

# tip

The Independent Publisher

## Coast News

*Father & Son Grow  
Business Together*





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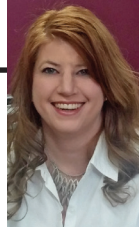
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*"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."*

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

### The Independent Publisher

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SS Moyie National Historic Site in Kaslo, British Columbia is a great cover for this issue of TIP. The winning combination of fun and talent show in Pennywise.



# Doug's Dribble

by  
Doug  
Fabian



## SALES IS COOL.

Sales is a cool profession. End of column. Nope, can't get away with an 8 word column. Sales really is cool; but it can be challenging at times. I thought I would take this month's column and talk about some ways that we can increase sales, as salespeople. I'm a big believer that we can increase our sales, in good times and bad, by making small adjustments to the way we do things. Sure, we can change the way we present our product, change the way we have our salespeople approach clients, but this may take time. These short and easy ways can increase your sales, today.

## SPEND MORE TIME ON THE ROAD

Change your ratio of time spent in the office and time spent on the road. Face time with your customers or potential customers will help you to

meet their advertising needs. If they see you, it will be easier to have you become a trusted advisor.

## SPEND MORE TIME IN THE OFFICE

If you have customers waiting for proposals, set some valuable time aside to spend getting them done. It will help you to set the ratio right and get back out in front of more people.

## NEW BUSINESS PRESENTATIONS/VISITS

Stop with the old "I don't have time to see new people" routine. It is important that you set goals and meet them. New relationships are the key to building your sales. Even if you set very small goals, it is imperative that your sales culture includes new business.

## PRE-PLANNING SPECIAL SECTIONS

It is easy to fall into selling whatever

special section your newspaper is running, during the last week before deadline. I suggest a half-hour preplanning session with yourself during the FIRST week that you receive the sales tools for the special section. It will enable you to define prospects, get spec ads done, adjust your calendar to spread the selling out, and set appointments with people you don't see all the time who you will need to see for this particular special section. This half hour will save you a lot of time, but most importantly will reduce the stress that you will put on yourself during crunch time.

## WORK EXTRA HALF-HOUR DAILY

This doesn't mean that you have to spend more hours away from home. Do a time study on yourself. You don't need one hour lunches,

# ROCK SOLID TRANSACTION



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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.

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half hour coffee breaks, and twenty minute conversations about American Idol. Find a way to get 30 more minutes a day in front of customers and it will pay off. That equates to 2.5 hours per week or 130 extra selling hours a year. Now, if you can find an extra hour per day to spend with customers... WOW.

### CAMPAIGN FOR CAMPAIGNS

If you take the time to put your customer's needs into campaigns, you may be able to spend less time on a weekly basis with certain accounts. We all know that a well thought out campaign of consistent advertising is a great way to bring more business into your customer's place of business. One way to make huge gains with clients is to take an artist with you to your client's place of business and really talk through a campaign. The customer will feel extra special and you may be able to bring back weeks of advertising after one visit. It helps the artists to be able

to see the customer's store, also.

### ASK, ASK, ASK...

Stop playing God with your customers. Many of us fall into the dangerous area of "knowing what my customer will buy." Times are changing. Take some time and present different products to people who you may have thought wouldn't be interested. A good example of this is to ask your entire regular display customer to buy a classified ad. We know how great our classifieds work, and we know that people read the classifieds, so why don't we help our display customers by getting them to run in the classifieds.

Other examples of this philosophy are: special sections, print and deliver inserts, advertorials, etc.

### BE THE AWESOME ATTITUDE PERSON

If you are the person with the great

attitude, it will help your sales. Have a piece of good news to deliver at each stop... it may be hard to find, but you can use it at multiple locations. When someone asks you how you are doing, use a greeting that will make them smile. How about "Fantastic" or "Wonderful." Or, if you are having a super crappy day, use "Unbelievable." Don't fall into the trap of being the same as everybody else and using downers as greetings. This will pay off, and people will smile when they see you coming in the door if you are a positive influence on their day.

