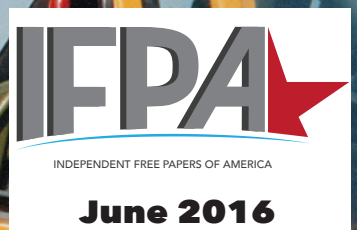
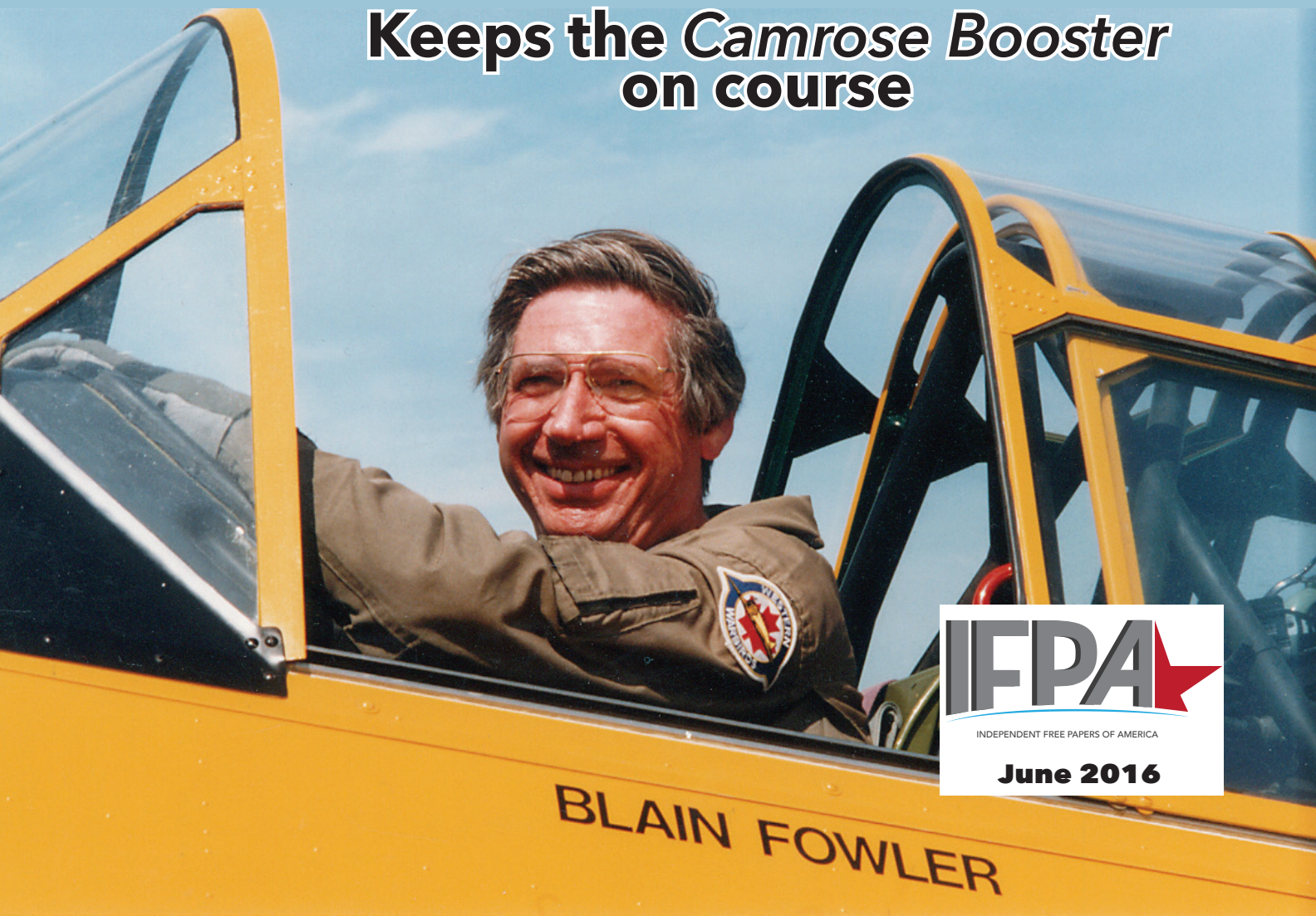


tip

The Independent Publisher

Blain Fowler

Keeps the *Camrose Booster*
on course





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INDEPENDENT FREE PAPERS OF AMERICA

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

— Victor R. Jose

IFPA Founding Conference
September 20, 1980

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Blain Fowler, and accomplished pilot, sits in his Harvard. His dedication to his craft, whether piloting an aircraft or the Camrose Booster, shows in all he does.



Doug's Dribble

by
Doug
Fabian



A LITTLE OF THIS...

Happy Summer! Soon, the warm weather will be here, and summer will be just around the corner.

Thought I would give you ten short musings about a variety of subjects. Hopefully, you can use a couple to help your day!

1. Today would be a great day to register for the Fall Conference in Orlando. The promise of learning about your industry and bringing home money making ideas is always a great reason for attending a conference. This year, we are at a great venue, returning to the Caribe Royale in Orlando. We have a great program and SAPA and CPF add to the resource of people that can make your trip well worthwhile.

2. Training is more important now than it has ever been. I suggest you look back at some of the best training you have received over the years and

re-train yourself and your people. I would also like to remind you and invite you to attend one of the 20/20 Webinars. Lots of good stuff there and you can show it to your staff after by going to our website and opening our webinar tab. We have past webinars on YouTube that you can access there.

3. I was talking to my son Peter the other day, sort of telling him about some of the challenges that come with being President of IFPA. Peter has been to 3 or 4 conferences and a few other IFPA jaunts since he was 7 or 8 years old. Last night, he was saying he has always felt comfortable with all of the people at IFPA and they always treated him "great." He went on to say someone always answered any of his questions and went the extra step to be sure he understood. He said it always seemed like it was family. He pointed out some of my best friends are from IFPA.

