

tip

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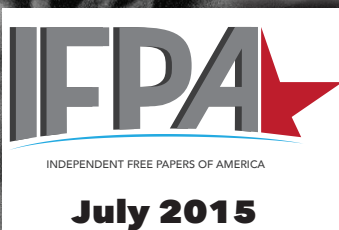


photo by Virginia Harold



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

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

The Independent Publisher

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Douglas Fry
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DEADLINES: The next issue of The Independent Publisher will be published August 15, 2015. Deadline for all copy is July 15, 2015. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

Advertising, Editorial & Production

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104 Westland Drive
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The cover photo is of Dwight Bitikofer with his PoJazz partner, Raven Wolf C. Felton Jennings II. Photo credit to Virginia Harold: www.virginiaharold.com



Is It Easy To Be Your Friend?

In my experience, being a publisher's friend is a tough way to go.

Look at it from their perspective. Community Publishing's challenges are unique. They stay on your shoulders 24/7. Those problems don't get left at the office.

It's even difficult when things are going well. By the time we finish explaining why it's great, the reaction is often polite nodding or smiling. And who can blame them? It's a rare outsider who can relate to this world. All the more reason to treasure those loyal confidantes who've stayed with us while enduring our drama.

The civilians back home can't process our challenges. And for spouses and significant others, take that difficulty and multiply it by 5.

THAT'S WHAT IFPA IS FOR

The question, "What do you find most valuable about your IFPA affiliation?" Often, comes back to the camaraderie and the idea sharing.

That tribe of kindred spirits is the "killer app" at IFPA.

Your association thrives by keeping that dynamic alive.

At conferences over the years, in roundtable sessions, barrooms and riding on airport shuttles, I acquired an informal Board of Directors. Entrepreneurs whose insights and empathy got me through more than one scrape.

If I had a circulation problem, I called Joe Green. Blain Fowler taught me that running a business was like flying an airplane. I learned

by
Bob
Munn



It's a rare outsider who can relate to this world.

the perfect response to neutralize a results objection from Tom Aird. Joe Nicastro taught me the importance of Open Rate and positive attitude. John Jacobs showed me the value of taking a camera on every sales call. (He was doing that way before digital.) Carol Hoheisel taught me the importance of catching people "doing things right." A single concept from Wayne Cox continues to be the foundation of my "Fast Pitch Selling" workshop.

I'll be kicking myself as soon as I send this for publication, because I've left out dozens of others. But you get the idea.

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This doesn't just happen. Building these relationships and trusts require investments in time and travel to conferences and summits. That's where the relationships are formed.

Consider Dan Buendo's recent 20/20 Webinar presentation. His company's expansion into digital agency work sets an enviable standard for community publishers everywhere. Dan's candor and willingness to share exemplifies the spirit that sustains IFPA's tradition of idea sharing for the benefit of the industry. It was IFPA at its best

We're making some progress with electronic idea sharing, and there will be more in the future. Still in the meantime, there's no substitute for sharing our ideas "Old School."

SAN ANTONIO

By now, you've begun receiving postcards and mailings for the IFPA and Texas Community Newspaper Association Fall Conference September 24, 25 and 26 in San Antonio. And for months, I've been

telling anyone who would listen about San Antonio being my favorite conference venue of all time.

It's time to quit talking about what a great place San Antonio is and start thinking about what's really important.....In the end... there is only reason for you to invest in this conference... And that is... You want to make money

Doug Fabian and Eileen Curley assure us that anyone who attends this conference will be offered over 100 proven ideas that have made money for people in our industry.

You've heard stories that it only takes one idea to pay for a conference trip, right? I know people who brag that one single idea they picked up at an IFPA conference has paid for every trip they've taken since that one.

It only takes one out of 100...That's pretty good odds, isn't it?

Here's the downside, I know nearly 20% of the room block is gone already....and it's only June. That's a record.

Maybe that's because we've made it so easy to register. Just go to FreePaperConference.com and follow the instructions. Even I could do it.

Once more quick note. if you want to reserve an extra room night or two before or after the conference at IFPA's discounted rate, you can do that. But there are big events at the Hyatt on both sides of ours. So if you want those discounted Hyatt Regency rooms in the heart of the River Walk, don't be disappointed. Register today, you won't regret it.

BTW: a few evenings ago, I was shocked how inexpensively Southwest will be flying me there. Book your flights early.....And you can look forward to bragging to your peers at the conference how smart you were.

And most importantly, you can find solutions to your Community Publishing problems, and take some of the pressure off those folks back home.



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San Antonio 2015 Conference Top 10

by
Doug
Fabian



On behalf of the IFPA Board of Directors, I would like to encourage you and your staff to attend our annual Fall Conference in San Antonio, Texas September 24-26, 2015. Texas Community Newspaper Association is partnering with us in the beautiful city.

As most of you know, I am not polished at writing columns in TIP. So, I am just going give you my Ten Reasons to Attend list.

