFit gym featuring the latest Life Fitness® Cardio equipment with touch-screen LCD and Life Fitness® Signature Strength Training equipment
- 18-hole Pecan Valley Golf Course, six miles
- 18-hole The Quarry Golf Course, eight miles
- 18-hole Silverhorn Golf Course, ten miles

MEETING & EVENT SPACE

- A total of 40,000 square feet of function space, including 3,800 square feet of prefunction space and an 8,000-square-foot conference center
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- Meeting concierge available to assist attendees during conferences

LOCATION

Situated downtown on the banks of the Riverwalk, the Hyatt Regency San Antonio hotel offers guests classic elegance and Texas-size hospitality

VISITOR INFORMATION

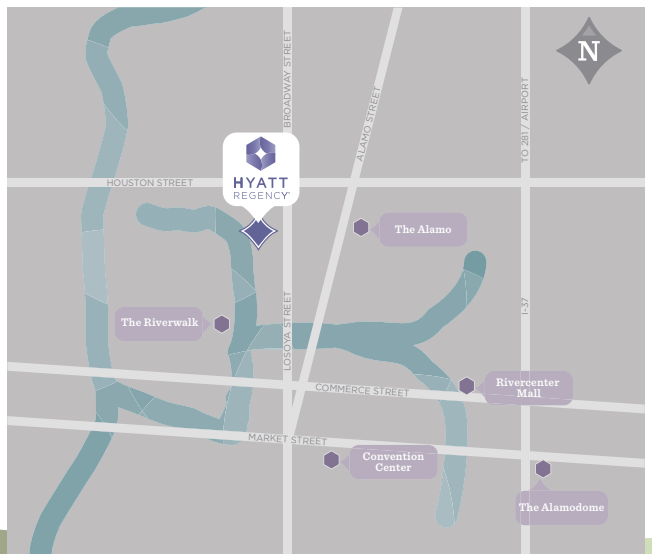
- Language: English
- Currency: USD
- Climate: hot in summer / warm and cool in winter
- Visa: Please refer to your local travel consultant for visa information prior to travel

TRANSPORTATION

- San Antonio Int'l Airport— 9 miles / 15 mins
- San Antonio Convention Center— 2 blocks / 5 min walk

POINTS OF INTEREST

- The Alamo
- San Antonio River Walk
- AT&T Center (San Antonio Spurs)
- Six Flags® Fiesta Texas Theme Park
- Sea World®
- San Antonio Zoo
- Japanese Sunken Gardens
- Shopping at Rivercenter Mall, Northstar Mall and Paseo de Alamo Shops
- HemisFair Park Plaza
- Majestic Theater
- San Antonio Museum of Art
- San Antonio Children's Museum
- Institute of Texan Cultures
- King William Historic District
- La Villita Spanish Village
- Southwest School of Art and Craft
- Alamodome



Schedule

Thursday

- 12:00 Registration Opens**
- 2:30 Tim Bingaman of CVC,**
State of the Industry
PLUS: Best ideas for using
your IFPA provided audit
- 3:30 Announcements**
Welcome and Up-to-date
Conference Information
- 3:45 Break**
- 4:00 Vendor Blender**
for Publishers
- Sales Roundtable**
- 5:30 Break**
- 6:00 Opening Ceremony**

Friday

- 7:30 Breakfast & Registration**
- 9:00 E.S.T.**
Essential Sales Training
Bob McInnis: Selling
Response vs. Traditional Ad Sales
- 10:15 Break**
- 10:30 Great Apps**
Will Thomas: Helpful Apps
related to your business
- 12:00 Lunch**
- 1:30 100 Great Ideas**
for your newspaper,
by your peers
- E.S.T.**
Essential Sales Training
Ron Pilger: Lessons I've Learned
About Sales in 35 Years
- 3:00 Break**
- 3:15 100 Great Ideas**
for your newspaper,
by your peers
- Fast Pitch Workshop**
Bob Munn: creating curiosity
and rapport quickly with a
sales client
- 4:45 Break**
- 5:00 Publishers Roundtable**
- Sales Roundtable**

Saturday

- 7:30 Breakfast**
- 8:30 E.S.T.**
Essential Sales Training
Dennis Wade: The Art &
Science of Advertising
- Graphics**
Jeremy Pafford
- 10:15 Break**
- 10:30 E.S.T.**
Essential Sales Training
Bob McInnis: Selling
Response vs. Traditional Ad Sales
- Graphics**
Douglas Fry: Alternatives to
Adobe CS & more
- 12:00 IFPA Lunch**
Awards Presentations
- TCNA Lunch**
Annual Meeting
- 1:00 IFPA Annual Meeting**
with election of board
- 1:30 100 Great Ideas**
for your newspaper,
by your peers
- E.S.T.**
Essential Sales Training
Dennis Wade: Planning Success
- Graphics Roundtable**
- 2:45 Break**
- 3:00 Wrap up**
with prize give-aways

Presenters/Speakers



TIM BINGAMAN

President & CEO of Circulation Verification Council (CVC), believes that necessity is the mother of invention. In 1992, Tim's job was to analyze struggling newspapers and determine whether they could be saved, or should be shut down. While studying the feasibility of a publication in California, Tim realized that he did not have the kind of data he needed to make a decision. Circulation Verification Council (CVC) was created to meet the data needs of advertisers and publishers who struggle evaluating community newspapers, shoppers, niche publications, and magazines across the country. CVC gives an accurate picture of publications' circulation and readership so that publishers and advertisers can make informed decisions.