Obviously, he was right. The kid gets it! My point here is that we ARE a family and we have lots to offer each other. I suggest, hope, and pray that each of you take advantage of the opportunities that IFPA offers you. And, if you haven't registered for the conference in Orlando, do it today and we'll prove it to you when you get there.

4. Thank You Notes are still worth their weight in gold. Economic conditions don't change the effectiveness of a handwritten note of appreciation. Write one today.

5. **BOLDNESS** I think it is important to be bold. Remember to swing the bat if you need to. Change may be the most important tool that we have right now. Use your people, ask for their opinions, and give that idea a shot. (Then, call me and tell me how well it worked so I can try it.)



PUBLISHER'S SUMMIT

is heading back to
Las Vegas in 2017

Mark your calendars

January

27-28, 2017

...AND A LITTLE OF THAT.

6. Prospecting is more important than ever. I was going over a list of prospecting "rules" that I had in a database. I will share them with you here.

- a. Make a commitment to be a prospect-driven salesperson
- b. Focus on finding the right prospects
- c. Cultivate continuously
- d. Look at former customers
- e. Replace lost customers
- f. Recognize resistance to change
- g. Give prospecting the same priority as meetings with important customers
- h. Take a close look at the competition
- i. Resist hitting a comfort level

j. Try to learn what the prospect does and his or her objectives.

7. I often coach on how important it is to have your "first ten words" ready when you make a sales presentation or call. I have been practicing a new one I am planning on using with customers "Isn't it great to be as fortunate as we are?" It will be easy to use examples. I am hoping it will affect the attitude of the call and keep from having the customer start with a negative. Feel free to give it a try and let me know how it goes. You can practice on your friends, your kids, even that nasty naysayer at the coffee shop. Go ahead, I dare you.

8. Remember those things called spec ads that you used to use a lot "before you knew how to sell?" Go ahead, dust off what used to work for you and give it a shot. Be part of your customer's business and create

a campaign that will work. Your customers need your help.

9. Another thought on when business is rough for you or your customers. Be there for your customers. Do what you can to help them. Go after new relationships. When the challenges are over, the people that helped during the rough times will be the ones that are rewarded. Be one of the rewarded.

10. Anyone working on complaining less this year. Try it and it will be infectious.

Happy Sellin' (with a great attitude)

Doug





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Blain Fowler Keeps The Camrose Booster On Course

by Bob Munn

"Suddenly, there was a range war, and we were selling ammunition to both sides."

That's Blain Fowler recalling the mid-seventies when the twenty year old Camrose Booster jumped from 24 marginally profitable pages to a solid 80. Sounds like fun, but the preceding two decades were a long ramp up.

From the beginning, Blain's father was the salesman and public face of the operation. Today, the man known as "Booster Bill" is memorialized by The Bill Fowler Centre, which houses the Camrose Chamber of Commerce and Tourism office. Still, the heart of the Booster was his mother, Berdie. With Bill pounding the pavement, she was the art and accounting department in addition to running a household with a Multilith press in the basement and four children upstairs.

Blain recalls the primitive production options available in the Booster's salad years. "We were printed on a Multilith offset press from direct masters. She typed text copy using a borrowed Smith Corona typewriter directly on aluminum plates, drew all illustrations by hand and used a pen with a "Speed-ball" nib and India ink to do the headlines. This was 'state of the art' at the time.



Management Group - Don Hutchinson, comptroller; Leanne Taje, circulation manager; Blain Fowler, publisher; Ron Pilger, associate publisher and sales manager; Pat Horton, art director and Kirby Fowler, production manager.

In the late 50's, photographic plates revolutionized the process, allowing us to include photographs in advertising and news stories. We brought out the glue pots and clip art books, processed film and made big improvements in the look of the product. The paper was a bit like the little train that could. It was always under-capitalized, under staffed, and under-water, but somehow it managed to survive."

It nearly came crashing down before it got started in a Black Friday incident described by Blain's sister Bonnie in a column published years later in the Booster. Bill and Berdie's operating capital consisted of a line of credit secured by the paper's receivables.

Prior to the Booster, the Fowler's had terminated a real estate business partnership. Unfortunately, they did not foresee the hefty tax bill that transaction would generate. The government wanted its cash, and "Booster Bill" didn't have it.

A feckless bureaucrat ignored Bill's request for a payment plan preferring to go directly to the Booster's customers with an order for them to pay their advertising bills directly to the tax collecting authority. The Fowlers were embarrassed in front of their customers. But more importantly, there was no longer security for their

line of credit. In Berdie's words, "We were done."

Blain shares this story to illustrate, not only the tribulations of starting a small business, but also the kind of people who make Camrose, Alberta their home.

Returning to Bonnie's column. On their own initiative, a group of local merchants asked Bill to accompany them to the local bank where they announced to the bank manager, "We understand Bill has a problem with the tax department. We would like you to loan him the money to pay the tax bill. Tell us how many signatures you need to cover the loan and we'll sign."

Think about that for a minute. Could the measure of our value to our markets be gauged by the number of our customers who would cosign to keep us going? The ensuing sixty plus years of Booster history have been a campaign to justify the confidence the Camrose business community placed in Bill and Berdie.

"We have a reputation for doing what's right, even if it is not convenient," Blain explains with unabashed and justifiable pride. "We don't cut corners, even if our extra effort may not pay off immediate-



Inserters – Pat Shopland, Miranda Herman, Donna Jean, Lilli Kielmann, Svetlana Bastron and Lydia Gutjahr.

ly, or ever. We believe that if you have to ask, 'Is this good enough?' it isn't."

Blain points to his staff of 31 professionals as individuals who are able to work under pressure to tight deadlines while remaining cool, calm and courteous. He expands, "They need to be likeable, presentable, dependable and able to represent us well, on duty as well as off. The last line in every job description is: "... whatever it takes."