1. BRAINCHILD

This conference is the brainchild of the 5 top Technology firms in the country to bring together the best of brains for some roundtable discussions on the direction and flow of technology for the nation and the world in the next decade. Or, The Back To Basics theme will enhance

idea sharing and peer conversation to allow you to be part of a exchange of ideas. Remember: A Pound of Twenties is worth \$9,080 and the ideas that you will go home with could be worth tons.

2. 100 IDEAS.

Be the hero in your office by bringing back over 100 ideas that will make your papers successful. Over 25 of your peers will share ideas that they have enjoyed success with over the years. You cannot miss this!

3. ROUNDTABLES.

Your latest answers to our surveys stated that you wanted more opportunity to share and learn with roundtable discussion. You are going to have plenty of roundtable time. You asked for it... you got it.

I would like to encourage you and your staff to attend our annual Fall Conference in San Antonio, Texas September 24-26, 2015.

4. ESSENTIAL SALES PROGRAM.

Whether you are a tried and true veteran, or a newbie, we will be presenting a separate sales tract that will sharpen your skills in today's marketplace. Watch for our featured speaker, Robert McInnis, as he will be presenting in this month's 20/20 webinar. You will get a taste of what he will be presenting.

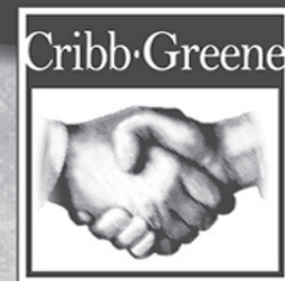
5. FACE-TO-FACE TIME WITH YOUR PEERS.

I, personally, always look forward to

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PUBLISHING, INC.
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Phone: 406-579-2925
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Cribb, Greene & Associates is pleased to congratulate Tucson West on the sale of the Marana News, Foothills News, Desert Times and related websites to 10/13 Communications.

BROKERAGE • APPRAISAL • CONSULTING • SINCE 1923

spending time with people from our industry. I am never disappointed! I always find one or two great ideas that I get from the break time, between sessions, or at the bar. Of course you know if you don't go, you are the one everyone talks about.

6. VENUE.

The Hyatt Regency Riverwalk is an awesome property. The back door of the hotel is literally on the Riverwalk. If you have never experienced the Riverwalk, it is a premier location for restaurants and entertainment, with over 100 establishments in walking distance.

7. GRAPHICS SESSIONS.

Douglas Fry is coordinating a full day on Saturday to bring you up to speed with the ever changing Graphics world. We are bunching the Design portion into this one-day session to allow you to bring your art folks and have as many of them attend as possible.

8. VENDORS!

Katie Thomas and Danielle Burnett are putting together an impressive lineup of the best vendors from our industry. Starting with an impressive Vendor Blender on Thursday, you will be able to interact with vendors and will be able to find the solutions for your business that you are looking for.

9. EARLY REGISTRATION PRIZE.

Well, there isn't really a prize for early registration, but there is no better time to register than right now.

I just looked on Orbitz and the flights look affordable for the dates. Plus, you would make the conference committee happy if you would register today.

10. MONEY BACK GUARANTEE.

Like the Heineken® commercials on TV now, I don't really know about getting your money back, but you will absolutely leave this conference with many revenue-generating ideas. If you don't, you may need to reevaluate your career, and I will at least buy you a Heineken®.



BACK TO BASICS!

Featuring 100 Great Presentations That Will Help
You Be Even More Successful!

SEPTEMBER 24 - 26, 2015

SAN ANTONIO, TEXAS

HYATT REGENCY RIVERWALK



Graphic Hooks

by
Ellen
Hanrahan



Space...the final frontier. Oops, not the "space" we are talking about. Nonetheless, this is a crucial part of any design process... whether you plan it or not. See below for a brief "refresher."

What we haven't discussed in a while is the entire ad white space, sometimes referred to as negative space. The minute we stare at that blank area within our ad, we have started the process of planning how to use this undefined white space.

We need to add our text and art to create an active white space, which occurs when we determine how to best fill that area with information.

White Space

By the way, white space is not always white. It is the area that is created by thoughtful planning and organizing... or by chance! Space is an element in design, but this is a little more subtle because you create this by filling your ad space with the positive stuff—text and artwork.

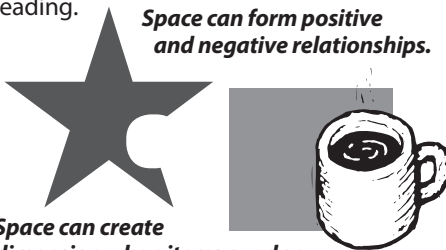
We refer to it as white space but it also falls under positive and negative space. In advertising this can help define information or create emphasis.

Used thoughtfully, it enhances the design. If you aren't aware of this white or negative space it can also create distraction and obstruct the message and end up as wasted space.

Space

The distance or area around objects or items. When you arrange items, careful consideration should be given to the placement of text, graphics and logos. Space helps to set off important items or create areas where the eye can rest. Space is necessary to separate lines of words for easier reading.

Space can form positive and negative relationships.



Space can create dimension when items overlap.



Space can suggest pattern and create ties between elements. Changing the space can emphasize an area.

