



tip

The Independent Publisher

Meet The IFPA Candidates





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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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Meet the IFPA officer candidates for 2016 - 2017. You will find short biographies and information about each person on pages 6-8.



Doug's Dribble

Happy August! Only one more column to write after this one! Whew! A big part of my thoughts lately have been to sharpen iron. In other words, take what we have and make it better. So, to start with I dusted off this oldie but goodie to share with you.

10 E's for Excellence In Sales

1. ENTHUSIASM

Start fresh, pumped up, and early in the morning; then you will be successful. Think, Plan and Do the day with vigor. It will show dramatically. Ask for early morning appointments with customers. Early morning sales will start your day off right and carry you to success.

2. EXTRA EFFORT

Whether it is a special section or just a normal selling day, make the extra call that may turn into a lifelong customer. You'll benefit from it in the short term and the long term. One extra call per day equals five a week and 250 per year. Imagine the extra sales you will get.

3. EDUCATE AND EXECUTE

Educate yourself in every way possible. Books and CD's are fantastic tools. Execute what you have learned by practicing, drilling and rehearsing. Post it notes on your dash are great ways to practice!

4. EDIT YOUR LISTS AND LOOK FOR MORE

Look over your customer list and your prospect lists. Be sure and edit the lists to match what you are concentrating your sales efforts on. Don't hold onto prospects that are not working out. Grasp the one's that are sellable!

5. ELECT YOUR TOP TEN PROSPECTS

Write them down, then put forth the effort necessary to make them your customers. Treat them like they are the most important people in the world... they may be.

6. EXCEPTIONAL SPEC ADS

SPECS = Specifically Planned Excellence in Customer Service. Take the time to spec out ad series or campaigns. Customers are looking for help with their business. You can be the one that makes it happen.

7. ESCAPE OLD HABITS AND KILL PRECONCEIVED NOTIONS

Keep an open mind to what you are trying to sell.. Think of how you can become a partner in your customer's business and escape old ways that didn't work. Remember that things change, you can change.

8. EMULATE COLLEAGUE'S SUCCESS

Someone doing great in your field? Ask them how and then do it! Don't be proud... change can make you better.

9. EVALUATE AND THEN... FOLLOW UP

See where you are in your selling cycle, and then follow up with people that you haven't closed yet. Remember when you used to have all that time to follow up because you didn't have lots of business. If you follow up now, with your stronger skills, you will close those sales.

10. ELEVATE YOUR SALES, EACH AND EVERY TIME

If you take each step to success without falling backwards, you will build success for yourself, your team, and the company for the future.

by
Doug
Fabian



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Tubes and Steel Posts

Magazines and Newspapers: The Independent, Mesabi Daily, Winona Daily & Packer, Evening LEAD, Commonwealth Journal, Pioneer, Herald-Examiner, Dodge City Daily Globe, The News.

Other Products: Alliance Rubber Bands, YOUR AD HERE, Real Estate News, JOBS HOMES, Lake Michigan Press.

Meet the 2016-2017 Candidates

On the following pages are the nominating committee recommendations of the slate of officers for 2016-2017. Membership will vote on these recommendations at the Orlando Business Meeting. Although the candidates' faces are familiar to conference attendees the following profiles will help you get to know each one a little better.



JANE MEANS - PRESIDENT

Jane Means is general manager with Kapp Advertising Services, Inc. in Lebanon, PA. She has been in the business for 33 years. Her email address is janem@themerchandise.com

What do you see as the biggest challenges facing our industry right now?

Continually educating local business people that they should evaluate advertising effectiveness for their market rather than listening to the experiences of national companies. Community papers are doing GREAT!

How can IFPA help our members be successful over the next few years?

Help us train our sales staffs to sell newspaper campaigns; that's what works for the client and that's our bread and butter.

What is something that is working well at your company right now that our members might find useful in their market?

Our entire sales team is getting in front of local chambers, civic organizations and as many business decision makers as possible to tell the story of Free Community Newspapers. Our print products are the most powerful and

cost-effective method to reach our communities, period.



