

tip

The Independent Publisher

Savannah Photos
page 9

President's Report
page 4

Scholarship Awards
page 14

Building A Sales Team
page 15



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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

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Board Report

by
Bob
Munn



You are due a report on the work your Board has been doing on IFPA's behalf.

You must have some questions. Has the new administrative arrangement formed in the wake of Gary Rudy's retirement been successful? What has been done to bolster CadNet, our main revenue generator? How have we adjusted to the absence of Bob Cole, IFPA's erstwhile Financial Director? And most importantly, what is your Board doing to look to the future?

You'll recall that from the beginning, this Board has been adamant in exercising financial

responsibility. Seeking the proper balance between stewardship of IFPA's financial resources and the most effective level of service to its members. This inspired dozens of telephone calls between the IFPA Board and its membership to be certain we got it right.

The next step was a focused, no-holds barred Strategic Planning Session at the Publisher Summit in February. The document produced from that has been the focus of our work this past two months. It has already begun to bear fruit.

The most visible initiative that you have already begun to see

Has the new administrative arrangement formed in the wake of Gary Rudy's retirement been successful? What has been done to bolster CadNet, our main revenue generator? How have we adjusted to the absence of Bob Cole, IFPA's erstwhile Financial Director? And most importantly, what is your Board doing to look to the future?

in this issue of TIP is IFPA's new logo produced under the direction of Katie Thomas, only the second logo in IFPA's history. It will be the centerpiece of IFPA's new marketing initiatives looking forward into the future but standing firmly

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on the traditions that have strengthened IFPA throughout its history.

The marketing committee has its sights set on taking IFPA's unique and powerful value proposition to a new generation of potential members who qualify under IFPA's strict member guidelines. The most intriguing thing about it is that IFPA membership delivers so much value. In order to be attractive to serious community publishers, most of our enhancements have been cosmetic rather than substantive. IFPA has already done the hard work.

I meet once each month with Danielle Burnett, Douglas Fry and the man they were chosen to succeed, Gary Rudy.

Thus far, the conversation has been lively, and the breadth of responsibility Danielle and Douglas have assumed has become even more apparent. But thanks to Danielle, our operations have never run more smoothly. She looks for areas in which to make a difference, finds them, and then makes that difference.

And those of you who have had an opportunity to serve on the Board will appreciate this. In our last meeting, Douglas announced that all of IFPA's operations will be working from a single database. At one time, I think the record was four different member databases, each with a unique purpose. Speaking from the standpoint of an operations nerd, I think

that's the most exciting news I've heard this year.

We are beginning to get some traction on the Display Ad Network, and your participation is appreciated. There's a lot of life left in IFPA, but just as it lives to support its members, its member's support is vital.

In short, your Board is carefully laying the groundwork for an IFPA that serves you far into the future. There's a lot more coming. This report only scratches the surface. IFPA is getting ready to come out strong!

As always, if you any questions or suggestions, your Board members are—as always—at your service.

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Without Our Industry: No Great Memories

by
Douglas
Fry



A couple of weeks ago I saw a familiar looking newspaper clipping from July 1976 that a friend posted to Facebook. That old newspaper clipping reminded me why our industry is so important.

In my younger days I enjoyed mountain climbing. I took every opportunity to challenge myself and practice different techniques used to get a climber from the bottom to the top. When I noticed that a nearby bank building had two parallel rock walls extending from the street level all the way to the top of the building I knew I had to try a technique called "chimneying." This method requires the climber to place both feet against one side of the chimney and their back against the other. You simply scoot up alternating back and feet movements to reach the top.

I talked my good friend Joel Mapes into going to the bank building late one night to practice that technique. We chose late at night because we didn't want to cause a major traffic jam as motorists gazed in awe at our athletic prowess and amazing thighs.

We geared up, clipped on our climbing harnesses, roped together and I climbed the first pitch to the balcony of the second floor where I helped Joel up to my level. He climbed the next pitch to the third floor. Rinse, repeat. As we rose up the building we noticed that people at the Admiral Theater across the street were gawking. I just figured it was the usual athletic prowess, thigh thing again. I mean come on, who wouldn't want to watch two fit specimens climb up a rock wall?

What I hadn't planned on was the

I talked my good friend Joel Mapes into going to the bank building late one night to practice that technique.

movie goes thinking a bank heist was underway.

Soon enough an officer from the Bremerton Police force arrived at the bottom of the "chimney" with his pistol drawn ordering us to come down. I asked if we couldn't climb the rest of the way up. He didn't find any humor in anything we were doing.

I secured the rope to the balcony we were on and rappelled down to the bottom. Joel quickly followed. It's amazing how fast you can get down a rope when a gun is pointed at you.