So being aware at the beginning of the planning stage can help prevent distracting, and confusing, information to the readers.

These two ads show how even slight changes can make an ad better. These are about a 3x3 size (awkward size in my book) modified slightly to fit into my space but this is the way it was presented—in a straight forward manner with appropriate artwork.

Burghley Bold for the headline, **Helvetica Bold** for the subhead and **Helvetica Roman** for the text. Keeping the same type, let's add more interest.

In the lower ad, the headline is on one line and point size changed from 33 to 31 points. The subhead changed to **Burghley Bold**, to tie it to the headline better. Indents help to move subhead information closer to the text.

By moving the art and increasing its size, I was

able to shorten the text line length for easier readability, ground the artwork and have the text follow the soccer ball contour.

The reader no longer has to "jump" the artwork to read the headline.

Registration deadline information was highlighted by using a boldface and moved out of the address area to a slightly more prominent spot. It's now easier to find the deadline and where to get the necessary form.

The border in the bottom ad was made thinner (the upper border seemed too strong for all the info inside) and the corners were softened by adding a slight roundness to them (like the ball!).

The negative space seems to flow better and appears less boxy...



Pee Wee Soccer Clinic

Boys and Girls • 4 to 7 years old
July 16 • 17 & 18 • 10:00am to 12:00pm
Independence Park, Hartford

\$25 fee includes six hours of soccer and Pee Wee soccer ball.

Coach Hampe and the Hartford Bombers, U-16 Girls Soccer Team will be hosting a soccer camp for young soccer players and those interested in learning about soccer.

The team will be using this clinic as a fundraiser to help raise money for their participation in the State Games of America in August, in Hartford, Connecticut— "Hartford to Hartford"

Registration forms available at The Jock Shop, 55 S. Mayne St. or The Booster, 31 W. Sumner St. Registration deadline July 8th.

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Registration deadline July 8th. Registration forms available at The Jock Shop, 55 S. Mayne Street or The Booster, 31 W. Sumner Street



Until next month...

Ellen Hanrahan

hanrahan.in@att.net ©2015



by
**Jeffrey
Gitomer**

Steps To Building A Positive Attitude

Got attitude? "YES!" You all scream.
A positive one? "YES!" You all scream.
Wanna bet?

I'll bet every one of you "thinks" you have a positive attitude, and the same amount of you have NEVER taken a course in it or studied it.

Let's go a bit deeper. How much of your success is dependent on your positive attitude? The answer is somewhere between "lots" and "all."

So 80-100% of your success is dependent on your positive attitude, yet you've had no formal training. OK, suppose you needed surgery and I recommend a surgeon with no formal training, but "thinks" he can do a great job. Get it?

You can start by reading and studying these four books:

1. Think and Grow Rich -- Napoleon Hill
2. How to Win Friends and Influence People -- Dale Carnegie
3. How to Stop Worrying and Start Living -- Dale Carnegie
4. The Power of Positive Thinking -- Norman Vincent Peale

Me personally? I read two pages from these books every day. I've been doing attitude reading, watching, listening, studying, and practicing for fifteen minutes a day for thirty-five years. I don't know if it's working yet. I'm going to do it another thirty-five years, and then that's it, I'm going to quit.

If you want attitude, first study the science of it.

If you want wealth, first build a wealth of knowledge.

I also recommend that you enroll in the nearest Dale Carnegie program. Carnegie courses are timeless and will provide a great attitude foundation.

But I know you. You want it NOW and you want it FREE. OK, here are 19.5 attitude gems I've picked up along the way that I recommend you read, cut out, copy, share with others, post

on your wall, and study in a way that you implement into your "thought and expression" process. They are not in "course" format. They are mental snacks to chew on and digest.

1. Change your input to change your attitude. If you seek a positive mind, you MUST expose yourself to positive information, and hang around positive people. If you want to achieve "positive" you have to surround yourself with it and live it.

2. You were born to win - but you must plan to win, prepare to win, then you can expect to win. (a famous Zig Ziglar quote)

3. The will to win is nothing without the will to prepare to win. (Vince Lombardi, famous coach)

4. You will get whatever you want if you help enough people get whatever they want. (a quote that many claim to have said - it doesn't matter who said it -- just live it)

5. Make every day as productive as the day before you go on vacation. That's a day that EVERYTHING gets done.

6. Ignore people who tell you "you can't." (except your boss). People will try to rain on your parade because they have no parade of their own.

7. If you have nothing nice to say about someone, say nothing. (a famous quote said by your mother)

8. Don't dwell on (whine about) the problem, concentrate on the solution. Resolve how you can, not lament why you can't.

9. Forgive and go forward. Grudge BLOCKS positive. Until you clear the past you are destined to repeat it.

10. Self-talk equals self-performance. Look at any athlete -- self-talk is a crucial part of their expected positive performance.

11. What is the picture you have of yourself? That is what you will become. Spend 15 minutes a day focusing on a positive picture.