Well, that's all for now. Douglas wants about 600 words, and we're over 800 now.

Too Bad... Sales is Cool... So much to say... so much to do.

Happy Sellin'.

Doug

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# Coastal News Profile



*Standing on the 2600 square foot deck overlooking the Pacific Ocean at The Coast News Group offices in Encinitas, CA, one might be deceived into believing that this was an easy, natural, flowing development.*

Jim Kydd trained to be a research chemist. Yet, his calling was to become the publisher of “newspapers that people love.”

Standing on the 2600 square foot deck overlooking the Pacific Ocean at The Coast News Group offices in Encinitas, CA, one might be deceived into believing that this was an easy, natural, flowing development.

But in 1987, what began as The Beach News was inspired by a common motivator that we’ve noted at pioneering community publications in Missouri, Pennsylvania, Wisconsin, New Jersey and British Columbia.

## **THE PUBLISHER NEEDED A JOB**

The original office was a repurposed garage at the Kydd family home. From that foundation, grew an enterprise that, as Jim Kydd describes it, “Survived for over 28 years without ever having been late paying a bill or hurting anyone else to get ahead.”

“We are now a major provider for community news,” Kydd ob-

serves. Our role has become more important and the paper more valuable as the daily’s attention to local news declines.”

He likes to point to their promotion of charities, artist careers they’ve helped launch and event sponsorships. But his papers are not afraid to get their hands dirty. They’ve won several hard news awards including a series of three articles on heroin addiction that took a major dealer off the streets. Local television recognized their assistance in the capture of an FBI most wanted criminal.

The San Diego County Board of Supervisors designated December 2 “Jim Kydd Day.” Some developers failed to meet their obligations to the community. He took a stand to indentify them.

Surveying what he created, Kydd, who had extensive newspaper experience working for a Dow Jones weekly group as well as other daily and non-daily experience, reflects, “We hear people say they ‘love’ this paper all the time. 45 years in this

industry and I’ve never heard that word used to describe a newspaper. I don’t know why, but we’ve touched some magic spot in the community.”

Chris Kydd, the associate publisher, was eight years old when his family’s garage became a newspaper office. Now he believes his father is being too modest. He believes their papers are popular, because, “We are the mirror by which locals can reflect upon our beautiful Southern California culture.” They must like what they see.

Today, the Coast News Group publishes 3 traditional community newspapers. The original publication is now titled The Coast News. It and a recently added Inland Edition are rack distribution with some paid mail. The Rancho Santa Fe News is 90 percent direct mail augmented by some rack distribution.

Kydd, the elder, describes their approach. “We carry hard news, city council coverage, events,



*Jim Kydd and son Chris stand in front of their main office. Chris was eight years old when his father, Jim, started the publication in their family garage.*

columnists, op-ed, features, profiles, calendar events and even a full page of comics. On occasion, we get politically active, but our news coverage is never slanted. We confine opinions the Opinion page. ”

Their digital presence is a recently revamped website. WWW.the-coastnews.com features digital display ads and native advertorial products. A twice weekly B2B newsletter supplements that.

Savannah Lang leads the digital initiatives besides her responsibilities in classified advertising. It is challenging to compete on digital platforms in a progressive market like San Diego. Still, Chris believes this is a mix that best serves their readers and advertisers.

The Coast News Group pioneered the practice of subcontracting their ad composition. ADWIT Global has done the bulk of their production for over five years.

“24 hour turnaround on new designs, 2 hours or less on proof corrections...That’s tough to beat,” Chris observes. “But we have a huge advantage,” Chris explains. “Phyllis Mitchell, ‘the Fastest Ad Designer In The West,’ anchors the entire production process. Phyllis not only keeps track of the production, she is essential to our sales effort. A creative person who can work with clients creates a special bond.”

Chris finishes by saying, “Our relationship with ADWIT allows our office to concentrate on what we do best. We can focus on creating newspapers and selling advertising.”