We tried to explain to the officer what

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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we were doing and why it was so important for us to keep climbing. He wasn't hearing any of it and had us in handcuffs in a matter of moments. Fortunately for both of us his desk sergeant heard the call over the radio and came to see for himself what was going on. His calm approach was to simply tell us not to try a stunt like that again. He actually called it "stupid" but what did he understand about mountain climbing?

That brings me back to the newspaper clipping. Without our community publications what are we going to "clip?" Will future generations have anything to remember their ill-spent youth? That simple *Bremerton Sun* clipping from nearly 40 years ago brought back some great memories.

Keep publishing your paper so that your readers favorite memories will remain fresh and vibrant 40 years from now. Without your paper future generations might not have memories at all. Climb On!

Downtown Building Scalers Have No Plan For Further Attempts

By Paul Clegg
Sun Staff Writer

Mountain climbers are very different from you and me. They go where no sane man goes, dangling on ropes from sheer cliffs and balancing on quarter-inch ledges a thousand feet over the abyss. They see the world through different eyes and if you can take climbers out of the mountains, you can't take mountains out of the climbers.

So it should come as no great surprise that these hardy fellows do not see the Great Northwest Savings and Loan building on Pacific as merely the biggest building in downtown Bremerton. Oh no! It is a sheer rock face with as much challenge as Rainier or El Capitan in Yosemite Park. Where commoners might see a narrow space between buildings, the climber sees a "chimney" and a battleground of force and counterforce.

And so it comes to pass last night that climbers Douglas Fry 20, and Donald Mapes, 22, both of Bremerton, decided to challenge the Great Northwest Building. They came

with muscles strong from years of climbing and plenty of rope for rappelling. They went up the west face "chimney," that narrow crevice opposite the Admiral Theater, inch by agonizing inch to a first-floor patio. They looped a rope around a railing and prepared to practice rappelling or climbing down by rope.

Meanwhile, some suspicious eyes had focused on them, from movie-goers, and from Bremerton police officer Dean Denis. Denis did not immediately see the beauty and technical challenge of the Great Northwest "chimney." He saw a possible burglary, or at least something that had to be investigated. He ordered the two men down, listened to their story and warned them about the danger of being mistaken for burglars.

Fry said this morning he had no further plans for scaling buildings in downtown Bremerton. As for the Great Northwest building itself, he said: "It has a really nice chimney but technically, there wasn't much to it."

BACK TO BASICS!

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Graphic Hooks

by
Ellen
Hanrahan



Type! A while ago...and many times...I said "be picky about typefaces. Learn all that you can about type. Most advertising that I see can be made better by adjusting the type or choosing a more appropriate typeface for the message." Which led me to pick this old black and white ad to redo. But once I really looked at it, I realized that type was just a small part of the issue. The ad lacks a unity that would help the reader to absorb the information. A more pressing matter was to develop unity through alignment and proximity.

Ad A has a very busy look. There are too many art elements that only add to the confusion and do not help to unify the information. As a matter of fact, they create more of a distraction. And the little bee on top of the daisy in the upper left corner is not even recognizable at first. So what's it doing there? And it's not even the same type of artwork—no cohesion!

Organize

The information is all there, it's just that the reader has to work very hard at extracting it. The order of presentation is fine, but the eye "bounces" from one area of info to another. Streamline. There is not a lot of space in



A. This is the original ad. There are a lot of elements in this ad, some of them are unnecessary. The first thing to go should be the bee in the upper left-hand corner. It adds nothing to the message, so it becomes "decoration." All you want to do is add an element that suggests spring and one flower does that very nicely. Typefaces used are ITC Highlander and ITC Agenda, but size changes and weight changes make it difficult to easily read the information. "Free Admission" takes up more space than necessary. We still need to focus on the what, when and where aspect of the information.

A UNIFYING PROCESS

All we are trying to do is pull the elements in the ad together—to make them look as if they belong there. Readers need visual cues to tell them that the information is a unit, where to start and where to stop. A border is a simple way to bring all the items together. Repeating shapes, colors, symbols and type sizes also unify and can help to control "visual clutter" in an ad. Developing a consistency in handling of any of the elements of design will create unity. Text can also be a key component in unifying the message or focus of an ad.

Alignment

In many ads, information and art appear to be placed wherever there's space, without regard for the continuity of the information. The bottom line seems to be... it's all in the ad, now sort out the good stuff. In **Ad A** above there is no alignment. Each grouping of text starts in a slightly different place. While we have proximity, there is no clear cut "visual connection."

Each item or element needs a visual connection with something else

these small ads, so it is up to you to create, at least visually, the idea that there is enough space so the ad does not look crowded. By using one very large daisy, I was also able to left align all my text so the reader's eye no longer has to "bounce" from line to line.