12. What you do off the job determines what you are likely to do on the job. Uh oh.

13. Strengthen your weaknesses and strengthen your strengths at the same time. Combine positive with negative for better personal development results

14. Failure is an event, not a person. Think of failure as "it," not "me."

15. It's not what happens to you...It's what you do with what happens to you. Attitude manifests itself in your RESPONSE to events.

16. Every obstacle presents an opportunity. If you're looking for it. "Revel" and "lament" are choices. Your choices.

17. Hard work makes luck. Nothing affects positive circumstance and results more than hard work.

18. How many of your problems are cured with ten grand? A question my dad once asked me as I lamented my problems. If money makes your problem go away, attitude makes them go away as well.

19. It's what you say... AND how you say it. The tone of your verbiage determines the atmosphere of your environment.

19.5 Resign your position as general manager of the universe. Don't try to solve (butt into) other people's problems, until YOU are problem free.

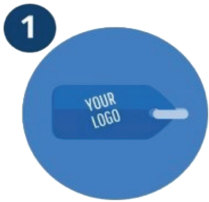
OK. I have just given you the awareness -- all you have to do is take the actions.

Daily. Forever.

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.

Launch Your Own

How It Works



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We'll show you how with proven sales techniques and marketing materials.



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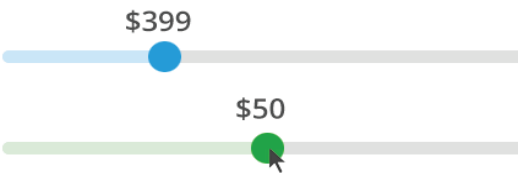
How Much Money Can I Make?

Profit Calculator

Set your own prices and generate upfront and residual income on every site you sell. The recurring income you create will continue even if you no longer sign up new accounts. Use our potential profit calculator to see how much you can make.

How much will you charge for Setup / Design?
(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 |

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Liability Extends Sexual Harassment To Employer With Temporary Workers

from
King & Ballow



"An employer is vicariously liable for a supervisor's harassment of an employee under the supervisor's authority..."

by Patricia Kryder

The employer was a supply-chain logistics company with a warehouse in Memphis. Temporary employees supplied by staffing agencies accounted for approximately 80% of its workforce. Although the employer's employee hand-book contained a sexual harassment policy, temporary employees were not given a copy of the handbook. The employer maintained that the relevant issues applicable to temporary employees were covered during their orientation.

The Equal Employment Opportunity Commission brought a sexual retaliation action against the company, alleging that a supervisor in the Receiving Department sexually harassed three female employees and retaliated against the women after they objected to his sexual advances. In addition, one male employee who supported the women's complaints was terminated.

At a jury trial in federal court, the employer was found liable for sexual harassment and retaliation, and the victims were awarded compensatory and punitive damages of over \$1.5 million dollars. The employer filed motions for a new trial. The motions were denied, and the employer then appealed to the U.S. Court of Appeals for the Sixth Circuit.

The employer maintained that the women were not engaged in a protected activity prior to their termination, and there was no evidence of termination due to

protected activity, or evidence that the employer acted with malice or reckless indifference to any claimants' federally protected rights. Title VII prohibits an employer from retaliating against an employee who has either opposed any practice made an unlawful employment practice, or made a charge, testified, assisted, or participated in any manner in an investigation, proceeding, or hearing involving Title VII claims.

The evidence indicated that the employer usually trained its new employees for two weeks and then gave them a month or two to adjust to the department. The supervisor in Receiving admitted that he transferred two of the women to the Returns Department, warning their new supervisor that the workers talked more than they worked. He admitted that he was responsible for talking to their supervisor and getting them fired.

An employer is vicariously liable for a supervisor's harassment of an employee under the supervisor's authority when the harassment results in a tangible employment action. A tangible employment action is any action effecting a significant change in employment status, such as hiring, firing, failing to promote, reassignment with significantly different responsibilities, or a decision causing a significant change in benefits. When a party proves that a tangible employment action resulted from a refusal to submit to a supervisor's sexual demands, he or

she established that the employment decision itself constitutes a change in the terms and conditions of employment that is actionable under Title VII. In the absence of a tangible employment action, an employer may still be held liable for harassment unless the employer affirmatively shows that it exercised reasonable care to prevent and correct promptly any sexually harassing behavior and the party unreasonably failed to take advantage of any preventive or corrective opportunities provided by the employer to avoid harm or otherwise.

The appeals court affirmed the decision. The employer's liability for the terminations was premised on a theory of "cat's paw liability" in which the relevant decision makers were conduits of the supervisor in the Receiving Department and his retaliatory animus after his sexual harassment was brought into the open. To prevail on this theory, the EEOC only had to show that the retaliatory animus of the biased supervisor influenced the decision maker.

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.



by
**Jo-Ann
Johnson**

In most ways, today's advertising landscape has been completely redrawn. With the explosion of digital and mobile advertising in recent decades, both advertisers and media outlets have been required to abandon business as usual and adopt a new set of rules — many of which are still in flux. At the same time, technology has not altered the key design principles governing effective advertising. A great ad layout from 1965 is still a great ad layout in 2015. To get a good read on a layout, ask these five quick questions about every ad:

ARE THE VISUALS CAPTIVATING?