And sell advertising they do. Revenue flows from display advertising and line classifieds. Inserts from local advertisers and nationals such as Kohl’s and Walmart add to the mix.

Chris acts as sales manager while handling a territory. Sue Otto and Krista Confer serve their own geographic territories as well.

The Kydds place highest priority on their editorial credibility. It was a hard earned reputation. They feel that managing editor Tony Cagala is carrying on that tradition.

“We do a lot right on the news side,” Chris observes. “Tony does an awesome job and I have the highest respect for him.”

The editorial staff includes community news editor Jean Gillette and two full time staff reporters Aaron Burgin and Steve Puterski. Photographer Bill Reilly and stringers in their various communities: Promise Yee, Christina Maccone-Green and Bianca Kaplanek round out the staff.

Local columnists focus on wine, dining, travel, sports and other aspects of community interest. They complete the special flavor of the publications.

Jim Kydd reflected on his company’s relationship with IFPA. “The new webinars are helpful to the sales staff. I always enjoyed the access to vendors and new tech at the meetings I attended. And I really like my New Orleans red jacket.”

Chris serves as the associate publisher, sales manager, distribution guy, and...you get the idea. He vividly remembers the day his father, Jim, decided to break off from the corporate world to establish his own publication. From that perspective, Chris is candid about the next challenge. How will the

*continued on page 8*



The Coast News is an integral part of Encinitas, California.

worry about collections. Becky takes care of it. She stands in the line of fire for every office challenge and she is an integral part of every decision we make.

“Dad and I share a strong obligation to the employees who helped him build this dream. It’s a dream that’s faced challenges in the past, and it’s a dream strong enough to adapt to the future. We have four multi-generation newspaper people on this staff. We intend for there to be another generation after us.”

organization react, as his father spends less time in the business?

“Five years ago, we established a three year plan,” Chris reflects. “Dad’s been getting in more golf. Still, the transition has moved much slower than either of us expected. Part of that is because he stepped back and allowed me to make my own mistakes. Not all second generation publishers get the benefit of that kind of patience.”

“Dad and I have different styles. Community publishing operates in a more challenging marketplace than ten years ago,” he continues. “My dad gets that. I couldn’t have asked for a better mentor.”

He singles out operations manager Becky Roland as a key to the Jim to Chris transition process. “Becky is the rock,” he begins. “Her support for my father and me both personally and business-wise have made all this possible.”

“I’m out of the office a lot. Sales is my priority. Becky becomes the

first responder to every office crisis. She’s the HR person, the accounting person...My reps don’t have to



The premier issue of The Beach News compared to today’s issues.





*Coastal News staff hard at work connecting with each other and the community.*

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\*Source: Reynolds Journalism Institute "Tools We Use" report.



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# Graphic Hooks

by  
Ellen  
Hanrahan



I like comparisons... and updates! I found this ad which ran in the past and have revised the information. **Ad A** ran first, **Ad B** ran second. Same space, same information. This is a 2x5 size in the paper and I kept all the elements pretty much the same for a better comparison—at 100% of the original.

Big difference! In **Ad B** the artwork helps draw you in. The reverse header and the eyes of the child (which look directly at you) gets your attention immediately. The artwork in **Ad A** however, is weaker by comparison and becomes nothing more than a way to fill some space. A strong focal point is all you need. The children become more of a decorative element and can even be a distraction. You don't need to see all of the child or children, in order to know that this ad has something to do with young children. Cropping can help to make a stronger visual statement.

## Strong elements

Because of the more tightly cropped photo in **Ad B**, we need to keep that “controlled, strong graphic” look. Using a grid, we block off areas for the headline, text and photo. Grey bars help soften the transition between

the solid black and white text box area. Once the photo draws us into the ad, we immediately are drawn to the text. Notice that the photo takes up less than half the space. If we would have made the two equal, our info would have less space, yes, but more importantly, we would have a more symmetrical balance, but a less dynamic feel.