Ask yourself if some of the elements or art can be eliminated. Can a headline be too big? Can I create more space by combining some of the text? And keep in mind that you must clearly answer the what, when and where for the reader. What is the event, when is the event and where is the event. All the rest of the information is not as necessary so can take on a supporting role. In the case of bake sales and craft sales, the sponsor of the event is usually not as important as the event, so they too can be mentioned, but can be relegated to smaller print.

Compare

Only one comparisons this time because I wanted to include some information regarding alignment and proximity which follow. This ad benefited greatly from aligning the text—the result was easier to read. Proximity was not an issue... but do watch line spacing for more cohesion as well.



B. A few alterations. I used only ITC Highlander. ITC Agenda is too similar, so will not give you contrast, therefore I was better off staying in the Highlander family. I made the headline all caps to make the type smaller, yet maintain the idea of a larger size. This helps to create a little more space within the ad. I also lined up the text so it could be read easily from top to bottom. The flower is now just one large daisy which calls attention to the text. The border went from two points to four points and the round corners repeat the petal shape as well as the round characteristics of the typeface.

in the ad to achieve alignment and to create a more cohesive unit. You can separate items in an ad to indicate relationships (proximity). The idea that even though the items aren't close together, they still are part of the same piece creates the visual connection for the reader. In **Ad B** the daisy acts as an anchor to help align the information. Each grouping follows after the other along an invisible line next to the daisy.

Proximity

The **Gestalt theory** proposes that separate items can be grouped together and appear united because they are close. Items in an ad which are grouped together give the reader a visual clue that this is related information. While **Ad A** displayed these groupings (proximity), there was no specific connection. Organization of visual patterns is explained by the **Gestalt principle of proximity**: separate items can be grouped and appear united because they are close. For example, a marching band is made up of different individuals, but they are perceived as a single unit.

Until next month...

Ellen Hanrahan hanrahan.in@att.net ©2015



by
Douglas
Fry

SAPA/AFCP Join In Savannah, Georgia



Will Thomas of the Exchange conducts one of many sessions he lead.



Eileen Buckley receives "Distinguished Service" award from Greg Birkett.



Greg Birkett, AFCP President, congratulates Joe Mathes for receiving the coveted "White Envelope."



Mike Marlow demonstrates proper technique to Chris Sedlak.



Associate members met with publishers and buyers in the spacious Exhibit Hall.



Charlie Delatorre presents Vincent Grassia with the "Publisher of the Year" award.



Danielle Burnette, IFPA Assistant Director, enjoys the company of Pam Mathes and Bonnie Rice.



Gayle Alexander of Denton Publications receives the first "Gladys Van Drie Volunteer Award" from Gladys herself.



Douglas Fry, IFPA Executive Director

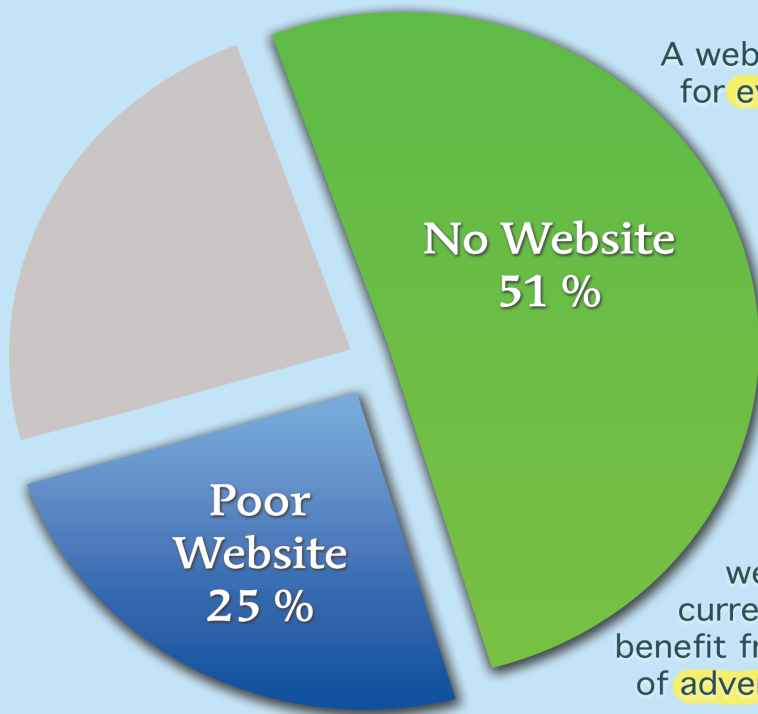


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Use of Iconic 9/11 Photograph Challenged

by Laura Mallory

The owners of a well-known copyrighted photograph filed a lawsuit against a cable TV news network and one of its hosts due to the unlicensed use of the photograph. A federal district court in New York recently denied a motion for summary judgment as it could not conclude the network's use of the photograph was fair use.