Images are intended to quickly engage consumers and whet their appetites for the ad's message. Simply showing a product or service doesn't get the job done. A captivating image is one that grabs viewers' attention and doesn't let go until they have moved into the message. Selecting type that is appropriate for the product or service, easy on the eyes, and doesn't compete with the images is important as well.

Assess Good vs. Bad Ads

IS THE MESSAGE CLEAR?

A clear message begins with a strong headline that grabs readers' attention. The best headlines not only offer key information about the product or service, but about its benefits. When it comes to headlines and ad copy, witty wordplay and humor can work well — as long as the message isn't lost in the attempt at ingenuity.

IS THERE GOOD EYE FLOW?

Since Western cultures read from top to bottom and left to right, the exit point of an ad is typically at the lower right corner. Effective ads take advantage of that knowledge by placing headlines at the top and logos and/or contact information at the lower right. Good eye flow also benefits from ample white space. Crowded, congested ads muddle both the flow and the message.

DOES IT BENEFIT CONSUMERS?

Legendary Harvard Business School marketing professor Theodore Levitt nailed it when he said, "People don't want to buy a quarter-inch drill. They want a quarter-inch hole." In evaluating ads, make sure they are selling benefits — comfort, convenience, well-being, ease — rather than products.

IS THERE A CALL TO ACTION?

Every effective ad has a clear and concise call to action. Without it, an ad might grab readers' attention, but it won't seal the deal. Simply stated, a call to action is a statement that urges readers to do something, such as visit a retailer on specific dates for a sale or use a coupon for a discount. The best calls to action not only urge reader action, but also communicate that the action is a targeted solution to a problem identified or implied in the ad.

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



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Dwight Bitikofer: Improvising A Community Publishing Success Story

by
Bob Munn



On St. Louis evenings when Dwight Bitikofer and saxophonist Raven Wolf C. Felton Jennings II perform their blend of jazz music and poetry, the product—known as PoJazz—is unique in its rhythm and feel of improvisation.

In the daylight, that capacity for improvisation serves Bitikofer well. The veteran publisher brings a diverse background and an eclectic set of interests to each facet of his community newspaper operation. He is active in every phase of the business from finances to proofreading to editorial input to delivery. All while maintaining the capacity to be the father of three adult children, an avid traveller and a professional auctioneer. Oh, and did I mention the family farm? More about that later.

As with many publications in this industry, from the company's beginning in 1978, the mission was

improvise or perish. Dwight had been the business manager of the student at nearby Webster College. A semester remained between him and graduation. Still, he joined a startup group, primarily Webster students and faculty, that rented offices to create what began as the Webster Times.

He collected most of the remaining credit hours toward graduation through independent study business credits for the publication's start up and early operation. Meanwhile, he made his living dispatching and driving taxis at night and on weekends with his daytime hours dedicated to collecting advertising revenue and building the publication.

Today, that cab driver is publisher and majority owner of Webster-Kirkwood Times, Inc., which publishes that original paper in addition to the South County Times and the bi-weekly West End Word, an

arts and community paper that serves a central St. Louis corridor from "the Arch to the Innerbelt." Three award-winning community publications set standards for community publishers across the country.

And Webster College, the institution that accepted those independent study credits, is now Webster University. In May of this year, the University awarded Dwight Bitikofer an honorary Doctor of Letters Degree from Webster University for his 37-year career of publishing community newspapers.

But he tells the story better than we do:

TIP: In the beginning, what did you find most challenging?

We had to collect payment from all of the ads sold to be able to put out the next issue of the newspaper.

A couple of years into this new venture, the partnership became
continued on page 18

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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

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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

15 Minute Call Myth

As someone who has conducted 300 seminars for the customers of newspapers, I have a pretty clear picture of how they think.

First of all, they do not want ad salespeople who are pushy and try to rush them into buying an ad in their local publication. Salespeople sometimes are told by their management they only have 15 minutes to get an ad and get out. A prospective advertiser is not going to be rushed into a 15 minute call

Second, most merchants need time to consider a proposed advertising program. Notice I said program, not a single ad. When you put yourself in the place of a prospective advertiser, you want to learn more about each advertising medium available to you. If a media mix is being formulated, rates and relative values are being evaluated.

Third, before a prospect will commit to an advertising campaign, they want to trust and believe in the salesperson before they will open up with their goals and beliefs, which are needed to understand what the

prospect wants. You can't trust and believe in an advertising salesperson that is instructed to get them closed in 15 minutes and out the door.

20 CALLS A DAY

I have been told that many newspaper management people tell their salespeople they have to make 20 calls a day. A salesperson who wants to be perceived as a professional advertising counselor can't rush through each presentation thinking they've got to do 20 calls that day. They will no longer be a trusted and respected counselor, but perceived as an order taker selling ads on a rush basis.

Stop and think about the myriad of things that could be discussed in a sales presentation: the strategy of developing a long range campaign, use of color, running in a special promotion, the impact of a pre-printed insert, etc. One sales presentation could last an hour. Several more during the day could last 30- 40 minutes. What does that do to the 20 calls a day directive?