The registration date is also highlighted by using a bolder typeface and by placing that info on its own line. Subtle changes that don't impede readability.

Text use is also more controlled in **Ad B**. A smaller point size keeps the info in a more contained area which makes it easier to read. Making the text in **Ad A** a little smaller (it's 11p6 now) would also help with the composition. Our eyes take in information more readily if we don't have to visually “travel” to get that info.

The text in **Ad A** is also in one group or paragraph and it would be easy to overlook the information that states what to do if you did not receive the packet. **Ad B** makes that a separate item thereby giving it more prominence. Make it easy for readers to find the information.

The photo and reverse headline are strong attention-getters in **Ad B**. The photo also ties us to the registration information, so when we look at **Ad B**, we know

where to read—a much more organized and cohesive approach than in **Ad A**.

## Think “big picture”

Before you start any ad, take the time to read through the information. Don't just start to fill up the space. You want the reader's attention and you have to create that ad that begs to be read. That's what design and visual communication is all about.

Start tearing out and keeping ads that you like and build up an “idea collection” that you can use for future ads.

The more you do this, the easier it will be for you to determine how you will handle all the elements that you are going to need.

Since every ad is different and there is really no one right answer in design, try as many ideas as you can...practice may not make it perfect, but it will help build up your skill set.

## Until next month!

Ellen Hanrahan hanrahan.in@att.net ©2016

Rubicon Joint #6 School District

## Saylesville School Kindergarten Registration and Child Development Day

Children who reside in the Rubicon Joint #6 School District and who will be five (5) years of age on or before September 1, 2016, are eligible to register. Registration day is Wednesday, March 16, 2016.

Parents/guardians who have not received a Child Development and Registration Day packet in the mail should contact the District office at 555-123-5555 before Wednesday, March 9, 2016.



A

B

Rubicon Joint #6 School District

## Saylesville School Kindergarten Registration and Child Development Day



Children who reside in the Rubicon Joint #6 School District and who will be five (5) years of age on or before September 1st, 2016 are eligible to register. Registration day is **Wednesday, March 16, 2016.**

Parents/guardians who have not received a *Child Development and Registration Day* packet in the mail should contact the District office at 555-123-2920 before Wednesday, March 9th.

# Why do some persist and some quit? Because...



Is there a secret to follow-up?  
No.

Is there a best way to follow-up?  
No.

Why do people quit too soon?  
Big question.

Why do you quit too soon?  
Bigger question.

Have you ever read Think and Grow Rich? Biggest question.

Reason? Think and Grow Rich (written by Napoleon Hill 78 years ago) has an entire chapter on persistence that provides real insight as to the characteristics of what makes some stick at it until they win, while others stop either just after they start, or stop just before they are about to taste victory.

Rather than be so presumptuous as to paraphrase the great Napoleon Hill, I am going to give you the EXACT words of the master (now in the public domain).

Here are some excerpts (and insights) on persistence quoted exactly as they were written seven decades ago, and still applicable in your sales process today.

Persistence is a state of mind, therefore it can be cultivated. Like all states of mind, persistence is based upon definite causes, among them these:

a. Definiteness of purpose. Knowing what one wants is the first and, perhaps, the most important step toward the development of persistence. A strong motive forces one to surmount many difficulties.

b. Desire. Its is comparatively easy to acquire and to maintain persistence in pursuing the object of intense desire.

c. Self-reliance. Belief in one's ability to carry out a plan encourages one to follow the plan through with persistence. (Self-reliance can be developed through the principle described in the chapter on autosuggestion).

d. Definiteness of plans. Organized plans, even though they may be weak and entirely impractical, encourage persistence.

e. Accurate knowledge. Knowing that one's plans are sound, based upon experience or observation, encourages persistence; "guessing" instead of "knowing" destroys persistence.

f. Cooperation. Sympathy, understanding, and harmonious cooperation with others tend to develop persistence.

g. Will-power. The habit of concentrating one's thoughts upon the building of plans for

the attainment of a definiteness of purpose leads to persistence.

h. Habit. Persistence is the direct result of habit. The mind absorbs and becomes a part of the daily experience upon which it feeds. Fear, the worst of all enemies, can be effectively cured by forced repetition of acts of courage. Everyone who has seen active service in war knows this.