"We have the luxury of enjoying a staff that is 'all grown up,' which is not as much a function of age as it is a function of maturity," he observes with pride. Each member of the team is every bit as committed to the success of the company as they are to personal needs and preferences. They know what has to be done and the manpower required to make it happen. Vacation times, personal days off, time for kid's Christmas Concerts, and dental appointments is organized internally by the staff in each department. When an un-planned event occurs, like a death in the family or there is a sick child, the rest of the group steps forward, without hesitation, to take up the slack. It is a wonderful thing to see!"

They are led by a man who honors

their work by sharing it with them. When Blain Fowler says, "I treat it as a badge of honour to grab a Booster bag and go out and deliver a paper route if necessary, deliver papers to newsstands, clean up after someone has been sick, unload a truck. My job description reads, 'whatever it takes,' as well."

And then in the next breath he will say, "To be honest, I have no known talent or skill, I just try to keep moving so nobody notices! I am lucky to be surrounded by a group of talented, hard-working people who get the job done."

Those thirty one professionals deliver a portfolio of products and services that reflect the ebb and flow of a rapidly changing industry.

The flagship product is the weekly community newspaper, The Camrose Booster. The Booster features editorial content averaging 25% original local news "you can't get anywhere else." Its editorial content, strives to build community spirit and provide a favorable selling atmosphere for its advertisers. The Booster is a controlled distribution (free) paper with a circulation of 13,120 copies. Of these, 54% are delivered by our own 43-member carrier force, 38% are delivered to rural households by Canada Post and 8% reach readers via

demand distribution. Its sister publication, the Country Booster, is a bi-weekly publication delivered to 12,200 rural households by Canada Post. Six times a year, in advance of major local retailing events, Super Booster blankets the total coverage area for additional selling power.

"Several years ago we decided to go after the distribution business in our market," Blain recalls. "Rather than a side-line, we chose to view it as a profit center. Bottom line is that we now distribute about 95% of all the preprints in this market, delivering up to 300,000 pieces each week. Not bad for a publication with a circulation of 13,120."

AUTHOR'S NOTE: Careful readers will assume that last paragraph to be in error. If you put a calculator to it, it would mean each household receives up to 23 preprints in their Booster each week. It is, in fact, totally accurate. In addition to its average 56 page main product, each week the Booster carries an average of 18 preprints. Oh yeah, one other thing, those are all hand inserted. Forget the volume, there hasn't been an inserting machine invented that can meet the Booster's standards.

The 6 ladies pictured with this article as the "Inserters," work four full days a week assembling the flyer package to go into the main piece on Tuesday. In fact, Blain points out that completing the Booster for distribution is generally their easiest day of the week.

"We are the only organization in town offering full-service commercial printing," Blain reports. "The printing industry has really taken a hit from the computer age. Letterheads and multi-part forms are almost a thing of the past. We have an envelope printing press that used to print envelopes five shifts a week," he recalls. "Today, those orders have shrunk to a trickle."

continued on page 8



Sales Department – Jeff Fowler, Ron Pilger, Sue Nelson and Mike Ploner (seated).

The Booster adjusts tactics to changing times. Today, they broker many jobs to more specialized printers. “We have been able to maintain our volume without having to invest in expensive, specialized equipment,” Blain notes. “The big guys have equipment that just gobbles up the work. They are happy to have us deal with customers, provide print files and make collections. It’s a win-win for all parties.”

“Our flagship product continues to be the Booster, but at this point it represents only about a third of our annual sales,” Blain reports. “Still, we dominate the print business in our market. We deliver easily 95% of the pre-prints in this market, as well.”

They have thoroughly outgunned the national chain competitor in their market. However new competitors, including narrow band startups and especially digital, have chipped away. “Our classifieds have taken a tremendous hit,” Blain laments. “We are at about 25% of what we were running five years ago.”

Second only to customer commitment, is the Booster’s commitment to acknowledging and adapting to change.

IFPA regulars are well acquainted with Ron Pilger, associate publisher and long time Booster sales manager. Blain Fowler calls him an “idea machine.” He remains on a quest to create new channels through which businesses, which are not traditional print advertisers, can experience the Booster’s brand of service.

That’s how the Booster got into the Promotional Products business.

“It seemed like everywhere I went on sales calls I’d find traditional branded promotional items that my customers were buying from catalogs and other sources,” Ron recalls. I was saddened that those random pens, pads and coffee cups weren’t part of a more coherent advertising strategy.”

“We aren’t interested in taking one-off orders for twenty pens,” Ron explains. “Those are a commodity. We only recommend promotional items that are integral to a business’ broader strategy. That way we provide unique value.”

Blain observes that this is “a nice business for people with a bit of imagination.” Noting that the ideal item should be something one should be “proud to give,” Ron notes that often the most valued premium items are those destined for the recipients home rather than their office.

The Booster’s sidelines aren’t all big businesses, but each serves a community need. The Madison Avenue cliché for test marketing is to, “run it up the flag pole and see who salutes.” The Booster’s most unique ancillary service takes that literally. If you see a flag flying in Camrose, our heroes probably sold it. As Blain describes it, “Flags and Flagpoles aren’t a huge business but nobody else in town seems to be interested in it and I’m a rather patriotic fellow. We do about \$30K a year in it and the mark-up is 100% of cost.”

Blain and Ron ‘dipped their toe’ into the idea of creating websites for their advertisers by white labeling the process with Site Swan. The initiative did not reflect their usual ‘golden touch’ success, for which they blame themselves.

Ron explains, “We took a tentative approach. Website creation is a highly competitive market, and we did not commit to it fully. It’s a good product. We have, maybe, 25 Site Swan sites up, and the customers are happy. But we didn’t commit the manpower or resources to make it successful. We are usually able to out work or out strategize our competitors, in this case we did neither.”

Call it a learning experience, because Ron still sees a future for website creation in their market. The Booster has a plan to reinvent its digital future.