CLOSING A SALE

Pushing the sales force to close a sale in 15 minutes is not good sales training. It will put pressure on the salespeople. They will be perceived as pushy order takers and eventually hurt the image of the publication. If rejection happens, many times it is because of hard nosed closing techniques. Salespeople who think it's easier to always sell single ads are more prone to push. Salespeople who sell long range campaigns know that closing is done after a sufficient amount of time has been invested—usually by the 3rd call. In my sales training program, there is a 3 call selling strategy I have advocated for several years. This approach is a great time management tool and can alleviate many hours of needless calling.

FINAL THOUGHT

Salespeople turnover is never good. Publications need to think about their image. Even though a publication seems to be doing well, it many times

continued on page 19

117
million
visitors per month

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

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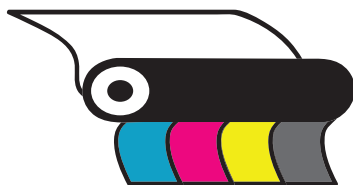


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Kevin Slimp
The News Guru
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When a person visits as many newspapers as I do, he starts to notice similarities. It used to be that most papers wanted staff training in InDesign (or QuarkXpress in years past) and Photoshop. I usually convince clients that they should get a little training in Acrobat while I'm around, and probably an hour's education in layout and design. After all, I'm usually on site for a full day or more.

Lately, I've noticed some interesting trends. With the inception of Adobe Creative Cloud, I began noticing more papers were interested in learning how to use the InCopy/InDesign workflow. I even dedicated a column to one such paper back in February. InCopy's not the only application getting renewed interest these days.

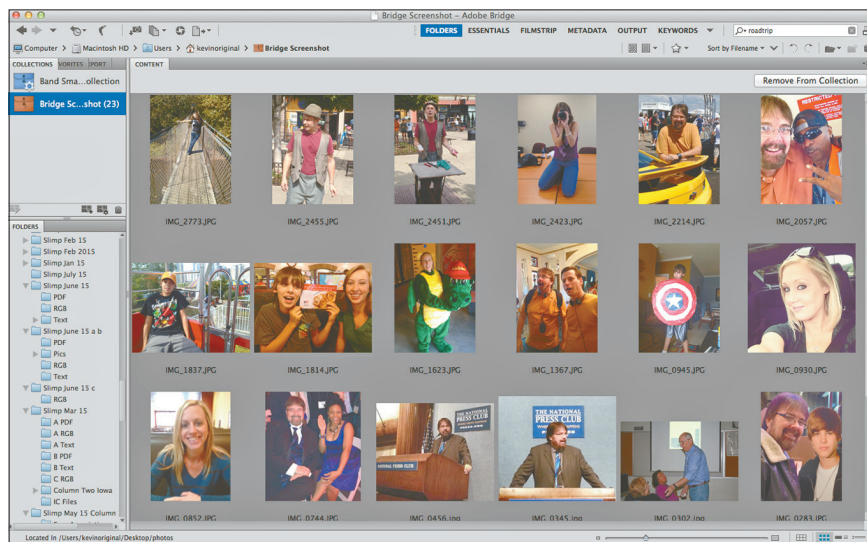
Last week, I spent a day with a weekly newspaper in Eastern Ohio. I even took a pic of the big building shaped like a basket to prove it. After lunch, the publisher asked something I've heard quite often in my visits with 100-plus newspapers this year, "Could you take a little time to teach us some things about Bridge?"

Adobe Bridge isn't exclusive to the latest version of Adobe products. The Bridge and its predecessor, the Photoshop Browser, have been around since Photoshop 7.0. Ask your parents or grandparents about it. They probably remember the Browser.

With the advent of Creative Suite in 2003, the Photoshop Browser made way for Adobe Bridge, which worked in much the same way. The difference is that Bridge works with more than just Photoshop, although it's still most commonly used in association with the photo manipulation application.

Why the sudden resurgence of interest in Bridge? My guess is that word has gotten around that Bridge is one of the most useful tool in Adobe's arsenal, especially when it comes to automating processes to save time. And while your newspaper may have all the time in the world, a lot of folks are looking for ways to save time, without cutting corners when it comes to quality.

Let's look at a few of my favorite Bridge features:



Batch Rename

Upon opening Bridge and selecting a folder, the user sees thumbnails of each of the items in that folder on the screen. When selecting a camera or card reader, the user will see thumbnails of the pics on the camera card. When selecting all, or a select group of files on a card, thumbnails will appear in Bridge. By right-clicking on any of the images, a list appears which includes the option, "Batch Rename."

Batch Rename makes it easy to quickly rename all the images at once and save them to a place you designate on the computer or server. For instance, let's say you took 200 photos at a ball game. You might name them "tigersfoot-001," "tigersfoot-002," and so on. You could even include the date in the filename, using something like "150812-Tigersfoot-001."

Keywords

Jean Matua, Minnesota, once asked me how she could easily create a photo archive of her pics, without purchasing expensive software to do it. The answer was a no-brainer, "Use Adobe Bridge."