## HOW TO DEVELOP PERSISTENCE

There are four simple steps which lead to the habit of persistence. They call for no great amount of intelligence, no particular amount of education, and but little time or effort. The necessary steps are:

1. A definite purpose backed by burning desire for its fulfillment.
2. A definite plan, expressed in continuous action.
3. A mind closed tightly against all negative and discouraging influences, including negative suggestions of relatives, friends and acquaintances.
4. A friendly alliance with

*Continued, page14*

# Persistence *continued*

one or more persons who will encourage one to follow through with both plan and purpose.

These four steps are essential for success in all walks of life. The entire purpose of the principles of the (Think and Grow Rich) philosophy is to enable one to take these four steps as a matter of habit.

Now I will grant you that some people will have read this and spit the word "Hokey" at the end. Reason? It's too simple and does not have an immediate "how to" answer attached to it.

The secret of persistence is not an "answer," it's a "realization." And if you read the above and didn't "get it." You will get beat by someone who did.

The Napoleon Hill philosophy of persistence is strong, yet soft. The only omission from the strategy is that it leaves out

"what" to persist with. Let me give you that answer in a word -- value. Something more than you calling to imply, "I'm calling about the money, is it ready yet? Can I come over and pick it up now?"

Want a few value ideas? Here are four. You may not like them. They require work.

1. Get your prospect a sales lead or give them a referral.
2. Give your prospect an idea how to serve his customers better.
3. Give your prospect a list of things he or she can do to improve morale, productivity, absenteeism, or profit.
4. Get your prospect some free publicity or social media exposure. Help him win.

Get the idea? See the work? Make your persistence pay dividends for the customer. Now look past the work to the victory. If you can see

clear to victory, then the secret of persistence is at last yours.

And add to that the final wisdom of Hill: What you need to develop persistence is will-power and desire. In other words, how bad do you want it? And how far are you willing to go to get it? Unless the answer is all the way, you will not persist, you will give up.

There is now an online course to master the principles of Think and Grow Rich. All you have to do is go to <http://jeffreygitomer.com/napoleon-hill-special> and register.

*Jeffrey Gitomer is the author of thirteen best-selling books including The Sales Bible, The Little Red Book of Selling, and The Little Gold Book of Yes! Attitude. Salespeople depend on his real-world ideas and strategies available through online courses at [www.GitomerLearningAcademy.com](http://www.GitomerLearningAcademy.com). For information about training and seminars visit [www.Gitomer.com](http://www.Gitomer.com) or [www.GitomerCertifiedAdvisors.com](http://www.GitomerCertifiedAdvisors.com), or email Jeffrey personally at [salesman@gitomer.com](mailto:salesman@gitomer.com). ©2016 All Rights Reserved*



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# Claim For Overtime Pay Sent To Jury

by Laura Mallory

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The Eighth Circuit Court of Appeals remanded a claim for overtime pay back to the trial court, as questions of fact existed as to whether the plaintiff-employee met the administrative exemption under the Fair Labor Standards Act (FLSA).

## FLSA

The FLSA requires employers pay their employees overtime of at least one and a half times their regular pay for any hours worked over forty hours in a workweek. However, there are some exemptions for certain employees from eligibility to receive overtime. One of the exemptions is the administrative exemption, which precludes an employee from overtime if they are

- (1) compensated not less than \$455 per week,
- (2) their primary duty is the performance of office or non-manual work which is directly related to the management of general business operations of the employer and
- (3) the primary duty includes the exercise of discretion and independent judgment with respect to matters of significance.