Where does IFPA fit into the Booster story?

Blain is adamant. “Quite frankly, I don’t think that the Booster would be alive today, if not for the advice and counsel of my colleagues in IFPA.” He takes it even further, “Not only did IFPA make our own survival possible, but it is fair to say that IFPA can also take credit for the well-being of many local businesses.”

"IFPA conferences have been our 'crystal ball' to the future of retail advertising," he explains. "In 1988, when we joined the organization, Ron and I were able to see what was coming down the pike about five years before it arrived in Canada. Today perhaps, the lead time is reduced, but we still get a "heads-up" in time to prepare for what is sure to come."

Case in point, the Walmart challenge. "Sessions at IFPA Conferences foretold the impact of Walmart when they set their sites on our little city," Blain recalls. "Our very survival is linked to the health of our retail community, and Walmart had a reputation of changing the topography."

In this range war, the Booster would be providing ammo to only one side.

"We drew from the experience of our IFPA friends and developed our own game plan. Over the next six months, we hosted seminars to help our advertisers develop their own strategies to deal with the threat. When Walmart opened, many of

them were not the same businesses they once had been. They were prepared to meet the challenge, and our retail community is stronger for it."

"We turn to IFPA experts when the poop hits the fan out here in the sticks," Blain explains facetiously. "I always know who, in the vast resource that is IFPA, I can call to get a nuts and bolts solution to the problem. Whatever it is, somebody has experienced it before and will be glad to help."

"They say, 'In every adversity, there lies the seed of greater benefit,' but it certainly helps to have IFPA on your side."

The struggling "throw-away" that began in the basement of the Fowler home is in the vanguard of community publishing, and yet it remains a family business. Blain's oldest son Kirby, the production manager. His youngest son Jeff is part of the sales team. His daughter Andrea helps keep track of the money.

With a storied past and a vision for the future, what keeps Blain Fowler coming back to work every day?

I am first to admit that I have never had an original thought in my life. However, I never forget a good line. One that applies to this question is: "It is only work if you would rather be doing something else." Frankly, there is nowhere else that I'd rather be than working at my desk, surrounded by a wonderful group of highly effective individuals. Another line that fits here: "Perfection lies not in doing extraordinary things but in doing ordinary things extraordinarily well." I point to the Booster team with pride and say that these people are respected throughout the free paper industry as being one of the best in the business and they have the awards from IFPA and CVC to prove it.

"Our reporters cover the stories of the day and our sales people are in constant contact with the business leaders of the community. We are in the front row to witness every significant thing that happens in this community. How exciting is that?

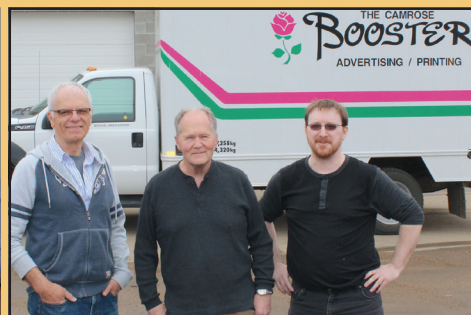
All of us on "The Home Team" just love this business!"



Art Department - Nicole Komarnisky, Pat Horton, director, Sharon Schwartz, Brenda Campbell and Maxine Cole, proof reader.



Camrose Now! - Amanda Ronsko, Vivianne Grue and Mike Rodin, IT mastermind.



Drivers: Peter Loewen, Doug Schwartz and Michael Wasylkowski, who is also a press operator and very handy for general duties around the plant.



News Department - Murray Green, Lori Larsen and Dan Jensen (seated) who retired on April 30th after thirty-five years with the Booster.



Accounting Department: Becky Bolding, Andrea Uglem and Don Hutchinson, comptroller.

Graphic Hooks

by
Ellen
Hanrahan



I may be psychic... because my April issue of *InDesign Magazine* was dedicated to white space... an entire issue. That's not such a big deal, you say, but in July of 2015, I did an article for SAPA today, on white space! Can you believe it! I can see the future... more possibly, I just got lucky. Anyway, since this is relevant, I will share that article with you...

White Space Doesn't Have to be White

As you remember, space is one of the elements of design that we work with as designers. As it happens, I have a book by Kim Golombisky and Rebecca Hagen called "**White Space is Not Your Enemy**." Ebony and Ivory, Black and White, Figure/Ground, Positive and Negative space... call it what you will but this combination plays well with a basic **Principle of Design—Contrast**! I choose the top two ads to show white space when it isn't always white. It still is the negative space we have to work with, but now it is an integral, thoughtful part of the design.

The ad is 85% of our original 2x3 size. The line drawing of the bride is enhanced, which leads the reader to the information regarding the sale. I have a few minor issues with the typeface, but this is an organized, effective ad. The border of the ad now includes an extended area on the left side which also contains the artwork. That negative area is now a "plus" in calling attention to the Bridal Sale info.

The Proofreader ad plays on the lines of a legal pad. There is also not a lot of information, so by reversing the lines on the left side of the ad gives the opportunity to eliminate a lot of "dead space" while highlighting the job information.

College Fair Comparison

I discovered this College Fair ad in my file of "Ads to Redo." It also uses a similar setup as the other two. The important information is contained in a white area and the negative space is filled with art and a graduated screen. See what happens, though, when we get rid of the graduated screen and use an all black background. It defines the ad area better and punches up the text within the white box. The original screened background is a little too "wimpy." I have stated before, make your contrast count.

The same with the date information in the original. There was a slight stroke put on that text to try to make it a little bolder. The typeface used is **Saint Louis Light** and there are no other weights, but in this case again, it's not enough, so in the updated ad I took off the stroke.

The College Fair heading looks as if it is just placed to fill up the space. In the updated ad, I made the text bigger and it is more striking because of the strong contrast between the white text and black background. I added stars after "Fair" for better balance and then repeated those stars in the text box as well.