Bridge allows the user to include hidden information inside photos that can be used to simplify the search process days, months or even years from now. Let's say you took the 200 football pics from the previous example and wanted to add keywords to them. One option would be to add specific words to every image. "Football" or "Tiger" would be examples of keywords the user would want included in each pic. This could be done by two clicks of the mouse.

Other keywords, such as "quarter-

back" or "Smith," wouldn't be needed in every photo, but would be helpful in pics that included a quarterback or someone named "Smith." These could be added individually to the appropriate images.

Begin adding keywords to each image and before long you will have the ability to search through years of photos in seconds, using just a few clicks on the keyboard.

Image Processor

The Image Processor tool in Bridge is actually based on a script in Photoshop, not that you need to know that to use it. Bridge contains dozens of tools to speed up your workflow. The Image Processor speeds things up by automating many tasks that could take hours manually.

For instance, let's say I've just received 200 images of houses for a real estate guide that's due yesterday. I could open each pic individually and resize and save in Photoshop. An option might be to use image processor to open, resize, convert each pic to CMYK (using an Action, which is accessible by Image Processor), then saving the images as TIFF files, with LZW compression, in a designated folder. Instead of spending three hours to prepare the photos, I've spent two minutes.

That's a very brief rundown of a few of the tools in Adobe Bridge. When I spoke with Jerry Tidwell yesterday, about my trip to Texas this week, he asked me to cover a little InCopy information while at his paper. Once I arrive in Granbury, I won't be surprised if he says, "Hey, Kevin. Could you cover a little Bridge while you're here?"

Dwight Bitikofer

frustrating: at one point there were six of us, mostly editorial and no one had a majority. That came to a head in 1992 when I was briefly terminated after proposing a consolidation of ownership. Don Corrigan, my current partner, and I combined our interests to form a majority of ownership, and I came back.

TIP: How has that changed today?

Cash flow has usually been adequate to meet all obligations.

Only two of us are business partners now. I own a majority interest.

TIP: You are a very "hands-on" publisher. How would you say your average week divides up among working with the sales team, editorial input, administrative oversight and distribution?

Probably 10 percent sales team; 25 percent editorial (proofreading and

I write a column); Administrative 35 percent; Distribution, 15 percent; other, 15 percent (includes layout of our flagship paper, Webster-Kirkwood Times and proofreading ads).

TIP: Over the years, which of those areas have changed the most and the least?

Biggest change has been in the way we assemble our papers and send them to the printer. No more Smith Coronas and Varitypers. We still spread pages out on layout tables for a look, but they are sent to the printer electronically. Sales sends ad proofs via email instead of driving them to the customer. Content of the papers now has to be available online as well as in print. We are able to provide breaking news online. Distribution of the paper product has probably changed the least. And we still rely

almost entirely on print advertising sales revenue.

TIP: What makes your company unique in your marketplace?

Especially with our Webster-Kirkwood Times newspaper, we have been adopted by the community as the local paper of record. We have a loyal following.

TIP: What keeps you coming back to work each day?

"Positive community response. Good people who depend on this place to feed their families. (Me too)." Pause

This happened twenty years ago. I've told it before and it appeared in a book of collected "Columns" that we published in 2001.

I received a letter from a former local resident whose family had moved away. His son had recently been killed in a motorcycle accident. He



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could be doing much, much better in their marketplace with more strategic selling strategies that do not include pushing salespeople into making 20 calls a day—and 15 minutes per stop.

"Bob Berting is a professional speaker, newspaper sales trainer, and publisher marketing consultant who has conducted over 1500 seminars for newspaper sales staffs, their customers, print media associations and trade associations in the US and Canada."

continued from page 18

wrote to thank me for running a photo of his son in the paper 12 years earlier when the boy was 12 or 13 years old. The father had found the clipping among his son's belongings.

Sometimes we forget how much what we do means to people we will never meet. I don't know of any other business like that.

TIP: What are your favorite community service projects?

My personal favorite is my auctioneering services for non-profits. I also get a lot of pleasure out the Jazz and Blues festival for which Webster-Kirkwood Times is the lead sponsor each fall.

TIP: What do you see as the community publishing industry's greatest future challenge?

Diversification of audience and methods of receiving information. These all make it hard to keep the necessary level of advertising response.

TIP: How has your membership in IFPA affected your business?

We of course use the audit services of CVC, and many great friendships have come from the people I see twice a year at conferences. I have attended every conference since 1987. Publishers Summits have been important sources of ideas and evaluation.

15 Minute Call Myth

Bob's advertising sales record in the industry is impressive. For 15 years, he averaged two cold contracts a week, sold 20 shopping centers on yearly contracts, and rarely sold an advertising contract for less than 52 weeks or 1000 inches during a year. He is the author of the E-Book "Advanced Selling Skills For The Advertising Sales Pro" which can

be ordered on his NEW WEBSITE: www.bobberting.com. Bob also conducts tele-seminars and webinars for advertising salespeople, their customers, print media associations, merchant groups, and trade associations.