## BACKGROUND

The plaintiff was a salaried employee who worked for the defendant gas and electric company. She was a supervisor and classified by her employer as exempt from overtime pay because she fell within the administrative exemption of the FLSA. The employee retired in 2013 and filed a lawsuit for failing to pay her overtime in violation of the FLSA. The employee and employer dispute what the employee's primary duties at work were.

The employer stated the employee was responsible for, among other duties, development and management of daily work plans, assigning and directing employees, providing work direction to construction resources, overseeing work detail, and planning, directing, managing and monitoring programs, schedules and resources. In contrast, the employee described her primary duties as scheduling and dispatching work crews. She claims she did not oversee crews and did not manage operations or the budget. The lower court held that the employee was not exempt from overtime pay under the FLSA because her primary duties did not directly relate to management or the general business operations. Both parties appealed.

On appeal, neither party disputed the employee made more than \$455 per week. The first issue was whether the employee performed non-manual work directly related to the management of general

business operations of the employer. The appellate court determined that whether the employee met this requirement was a question of fact that a jury must decide as the employee and the employer described the employee's primary duties quite differently.

With regard to whether the employee's primary duties included the exercise of discretion and independent judgment with respect to matters of significance, the appellate court held that this requirement was also a question for a jury to decide. As a result, the matter was remanded to the trial court for further proceedings.

*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](mailto: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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King & Ballow



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

New technologies change many things. But not everything. You may tweet, blog, surf, shop, or search online but you continue to read your free community paper. You just proved it.

Readership of free community papers is now higher than paid daily papers, and continues to grow. Rather than being replaced by "instant" media, your local free community paper has become an important part of our neighborhood.

The reason, which sometimes is not heard because of all the noise about the Internet, is pretty obvious: your free community paper does what the Internet doesn't. We promote connections at a local level. Free papers join readers and advertisers in ways digital media don't.

In fact, the local content and power of your free paper makes advertising even more effective. We are the number one medium for driving purchases. That's important in every product category.

Including coffee.

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# Apple vs. the FBI Why, Oh Why?

Let me start by saying that I invested in Apple stock when it was \$13.50 per share. It has split so many times since then that one of my shares has become 10. I lucked out. With that disclosure out of the way let's get on with the subject.

You've most likely read about the FBI trying to force Apple to create a vulnerable version of their iPhone operating system so that they can access information on the locked phone of San Bernardino shooter Syed Farook. If you read what the FBI is saying publicly you would believe they just want to gain access to this one phone in order to stop future terrorism.

I have a couple of problems with this. First of all the phone was owned by the city of San Bernardino and was a "work phone" of the shooter. It seems the FBI should have asked the city for the password to the phone and moved ahead with unlocking it and gaining access to all the terror info. But the city of San Bernardino didn't have MDM (Mobile Device Management) in place so they could manage the hundreds of phones they have for the business of running the city. This software is available from Apple for a very reasonable amount. If they had done this there might not be a reason to ask for the courts to be involved.

Further, the FBI asked the city to reset the password of the phone. The city complied with this request. I am at a complete loss as to why they asked for this. If they had left the phone alone and taken it to a known wi-fi hotspot and turned it on, the phone would have automatically backed up to iCloud and Apple would have been able to transfer the contents to the FBI. As it is, there is no chance for that to happen because they have essentially

changed the user of the phone from the terrorist to someone else.

So, having botched obtaining the information legally, the FBI is now asking Apple to create a version of the software that allows them to attempt hundreds or thousands of passwords until they get the right one. This piece of software would allow them access to any phone, yours or mine. Please

by  
Douglas  
Fry



understand that I don't have anything on my phone that I wouldn't share with anyone. But the thought of the FBI having keys to my phone unnerves me. I just don't trust they could keep that safe and out of the hands of really bad guys.

It is as if the FBI is asking for lock manufacturers to supply them with a master key to every home in the world. I'm a little uncomfortable with that. How do you feel?

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