I modified the leading in the updated ad, which now unifies the spacing between the paragraphs. Not many changes and not very drastic, but enough to make a difference.

These positive and negative relationships can alter our visual perceptions. But again, these relationships are used within the confines of the elements and principles of design. The negative areas have to be as appealing as the positive areas and that takes a closer look at how the items in the ad work together. The background in an ad has the ability to create an effective, attention-getting message—but it can distract from that message just as easily. Use contrast to build a balance between the positive and negative areas and don't be afraid to go bold. And learn to look at more than just the positive items in the ad—look deeper to see the surrounding area.




Bridal Gown Sale

Gowns* starting at **\$79**
Bridesmaids gowns* **10% off**
\$10 off Tuxedos
Ad must be presented at time of order to receive discount.
*In-stock gowns only · Previous orders excluded · See store for details.
Valid now through October 24, 2015

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College students welcome.

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No phone calls please



COLLEGE FAIR

Date: Tuesday, March 10, 2015
Time: Visit with representatives 4:00–6:00pm
Presentation 7:00–8:00pm
Location: Hartford Union High School/Café North
Representatives from public, private and technical colleges along with representatives from the military will be available.

Make all the space in your ad, both positive and negative, work to create the most effective use of the entire space. And don't wimp out when using contrast!

Until next time...

Ellen Hanrahan hanrahan.In@att.net ©2016

I'd Rather Have No Advice Than Bad Advice



I can't help it. I read some bad sales advice today and I gotta say something. I'll try to keep it positive, but my tongue is already bleeding from biting it.

The title read: *When sales calls stall.*

Every salesperson has experienced that barrier in one form or another, so I wondered what this "expert" had to say.

NOTE WELL: I try not to read current sales material because I don't want to copy, or be accused of copying someone else's work or ideas.

It started with the usual sales dialog: you have a meeting with a prospective customer, they're hot, hot, hot, for your product or service, they ask for a proposal, you quickly oblige, and a week later you call the hot customer, and they have evaporated. Won't return your calls or emails.

WHAT TO DO?

Get ready – here comes this guy's (name withheld) expert advice:

He recommends every manipulative "sales technique" from implying urgency, buy today or the deal goes away, to getting creative (whatever that means – no explanation or examples given), to use intrigue, to connect (no explanation or examples given). He advises: be prepared like a boy scout, appeal

to a higher authority, assume all is well and they are just busy, use the admin as an ally, and a bunch of sales talk mumbo jumbo that any seasoned executive or their assistant would smell like a skunk that hasn't bathed, and laugh at you. And oh by-the-way, NEVER take your call again, let alone buy from you.

This is why this type of approach to a reluctant or otherwise busy buyer will NEVER work...

FIRST: The prospect is not returning your calls for a reason. Wouldn't it be important to find out why? If you could discover that, it would help your next 1,000 sales calls.

SECOND: Why did you ever offer a proposal without making a firm face-to-face follow-up sales appointment in the first place? This is one of the most powerful – yet mostly overlooked – elements of the sales cycle.

THIRD: Stop trying to sell. Stop trying to be cute. Stop trying to be manipulative.

FOURTH: For goodness sake, stop trying to butter up the admin or executive assistant. These people are smarter than your lingo and loyal to their employers, not you.

FIFTH: The salesperson (not you of course) did a lousy job in the presentation, left some holes, never discovered the prospects real motive to purchase, was subjected

(relegated) to a proposal/bidding process, never followed relationship-based strategies, was more hungry for the sale and the commission than to uncover what would build a relationship. You didn't connect – you didn't engage. Why are you blaming the prospect for not calling you? Why don't you take responsibility for doing a poor job, and taking a lesson? Not a just a sales lesson, a relationship lesson.

POINT FIVE CAUTION: Maybe their daddy decides, and you never met daddy let alone know who he is. Maybe someone else higher up the ladder told your prospect "NO," and your prospect is embarrassed, or doesn't care, to tell you.

SALES REALITY CHECK: In sales you have ONE CHANCE. One chance to engage, one chance to build rapport, one chance to connect, one chance to be believable, one chance to be trustworthy, and one chance to meet with the real decision-maker. One chance to differentiate yourself, one chance to prove your value, and one chance to ask for (or better, confirm) the sale.

Continued, page 14

Launch Your Own

How It Works



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Sign up Local Businesses -

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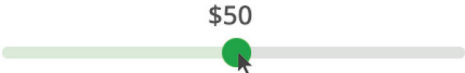
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How much will you charge per month?  \$50
(Suggested Retail Price is \$25 - \$100/month)

| 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 |
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| 1000 | \$399,000 | \$50,000/mo. | \$600,000 |

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Bad Advice *continued*

BAD NEWS: If you miss your chance, or blow your chance, recovery chances are slim. OK, none.

Not being able to reconnect with a prospect is not a problem, it's a symptom. And it's a report card on how well you're doing. Or not doing. How well the relationship is going. Or not going.

GOOD NEWS: Lost sales and sales gone wrong are the **BEST** places to learn.

BETTER NEWS: If you make a firm commitment to meet a few days later – not by phone – to meet face-to-face, you have a better chance of discovering the truth,

BEST NEWS: Once you get to

TRUTH, you have a chance at **SALE**. Or better stated, you will have created the atmosphere where someone wants to **BUY** from you.

Sales techniques are increasingly becoming passé. So are the people that stress using them, rather than emphasizing the relationship and value based side.

I grew up selling, and I grew out of it.

If you have lost a connection, or if a hot prospect evaporates, or refuses to call you back or respond to you, the **WORST** thing you can do is try a sales technique. Why don't you try something new? Try being honest. No, not just with the customer, with yourself.

I promise that a harsh self-

discovery lesson may not help you reconnect with who you lost, but it's connection insurance for the next thousand. Take a chance. It's the best one you've got.