On September 11, 2001, a powerful photograph was taken of three firefighters raising an American flag near the ruins of the World Trade Center after the attack. The photograph was taken by a photographer employed by another news organization, and the photograph was registered with the U.S. Copyright Office approximately one month later.

On the anniversary of 9/11, the network posted the copyrighted picture of the three firefighters raising an American Flag, which was juxtaposed with another well known work: *Raising the Flag on Iwo Jima*, which pictures U.S. Marines raising an American flag during World War II.

FAIR USE

The Copyright Act provides the owner of a work, such as a photograph, a limited monopoly over the dissemination of the work. There are certain circumstances that allow use of the work without permission, such as the fair use doctrine. The fair use doctrine allows use of a work in certain circumstances.

To determine if the fair use doctrine is applicable, the Copyright Act provides nonexclusive factors to

consider, such as: the purpose and character of the use and whether it was used in a commercial nature or for nonprofit educational purposes; the nature of the copyrighted work; the amount of the portion used in relation to the protected work as a whole; and the effect of the use on the value or potential market value of the work.

The first factor, the purpose and character of the use, addresses whether the new work, which used the protected work, provides a further purpose or different character, altering the original work with new expression, message or meaning. Put another way, the courts will ask whether the new work is transformative and if it does something more than just republish the original copyrighted work, such as provide a new function different from the original work.

Generally, the more transformative a work is, the more likely it will be deemed fair use. In this case, the network argued that because the use of two works, which draws a connection between the events of 9/11 and World War II, use of the protected work can be deemed fair use. Further, the network argued that the protected photograph was cropped, a lower resolution version was used and the phrase “#neverforget” was added under the pictures, all of which alter the protected work.

ALTERATIONS WERE MINIMAL

The court, however, found that the alterations made to the protected work were minimal. Further, the

from
King & Ballow



On the anniversary of 9/11, the network posted the copyrighted picture of the three firefighters raising an American Flag juxtaposed with *Raising the Flag on Iwo Jima*...

court found nothing new was conveyed by the positing of the two juxtaposed photographs, and the phrase “#neverforget” was a ubiquitous presence on social media on September 11, 2001. As a result, the court found the posting does not begin to constitute the creation of new information or new insights.

With regard to whether the use of the protected work was for a commercial purpose, the fact that the network was a for-profit company is insufficient for a finding of commercial purpose. Rather, the more important consideration in determining whether the use was for a commercial purpose is the consideration of how transformative the work was: the more transformative the work, the less important the commercial purpose.

While the network denied the work was used to capture any revenues, there is a banner on the top of the webpage that alerted viewers to upcoming guests on a particular television show and attached videos and certain episodes of the television show. The court held that this presents a question of fact as to whether the use was purely expressive or whether it was used for a commercial purpose. As a result, the network's motion for summary judgment was denied.

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**

STRATEGIC QUESTIONS UNEARTH OPPORTUNITIES

It's impossible to overemphasize the value of approaching sales calls as opportunities to provide advertisers with solutions. However, providing effective solutions hinges on an account representative's skill in getting to know business owners and their businesses.

Successful account executives maintain a trusted list of questions to ask at sales calls — How is your business doing? Who are your customers? Your competitors? What are your marketing objectives? What is your advertising budget? Where are you currently advertising? How is it working? — that are intended to simultaneously demonstrate interest, gather information, and showcase what a publication has to offer. While determining the answers to these questions undoubtedly helps to paint a broad-strokes picture of an advertiser's business, there are bigger, better and bolder questions that can fill in key details, inspire business owners to clarify or expand their objectives and help to align those objectives with a publication's advertising and

promotional programs. By adding some or all of the following questions to your list, you can create opportunities for advertisers to consider their businesses and marketing strategies from new perspectives and open doors to discussing the range of solutions that your publication can provide.

- Which parts of your current advertising strategy are working best and which are not working for you? Why?

This is a critical question because it both encourages advertisers to assess their current positioning and offers a chance to avoid missteps when presenting them with new opportunities.

- What strategies have you used to complement your print advertising? Digital? Social media? Sponsored or native advertising?

This question does double duty: It provides you with baseline information and inspires advertisers to think about what they are not — but perhaps should be — doing.

- What is your most significant marketing challenge today? What new challenges do you anticipate in

the future?

With these questions, you can demonstrate your knowledge of the current marketing landscape, see how advertisers think about their businesses, and get information that will help you provide solutions to those challenges — current and future.