Contact Bob at 800-536-5408 and bob@bobberting.com. He is located at 6330 Woburn Drive, Indianapolis, In 46250."

Dwight Bitikofer

Our Hometown Business Profiles and our Day Trips sections that run twice each year came from 3-Minute Idea Exchanges. The school directories we publish for each of our four school districts each summer is an idea that came from Sioux Falls Shopping News. The "Doing Your Job Right" certificates came from Carol Hoheisel, Morrison County Record.

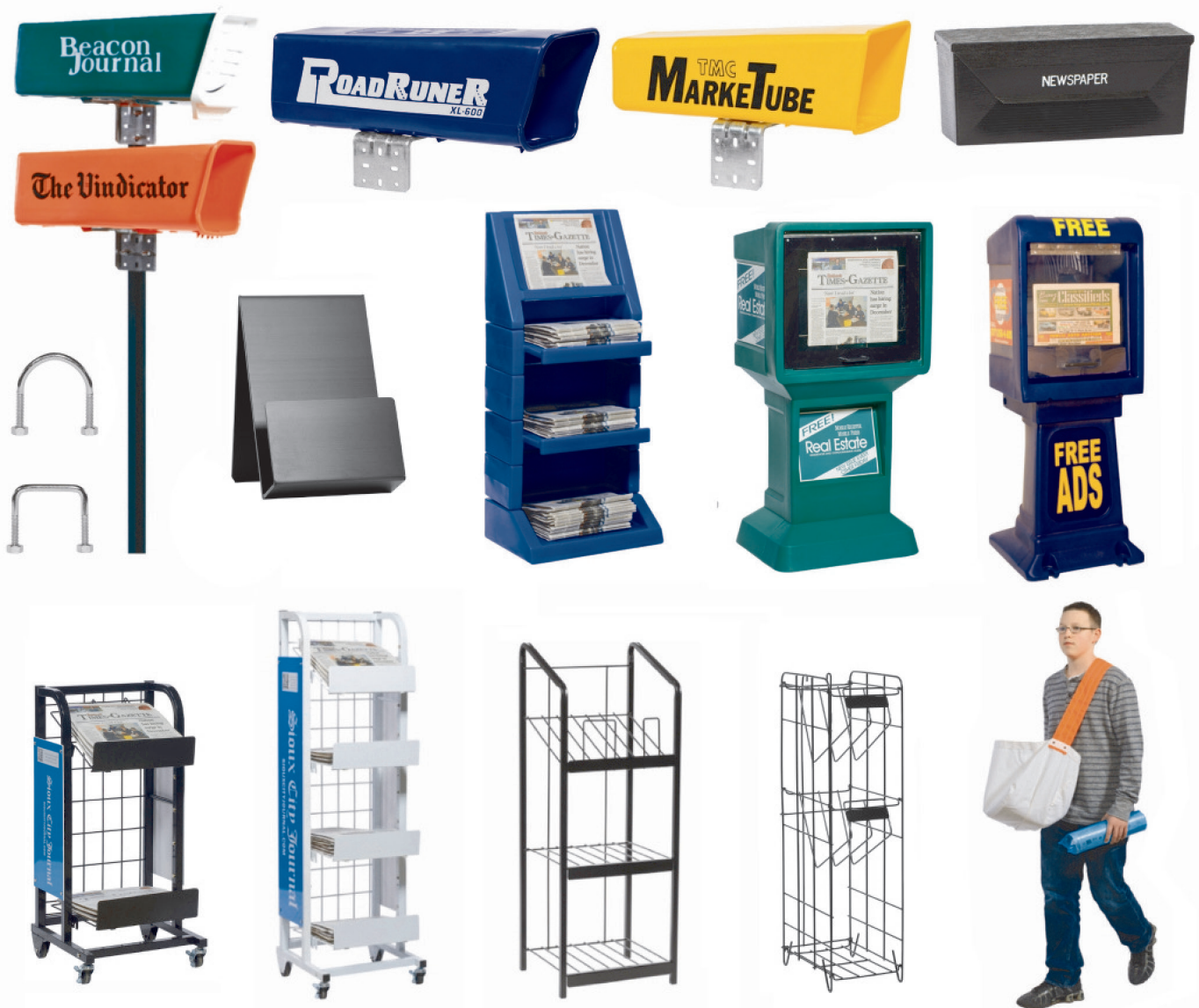
Dwight Bitikofer's work lends itself to the ethereal ...seeking the next big idea whether creating art, envisioning business opportunity or providing an exceptional experience for his readers and advertisers. But his foundation is

in things that last.

In 1948, his grandfather invested in a new half ton Chevy pickup for the Central Kansas family farm that three generations have grown to approximately 1000 acres. It hauled wheat, cattle silage, feed, fuel and water on the farm and occasionally Dwight off to college. Last fall he brought it to St. Louis. As he describes it, "...for a 67-year-old without make-up, she looks and runs pretty darned fine." That farm strong truck is a source of pride and deep personal memories.

Later on the day of this conversation, Dwight used it to haul newspapers.





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