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

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INDEPENDENT FREE PAPERS OF AMERICA

Learn about conferences, webinars, and industry news.

I Don't Want My Husband's Death On Television

by Peyton Smith

psmith@kingballow.com

The New York Court of Appeals, the highest court in New York State, recently held that filming a medical patient's treatment and death in a hospital emergency room without consent, and then broadcasting a portion of the footage as part of a documentary series about medical trauma, was not so extreme and outrageous as to support a claim by the patient's family members for intentional infliction of emotional distress. However, the court also held there was a claim against the hospital and treating physician for breach of physician-patient confidentiality.

YOU'RE ON CAMERA

The patient was brought into the emergency room after being hit by a vehicle. He was alert and responding to questions. While he was being treated, ABC News was in the hospital, with the hospital's knowledge and permission, filming a documentary series called NY Med. NY Med is about medical trauma and the professionals who attend to the patients suffering from trauma.

No one informed the patient that a camera crew was present and filming, and his consent was not obtained. Less than an hour after the patient arrived, he was declared dead. ABC filmed the declaration of death. ABC also filmed the moment at which the physician informed the patient's family of the death.

Sixteen months later, his widow, watched an episode of NY Med. She recognized the scene, heard her husband's voice asking about her, saw him on a stretcher, heard him moaning, and watched him die. Additionally, she saw, and relived, the doctor telling the family that he had died.

His widow immediately told the rest of the family about the episode and they watched it. This was the first time widow or the rest of the family became aware of the recording. The family then brought suit against ABC, the hospital, and the doctor alleging intentional infliction of emotional distress and breach of confidentiality.

BREACH OF PHYSICIAN CONFIDENTIALITY

To state a claim for patient/physician breach of confidentiality, the plaintiff must show a patient-physician relationship, the physician's acquisition of diagnostic information from the patient, the disclosure of confidential and identifying information to a person not connected to the medical treatment, lack of consent for that disclosure, and damages. The court rejected the hospital's and doctor's argument that the information disclosed must be something embarrassing or something the patient would wish to keep secret.

The court likewise rejected the hospital's and doctor's argument that there was no identifying information disclosed because the face was blurred. However, at least one person was able to recognize the patient by voice. The court also noted that, beyond the television broadcast itself, the ABC crew members also received this confidential and identifying information.

NO OUTRAGEOUS CONDUCT

To state a claim for intentional infliction of emotional distress, the plaintiff must show extreme and outrageous conduct, intent to cause substantial emotional distress, a causal connection between the conduct and injury, and severe

emotional distress. To be liable for intentional infliction of emotional distress, the conduct has to be "so outrageous in character, and so extreme in degree, as to go beyond all possible bounds of decency, and to be regarded as atrocious, and utterly intolerable in a civilized community."

The court noted that while the conduct would "likely be considered reprehensible by most people," it was not "so extreme and outrageous as to satisfy our exceedingly high legal standard." Some of the mitigating factors the court pointed out were that the footage was edited so that it did not include the patient's name, his image was blurred, and the episode included less than three minutes devoted to the patient and the incident. The court therefore dismissed the family's claim for intentional infliction of emotional distress against the media.

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.

from
King & Ballow



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Learn about conferences,
webinars, and industry news.

Celebrate Free Paper Month in July

TO DO WITH YOUR READERS...

- Invite readers to express their feelings regarding your free paper. Print the good and the bad in a special feature.

TO DO WITH YOUR ADVERTISERS...

- Run a contest for the “oldest drawer or trunk liner” in the community. The winner must bring the paper to your office to claim the prize.
- Run a trivia contest about your paper or community and always give prizes to the winners.
- Print a photo layout of community sites that have since changed. Let the readers guess that sites and award prizes to the winners.
- Ask key advertisers if you can include the free paper logo in their ads.
- Set up a shopping center display. Mall organizers are always looking for displays that will attract people while shopping.
- Give a prize to the person who calls

with the 13th (or whatever number you choose) classified ad for each week or month of July.

- As several of your consistent advertisers to write testimonials about how your paper works for them and print the testimonials with photos.
- Honor the longest consistent advertiser who currently runs in your paper. Put the business owner's photo in the paper and run some of his/her early advertising.
- Offer all advertisers spot color during the celebration.

TO DO WITH YOUR STAFF...

- Print the objectives, goals and mission statement of your business and how you strive to meet and surpass those ideas.
- Feature your employees in a photo and caption page describing what they do, what their first job in the free paper industry was and why they chose a career in the industry.
- Challenge advertising reps to a record-breaking number of ads during the month and reward the efforts with cash prizes.

- Brainstorm with your staff and develop ideas on how to celebrate Free Paper Month.

- Encourage your staff to express their feelings regarding your free paper. Print the good and the bad in a special feature.

- Unveil some significant changes in your format, rates or policies during the month.

TO DO WITH YOUR COMMUNITY...

- Ask the mayor to proclaim July as National Free paper Month in your community and feature the proclamation and photo in your publication.
- Make arrangements with local radio or television stations to get on their talk shows.
- Remind local civic presidents and program chair people about the celebration as far in advance as possible and offer to help set up a special program for them.

TO DO IN YOUR PAPER...

- Run the Free Paper Month logo and advertisement in your publication.

Go to

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



Print Is Alive — And It Can Thrive!

from
Metro Creative
Graphics



by Darrell Davis

It has been repeated ad nauseam: Print is dead. However, both people and publications are discovering that while print journalism has indeed waned in recent decades, it is very much alive—especially when it is lively.

This is one of the key messages that Bill Ostendorf, president and founder of Creative Circle Media Solutions of East Providence, Rhode Island, shared during one of his recent webinars. He emphasized the importance of remaking print publications—ads included—into reader-friendly destinations. And he reminded us that the people who enjoy and consume print are the same people who we want to reach. It pays to remember that, according to Nielsen Scarborough's 2014 Newspaper Penetration Report, 56 percent of readers use print exclusively and that these print consumers tend to be people with high incomes and more education. While the numbers are not as strong as they were a few

decades ago, there is still a solid audience out there.