- How do you want people to think of your business? What distinguishes your business from your closest competitor?

These questions are incredibly useful in understanding how advertisers see their businesses and want to be seen.

- What would you like me to know about your business? How can I provide you with the service that you want and expect?

You may surprise business owners with these questions — and that's a good thing. These questions send powerful signals that you want their business and will work hard to keep it.

Finally, don't forget to be patient, allow for short silences and listen both carefully and actively.

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



Addressing the needs of newspapers and planting the seeds for a profitable future.

Fake Brains has been dedicated to the publishing industry since 1991, providing software for small-to-medium sized newspapers and shoppers. By forming a partnership with each of our customers, we help them use our software to its fullest capacity. We've built our company on integrity, outstanding service, and solid products.

We have been very pleased with the company and the flexibility its programs offer. There is an incredible variety of reports available with their program. Their staff is easy to work with and very concerned with customer service and satisfaction.

-Sioban Gatrell, Fostoria Focus

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Scholarships Awarded for 2015

by
Valerie Stokes



BOB WRIGHT MEMORIAL SCHOLARSHIPS AWARDED FOR 2015

by Valerie Stokes, Bob Wright Memorial
Scholarship Chairperson

Once again the Independent Free Papers of America have been blessed with applications from outstanding students who embody all that we hope to see in our next generation of leaders. We are pleased to announce that we will be awarding memorial scholarships to these bright young students, who have each achieved accolades in their pursuit of education. Four individuals have been awarded Bob Wright Memorial scholarships of \$1,500 each for 2015. The applications were each reviewed and were found to have met all requirements.

The 2015 winners are Morgan Quattlebaum, Brittany Fulton, Amanda Estevez and Priscilla Coats.

Priscilla Coats of Keeseville, New



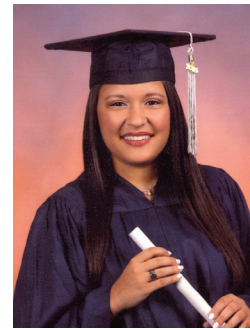
York is a high school senior at Ausable Valley High School. An accomplished student she was on the school's high honor roll throughout her high school years and is currently the class salutatorian. Active on her soccer and softball teams she served as Captain on both squads. In addition to being a member of the Key Club, Student Council and National Honor Society she has served as officer for two of the organizations. She is described by one of her teachers as "...a role model in the classroom, in sports and in the community."

Outside of her school life, Priscilla is involved with Relay for Life and Upward Bound. She also volunteers for her church dinners and the food drives for the City of Plattsburgh

Food Shelf.

Food Shelf.

Priscilla's father, Edward Coats, is the Publisher of the New Market Press in Middlebury, Vermont.



A m a n d a Estevez, a high school senior at Archbishop Coleman Carroll, plans to attend the University of Florida. She is a National

AP Scholar, has received several awards including the FIU Book Award, Student Council Award, First Honors for 4 years, Perfect Attendance for 3 years, the "Premio de Plata" National Spanish Examination for 2 years.

Amanda is also an athlete who plays Varsity Soccer and Varsity Volleyball. She is a part of ACC Dance team. She served as Junior Class Treasurer

continued on page 18

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

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by
Bob Berting

Building A Sales Team

A SALES TEAM TO BE RECKONED WITH

By Bob Berting, Berting Communications

In today's newspaper advertising world, change is the biggest challenge for advertising sales staffs. A major challenge is that traditional salespeople are not comfortable with the transition of selling digital products. The answer is to train salespeople to be educators and product experts so that they are comfortable asking their prospects and customers to buy their print and digital website packages---as well as social media and video. This is not selling one time ads but taking step-by-step procedures to grow advertisers every week in print and online.

However, in spite of all the attention that is given to these print/digital packages, there is still the burning question of how advertising salespeople are perceived by their customers. The way to build a successful and prosperous sales team is to recognize the difference between being perceived as order takers or professional advertising counselors who are believed and trusted.



LET'S LOOK AT THE ORDER TAKER

They could be working long hours because most of their calls are based on selling one time ads and trying to get the customer to give them copy.

They have to re-invent themselves on every sales call and sell the customer on why they should buy from them.

They don't have goals to sell cold contracts every week for long range packages or programs.

They keep going back to prospects until they're burnt out going back to them. Their lack of closing is the excuse they are "building relationships" with people.

The deadliest trap is predictability, the usual trait of the order taker. The

end result is lost business for the publication, because order takers may lose out to other competitive media salespeople.