ROBERT MCINNIS

Robert McInnis is a 30-year veteran of the newspaper industry. He started selling advertising for and subsequently managed local community newspapers in the Boston and Buffalo area. He was also the major accounts supervisor for Newsday/New York Newsday (a top 10 U.S. daily at the time) and later became training manager there. The training program he implemented brought in \$3 million in added revenue the first year from his techniques and eventually Bob left to start his own consulting practice.

For the past 20 years, he's worked with over 1,000 newspapers including some of the largest, such as the Boston Herald, the Hartford Courant, the Cincinnati Enquirer, the Oregonian, the Honolulu Advertiser, and the Ottawa Citizen. Bob has also spent significant time working for community newspaper groups. He's spoken at virtually all major press association conferences including the International Newspaper Marketing Association, Society of Newspaper Design, the Newspaper Society (U.K.) and the World Association of Newspapers. He has also spoken frequently at the American Press Institute.

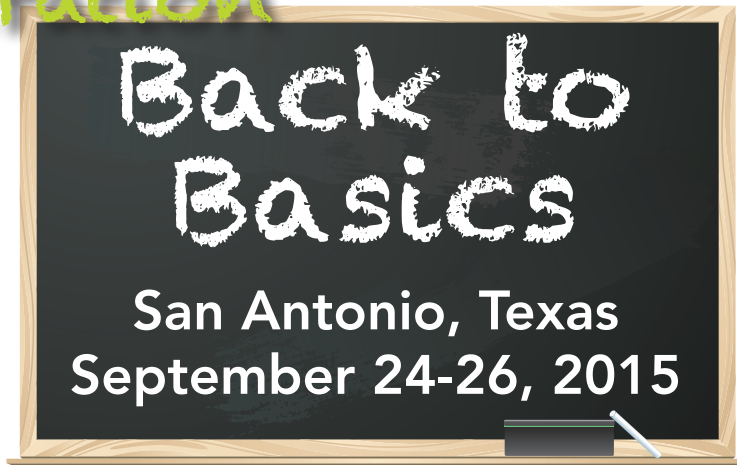


DENNIS WADE

Dennis Wade is a career newspaper professional with over 30 years of sales and operations success. Specializing in community newspapers that believe in the ability to effect positive change in the communities they serve.

Dennis is an accomplished leader that believes that the right people are the greatest asset. Empowering and liberating are vitally important to helping people grow and accomplish their individual and collective goals. Get the right people in the right seats, set clear and realistic expectations and allow them to do what they do best. The key to growth is focused determination and the right levels of the right behavior at the right time.

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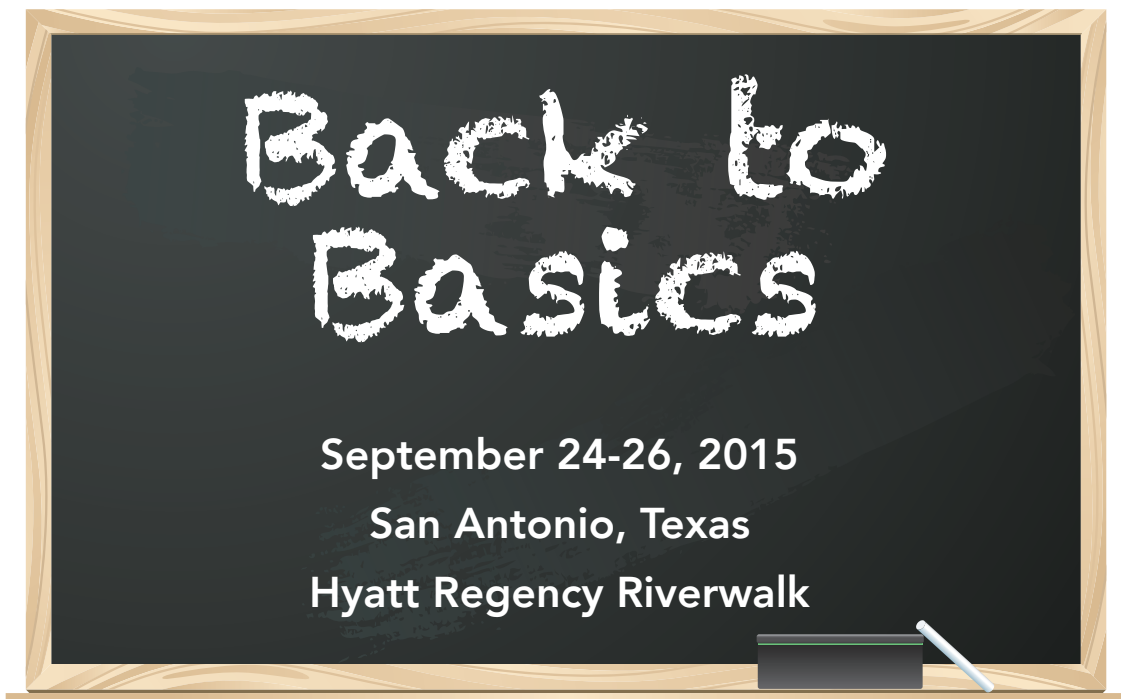
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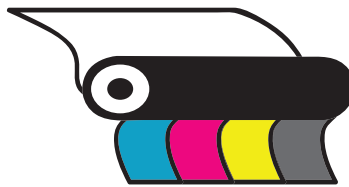


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