But, as Ostendorf notes, readers want to be engaged and entertained with lively, high-quality and plentiful visuals that draw them into the story or ad, invite them to linger and are easily remembered. Taking a few cues from Bill Ostendorf and mixing them with my own experience in the industry, here are some key thoughts and tips for reinvigorating print and ad revenue.

Ensure that staff is knowledgeable and on board. One Ohio publication—The Beacon of Port Clinton—launched a “PIND” (for Print is Not Dead) campaign that has helped to educate and engage both staff and readers. As part of the campaign, The Beacon's advertising sales reps received training focusing on how to share readership data with customers and prospective customers.

Rethink content and ad design. Investing in high-quality and reader-friendly design is essential to engaging readers and consumers. Ostendorf

believes that visuals—photos, headlines, captions, breakouts, borders and embellishments—are the keys to reinvigorating print.

Spread the good news. For example, The Beacon features regular “PIND” promotional ads with testimonials from well known and highly regarded local businesses and implemented efforts to regain classified and real estate revenue.

Take some calculated risks. Do something different—even if no other publication has already tried it. Plan a double special section that reads from front to back for one topic and back to front for the other. Add a sponsored adult coloring book to your line-up. Invite the staff of the local high school news publication to be guest editors or reporters.

Show what you know. Publications have long been hesitant to blow their own horns, but it is more important than ever to show what you know and demonstrate that you make a difference in your community.



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Brian Gay 1946-2016

John "Brian" Gay, age 70, leader in the free paper industry and long-time resident of Coralville, Iowa, at the Des Moines VA Hospice Unit with loved ones at his side following a lengthy illness on Monday, May 2, 2016 passed away peacefully. We have lost a kind and generous partner in life, son, father, step-father, grandfather and friend.

Brian was born January 31, 1946 in Ottumwa, Iowa, son of Virgil Eugene Gay and Ruth Arlene (Nelson) Gay. At an early age, he began working in his father's business. The skills he learned were put to use in later life on one of his hobbies as an accomplished woodworker. Brian could repair or build just about anything, and made short work of his honey-do lists.

Brian was a graduate of Ottumwa High School. After graduation, he attended the University of Iowa before enlisting into the U.S. Army in September 1967. He served for three years, including a year in Vietnam as a 1st Lieutenant in the D Company 19th Combat Engineers. He was awarded a Bronze Star for meritorious achievement in ground operations against hostile forces. Following his honorable discharge from the Army, he returned to the University of Iowa where he earned a BA.

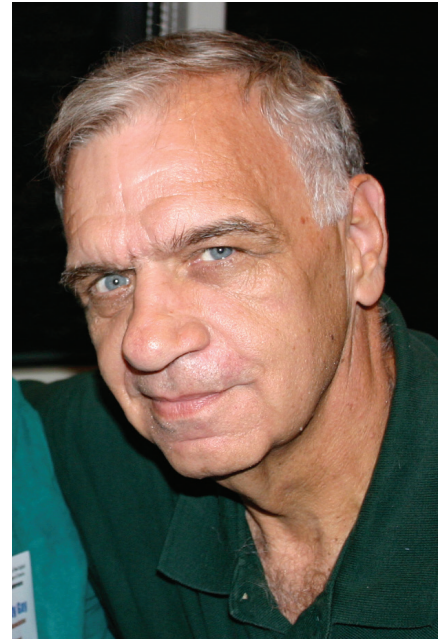
Upon graduation from the University of Iowa, Brian worked as a stock broker in Chicago, and subsequently at several papers as a publisher, manager and/or owner. At the time of his retirement in 2012, he was the Executive Director of a multi-state free paper industry organization. He authored a book on newspaper advertising sales, and was a sought after consultant on the newspaper

industry. He received numerous awards for his ability to see the future of newspapers and his willingness to work to achieve this vision. He didn't let obstacles discourage him.

Brian's hobbies included riding his John Deere lawn tractor, woodworking, walking, reading, fishing, spending time with his grandchildren, watching old movies, and bad puns and jokes. He loved to laugh, and especially enjoyed movies like Young Frankenstein, or watching the Three Stooges and Saturday Night Live. He was a lifelong foodie and loved to travel.

Brian was very active in the community including serving as a board member and Past President of Camp Courageous, and participating in the annual Coralville 4th of July parade driving one of his little cars like his King Midget or his red VW Bug. When the kids were young and the elementary school needed a soccer coach for the team, Brian stepped in and volunteered even though he had never played soccer. He felt that it was always the right time to do what was right. He was a member of the American Legion and a past member of the Lion's Club. He was very proud of the Quilt of Valor that the American Legion awarded to him in 2014.

Brian is survived by his wife, Sandra L. Gay; mother Ruth Gay Hull; sons Scott (Barb) Gay and Aaron (Emily) Gay; step-children Amy Sales, John (Christine) Sales, Jr., and Joshua (Cristi) Sales; brothers Donald (Mary Jo) Gay and Andrew (Maureen) Gay; sister Jean (Don) Holloway; grandchildren Quintin, Claudia, Ingrid, Noelle, Ruby, Theo and Violet; sister-in-law Sue (Tom) Cannon;



brother-in-law Brooks (Chris) Booker, III; former wife Sandra J. Gay; his cat Fanny; and his many friends.

He was preceded in death by his father Virgil Gay, sister Julie Gay, and beloved cat Gussie.

Visitation was held on Saturday, May 21st from 10:30 a.m. to 12:00 p.m. at the Gay & Ciha Funeral Home, with a service followed at 12:00 p.m. Interment took place at Oakland Cemetery in Iowa City.