THE PROFESSIONAL ADVERTISING COUNSELOR SALES TEAM

This team wants to have the right relationship to openly talk to their customers about their image, how they make money, and where they would like to be in their quest to be successful. The team also recognizes that the likeability factor is important because many times customers will stop working with salespeople, simply because they don't like their personality. So in dealing with their customers, they must be cordial,

continued on page 19

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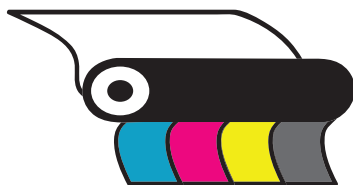


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D*#% Printing Problems

One positive, at least, is they keep my business booming



Kevin Slimp
The News Guru
kevin@kevinslimp.com

The second week of April was one crazy week. It started with a flight from my home in Knoxville to Minneapolis. After my arrival in Minnesota, I drove three hours to Hampton, Iowa, a town in the north-central region of the state.

The following day, I met with 15 designers from area papers. We covered several topics during the day. I was surprised that, once again, PDF issues seemed to dominate a good portion of the day.

I guess it was so long ago that I developed the “PDF Remote Printing Method” that I keep thinking all of the problems have been solved and newspapers have moved past PDF problems. But the more I visit newspapers, and I’ve personally trained more than 100 staffs already this year (plus thousands of folks at conventions), the more I realize PDF problems still plague most newspapers.

Most staffs seem to need three skills to avoid having these issues:

1. Knowledge of the best methods for creating PDFs
2. The ability to spot problem PDFs when they arrive from other sources
3. The skills to fix problem PDFs before they go on the page

It seems like I hear the same phrase at every newspaper and conference, “Why did _____ (fill in the blank with one of a dozen names) tell us we could just export a PDF file and it would always print right?”

Don’t get me wrong. I don’t mind. Heck, if everyone knew how to create perfect pages, I’d get a lot less business. A good percentage of my emergency trips are to help newspapers who are losing significant revenue because ads and pages aren’t printing correctly and need to be fixed right away.

Following a day of training in Hampton, I drove four hours to Slayton, Minnesota, where I spoke to the “tightest” group I’ve seen since training David Leaman’s staff in New York ten years ago.

Craig Ryan runs Page1 Printers in Slayton and had invited a “few” area newspapers to take part in the training day. He reserved a room for 50 and sent out the invites.

When I showed up, there were already



McGregor, Minnesota, reminded me a lot of the fictional town of Cicily, Alaska, from “Northern Exposure.”

close to 100 designers, editors and others from both free and paid papers in the room, ready to learn how to create more attractive pages. Let’s just say it was tight.

We spent the day covering as many basics and advanced skills in InDesign and Photoshop as possible, with a design theory class thrown in for good measure. I stuck around for a while afterwards, answering questions from attendees. And what did they most want to discuss? Their PDF issues.

I left Slayton and headed northeast. There was a snowstorm in St. Cloud. That’s not unusual in April, I learned. After a night in St. Cloud, I drove two more hours to McGregor, Minnesota.

If you remember the TV show from the 90s, Northern Exposure, you know McGregor. I immediately felt like I’d been transported to Cicily, Alaska, home of the show.

I took a gravel road, past the cafe, to the offices of Voyageur Press. John Grones was standing out front when I pulled up, waiting with a grin.

The Voyageur Press is the kind of newspaper I love. Local. Everything is local, from the stories to the ads. It’s the folks who live within an area 50 miles wide and 100 miles long that surrounds McGregor. There are dozens of ads for churches, stories about local citizens and photos that reminded me a little of the great pics I saw when visiting Joe Duty, a well-known newspaper photojournalist in Texas, a few years back.

John told me that he and I had a conversation at a conference six years ago. I wish I remembered it, but apparently he did. He said he asked for advice on what he would need to run his paper over the next few

years and I acquiesced. John told me that he went out and purchased exactly what I told him and he has produced his paper, as I suggested, ever since.

Apparently, my advice was OK. John and Heidi - there are only two staff persons, including John - have been putting out a beautiful newspaper. Now, according to John, it was time to start looking to the future again. That’s why I was there. We discussed everything from page critiques to digital journalism and prices for printed and online subscriptions.

He was having a lot of problems with reds and blues in photos. Somewhere along the line, I was told, they had been told that using RGB images produced the same results as CMYK images. I don’t know why “experts” tell people these things. Anyway, we dealt with color issues. John is an incredible photojournalist, and I can’t wait to hear how his pages look this week.

Before I left his office, John said something that I won’t soon forget. “You know,” John told me, “ten years ago, I heard an expert say that there would be no more printed newspapers in ten years, so I just figured I’d stick it out as long as I could. If he had been right, we wouldn’t be looking at all those (prints of newspapers) on the wall.”

Now, John and Heidi are planning to take the Voyageur Press into the future. I’m already looking forward to another visit in six years or so.

After a couple of trips to Canada, I’ll be back in Iowa and Minnesota in May to visit with some friends from MFCP. I won’t be surprised if those pesky PDF and color issues come up in our discussions.

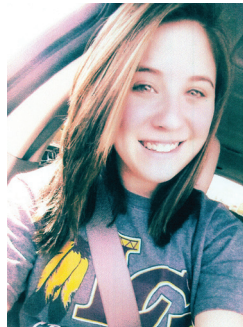
Scholarships

and the Student Body Treasurer. She has helped others by tutoring for two years. A member of Key Club, Respect Life and Stand Up & Speak/ J.A.M. Foundation, she has been welcomed into many honor societies including the Theology Honor Society. She's active in the Carroll Ambassador group, the Campus Ministry and the Chemistry Club. She was awarded the Outstanding Citizenship Award for two years.

She has served as a camp counselor for two years at the OLOL School Camp and has been involved in the Feeding the Homeless project.

Amanda is the daughter of Carmen Estevez, an employee of The Flyer, Miami, Florida

Brittany Fulton of Lakeland, Florida is a senior at Lake Gibson High School and plans to attend Florida Gulf Coast University in the fall.



for many years. She belongs to Health Occupations Students of America (HOSA – Medical Club), the Lionettes, a spirit club and National Honor Society.

She states, "In life there is always that next step to strive for...". As an athlete, with a love of medicine, that next step for Brittany is her plan to pursue her goal of becoming a Physical Therapist.

Brittany is an excellent student who has received awards for her GPA rankings. She is also an athlete who has played competitive Volleyball



Morgan Quattlebaum of Enterprise, Alabama is currently enrolled at Auburn University pursuing her Bachelor of Science

degree in Communication Disorders. She is a member of the National Student Speech Language Hearing Association (NSSLHA) which has helped her to network with others in her chosen field. At Auburn she is on the Dean's List, is an active member of the Tau Sigma honor Society and has been given the opportunity to be a part of the Auburn University Executive Suite Ambassador. She has

continued on page 19



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THE TRAITS OF THE PROFESSIONAL ADVERTISING COUNSELOR

They have a weekly goal to sell at least one cold contract, and in some cases, one year program contracts. They have a marketing plan which will give specific benefits for one year programs.

They are constantly planning with their accounts. They sell ideas in chunks, bring layout ideas for extended periods, getting them approved.

The budget is a primary tool of the professional advertising counselor. As much as possible, they have a budget for every account. Their accounts feel comfortable discussing their budget because they trust and believe in the counselor.

They know it is extremely important to tap the customer's ego and to incorporate this ego in personalized ad campaigns.

The professional advertising counselor truly cares about his or her customers. They know layout design, can write excellent copy, know type faces—and can convey these attributes to their customers.

BUILDING THE SALES TEAM

The team members need to be

continued from page 18

been involved with hearing testing at the Special Olympics.

Outside of her college life Morgan continues to be a vacation Bible School Assistant, which she has done for 7 years. She also has been involved in Operation Christmas Child, raising money for Service for Sight and as an Apprentice Dance teacher, all of which she has done for many years.

Morgan is the daughter of Russell

Building A Sales Team

thoroughly aware of all the benefits of not only the print product but the growing benefits of the publication's online program, which can include the power of video..... and social media. However to build the sales team there are 3 requirements for the team members to be successful:

To be believed and trusted. In the customer's eyes, the salesperson has to get things right, time after time. The salesperson has to be a trusted advisor, not an interviewer who pursues progressive questioning tactics.

Know competitive media. How can a long range program be sold to a prospect that doesn't think their publication will be a key player in their media mix? Every advertising salesperson on the team should know all the advantages and disadvantages of all competing media—and be able to show decisively why their publication should be the major player in a media mix.

Sell long range programs with great marketing plans. This is critical if the advertising salesperson on the team is to understand how multimedia packages can benefit advertisers and give benefits to motivate them to commit to a long range program.

THE ROLE OF THE SALES MANAGER

Quattlebaum, publisher of the Southeast Sun in Enterprise, Alabama.

The Bob Wright Memorial Scholarship is a member benefit to IFPA member papers and their employees. The applicant, or his or her parent or legal guardian, must work for a paper/company who is a member of IFPA. Scholarship applicants are not limited to attending a four-year college. Students attending vocational schools, trade schools and community colleges also may apply for the Bob Wright Memorial Scholarship.

Sales managers who want to build a strong sales team need to follow the following guidelines:

- Set goals for productive output.
- Make sure all company policies are recorded and memos distributed quickly.
- Give immediate feedback on job performance.
- Keep in touch with the sales team. Hold sales meetings weekly.
- Reward salespeople with sales achievement contests.
- Show that they are willing to go anywhere to see anyone with salespeople.