In lieu of flowers, memorials may be sent to the Vietnam Veterans of America, 8719 Colesville Road, Suite 100, Silver Spring, Maryland 20910, 800-882-1316; or to The Association for Frontotemporal Degeneration, Radnor Station Building 2, Suite 320, 290 King of Prussia Road, Radnor, Pennsylvania, 19087, 267-514-7221. Online condolences may be sent to his family through the web at www.gayandciha.com

We Need Sales Managers, Publishers, and Graphics Gurus



We're Forming New Share Groups

The IFPA has formed the very successful sales managers Share Help and Resource Exchange (S.H.A.R.E.) peer group. Now we are developing additional Sales Manager, Graphics, and Publisher groups. If you are interested please call Rena Reiser at (505) 888-0500 Ext 102.

What Is It?

The S.H.A.R.E. peer group enables a group of 8 to 10 front-line members to work together as a team to develop their skills, share best practices, and solve common problems – while making each other more successful.

Who Is It For?

This S.H.A.R.E. peer group collaboration is meant for your staff in the free community paper industry.

How Does It Work?

The S.H.A.R.E. peer group conducts monthly hosted telephone conference calls (59 minutes max) with planned agendas, plus time to address member requests. Skills development, networking and shared successes are the focus. The connections continue beyond the monthly Independent Free Papers of America calls with email groups, and direct communication between the members.

When?

Each month we conduct at least one S.H.A.R.E. group at a time that is convenient for all members of the group. After the initial introductions, we jump right in on sharing ideas and success stories. With your ideas and your questions these interactive positive sessions are sure to make you more professional and more successful.

What's The Catch?

There's no catch – simply the shared knowledge and experiences you can gain from peers who are fighting similar battles. Instead of investing in more after-hours chamber networking functions, invest in your future with your company.

There is NO CHARGE for the first 10 members to sign up. Imagine, unlimited access to the peer group for FREE! But sign up quickly, because space is limited!



How Do I Sign Up?

Sign up at www.ifpa.com/share. Look for the S.H.A.R.E. peer groups link.

Take Advantage Of The Guys Ahead of You

Last week I drove a long distance to attend the memorial service for Brian Gay in Iowa City, Iowa. Brian was a great friend, someone I could call on to answer questions and help me because he was ahead of me in just about every respect.

As I drove along through the straight, level, unvarying landscape that is Illinois I thought of Brian and how he was always out front leading. Just about then a semi slowly inched past me and switched lanes ahead of me. I noticed that if I followed the truck closely I didn't have to use as much accelerator pedal. The navigation screen slowly showed improved gas mileage, going from about 25 to nearly 30 miles per gallon.

I followed the truck for about 100 miles and saved a bunch of gas. Thus, single handedly saving the planet yet again.

As members of IFPA we have the unique situation to allow those ahead of us to save us energy by following them closely. I'm thinking of the 20/20 Webinars. Where else can you learn from some of the industry leaders in a convenient format right on your computer?

Another way we can allow those ahead to shelter us from the headwinds of change is by attending our annual conferences. The Orlando Conference on September 29 - October 1, 2016 will be a way you can shelter, regroup, learn a ton of new information, relax with friends and associates in the industry, and maybe even "save some gas" while attending.

You might want to ask Joe Mathes how he saves energy while riding his bicycle hundreds of miles each week. If he is in a group of cyclists each person takes a turn at the front of a

paceline. The leader cuts through the wind, sets the pace, and saves each person behind energy. The leader leads for a while and then moves to the side as the next in line takes the front position to "pull" for the rest of the team. By doing so the entire group benefits from each other resulting in a faster ride while expending less energy.

by
Douglas
Fry



Our president, Doug Fabian, has been leading, setting the pace, saving each of us energy as he leads the way forward for IFPA. He has become a confidant, trusted ally, and friend as he leads us all.

Let's take advantage of his leadership by getting behind him, taking advantage of his knowledge, and learning from his years at the front of the pack. I know I benefit from his leadership as we all do.

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—Gypsy C. Gallardo, CEO/Publisher, *The Power Broker Magazine*



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IFPA Board Meeting, Thursday, May 19, 2016

President Doug Fabian called the meeting to order at 9:00a.m. (EST) Board members present: Mark Helmer, Eileen Curley, Jane Means, Rena Reiser, Deborah Phillips, Joe Mathes, Rick Wamre, Katie Thomas and Executive Director: Douglas Fry, Excused: Dan Buendo

Treasurer's Report - Mark Helmer April financials were emailed prior to the meeting as well as a recap and some thoughts from Mark on how to plan for the future.

New Member Report - Danielle Burnett The Washington Park Profile was presented for membership. The Profile is located in Denver, CO, the Publisher is Jill Farschman and their circulation is 18,500. Jane made a motion to accept their membership, Deborah seconded the motion and all were in favor.

2016 Fall Conference - Eileen Curley Things are coming together well and several attendees are already registered. Some new marketing will be coming out soon with promotions to encourage people to register early.

Contractor Report - Douglas Fry A report was submitted prior to the meeting. The TIP Publisher's Profiles are going well with a good line up of future profiles. The next 20/20 will be on Friday with JW Owens on apps for sales people. The new Quick start program will be kicked off in June.


Google Ad Sense - Joe Mathes Prior to the call Joe sent the Board an update on how the Google Ad Sense test run is performing and talked about the potential of the program once it is rolled out to the general membership.

Social Media Push - Douglas Fry Douglas suggested that the organization subscribe to Dlvr.it to better share info with the members Jane made a motion to accept the plan as presented, Deborah seconded the motion, all were in favor.

SHARE Groups - Rena Reiser Rena reported that they are moving toward starting a Publisher SHARE group and will be marketing it soon. Mark has agreed to moderate the calls.

Deborah made a motion to adjourn, Jane seconded the motion, all were in favor. The meeting was adjourned at 9:45am EST.

Recording Secretary Danielle Burnett



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