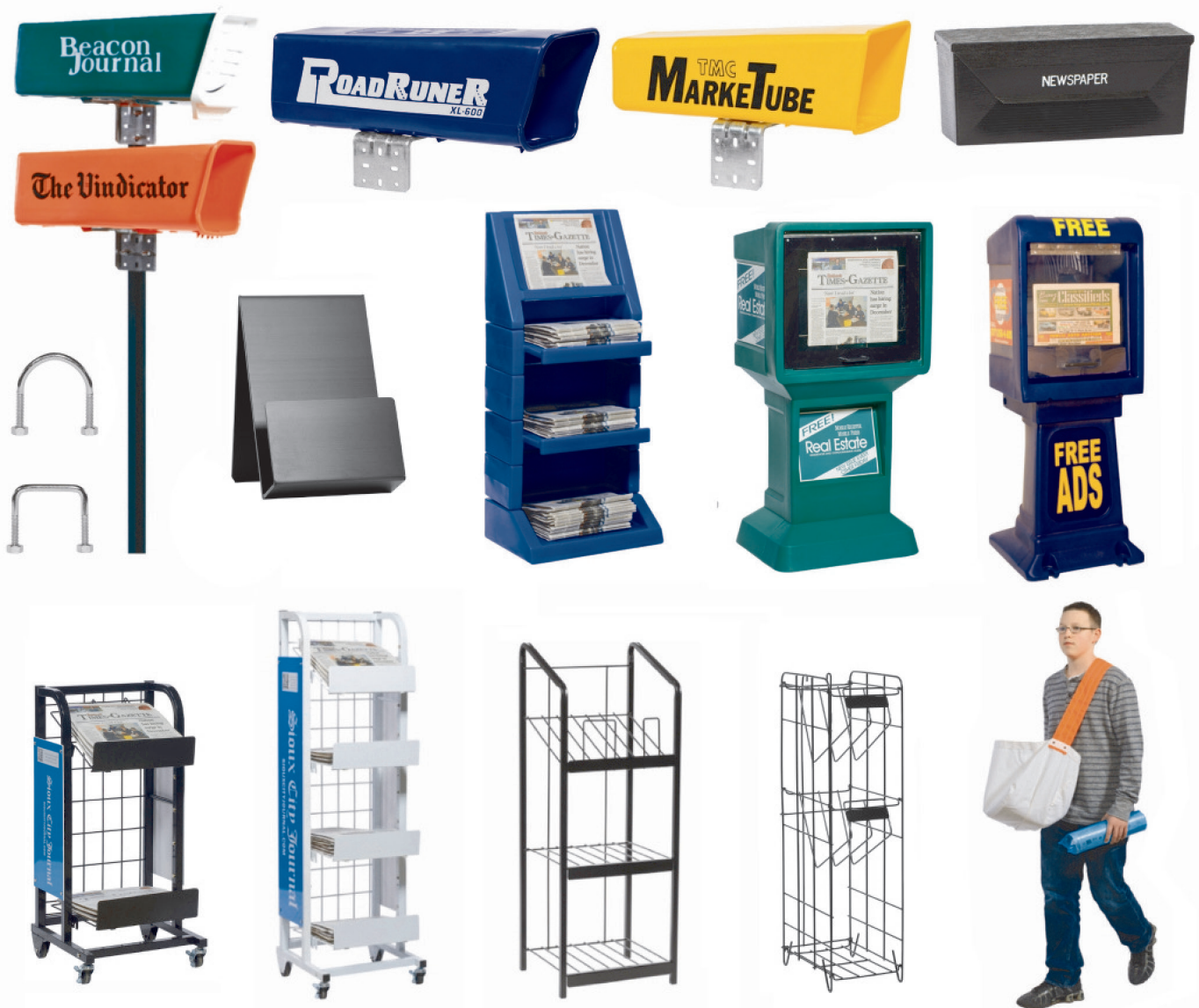
The bottom line slogan is “you can't push a string—you have to pull it”

FINAL WORD ABOUT CREATIVITY

In most cases, you can't rush the process of creativity. You may need several meetings to go over concepts, to thoroughly understand the advertiser's needs, and to hit the right ego buttons. Patience should be a big virtue of the successful advertising sales team—and the payoff will be greater trust and belief that the team is truly the major player in their advertising media mix.

Bob Berting, 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”. This is a publication for beginning salespeople who can learn advanced selling techniques and experienced salespeople who can sharpen their selling skills. 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 contacted at bob@bobberting.com or 800-536-5408. He is located at 6330 Woburn Drive, Indianapolis, In 46250.



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