KATIE THOMAS - VICE PRESIDENT

Katie Thomas is Director of Sales with Exchange Media Group of Fayetteville, TN and has been in the business for 9 years. Her email address is katie@exchange-inc.com

What do you see as the biggest challenges facing our industry right now?

The perception we are not as an effective advertising medium as we use to be in our markets.

How can IFPA help our members be successful over the next few years?

One aspect of IFPA's focus should be on how technology can help our businesses operate more efficiently.

What is something that is working well at your company right now that our members might find useful in their market?

Our classified website and local auto portal are gaining traction and providing results. Pairing our direct mail product with a classified website has strengthened our brand.



DEBORAH PHILLIPS - TREASURER

Deborah Phillips is co-publisher of The World in Barre, VT. She has been in the newspaper business for more than 42 years. Her email address is dphillips@vt-world.com

What do you see as the biggest challenges facing our industry right now?

There are so many different

advertising options for our customers and their advertising budgets are stretched. So rather than including the media that has always worked for them – print – they think they need to try every new thing that comes along. And when you discuss their advertising needs they just want to talk price. The real challenge is getting them to focus on what works and to make an effective plan that includes social media, radio, maybe TV and a hefty dose of print.



RENA REISER - DIRECTOR

Rena Reiser is vice-president and sales director with the New Mexico MarketPlace in Albuquerque, NM. She has been in the newspaper industry for 15 years. Her email address is rena@nmmarketplace.com

What do you see as the biggest challenges facing our industry right now?

One of the biggest challenges (as it has been for a few years now) is the mindset that "print is dead." Print isn't dead -- but print done poorly is dead. Now, more than ever, advertisers are expecting to be able to measure the return on their investment. We have to be responsible for their investment, and offer results, whether it be with solutions in print, digital, or internet advertising.

How can IFPA help our members be successful over the next few years?

We can help build meaningful connections between our members. Not everyone attends conferences, Publishers Summit or Boot Camp. We need to make sure that those members who need help are able to connect with others like themselves. Fostering the relationships and building a community will help members know who to reach out to when they are having a problem, or when they're looking for ideas in their own market.

What is something that is working well at your company right now that our members might find useful in their market?

We're seeing an increased interest in our products that offer even more targeted response than our direct mail publication. Advertisers are having success with us using detachable address label cards, targeted inserts, stand-alone direct mail (EDDM) campaigns, and online advertising campaigns with Google AdWords and retargeting. They like being able to choose their audience.



**DAN BUENDO -
DIRECTOR**

Dan Buendo is with Reminder Publications of East Longmeadow, MA. He has been in the business since 1992, or 24 years. His

email address is Dan@TheReminder.com

What do you see as the biggest challenges facing our industry right now?

I believe the biggest challenge our industry faces right now is the perception that people do not read papers anymore. Plus, local community papers are getting lumped in with the dailies and all of the challenges and layoffs they are facing. Business owners often have this "print is dead" perception and think that all they need to market their business is a website or Facebook page. Meanwhile, we know our papers still get results and are perhaps more effective than ever in reaching every home in a community.

How can IFPA help our members be successful over the next few years?

IFPA is facing challenges in regards to declining classified network sales like most of the other Associations. However, in my opinion, IFPA can best help our members by bringing us together to share ideas and success stories. IFPA events such as the

Meet the 2016-2017 Candidates

Publisher Summit, the Fall Conference and the monthly Webinars are all excellent opportunities for members to share valuable ideas.

What is something that is working well at your company right now that our members might find useful in their market?

We launched a monthly magazine last fall called Go Local that is really taking off with both our readers and our advertisers. The magazine is distributed to some of our core towns as well as several new towns we never reached before.

**EILEEN CURLEY -
DIRECTOR**



Eileen Curley is manager with The Shopper in South Holland, IL. She has over 21 years in the business. Her email

address is general@myshopper.biz

What do you see as the biggest challenges facing our industry right now?

I see the balancing act between digital media and a printed newspaper as a challenge. Such as deciding which one is a primary focus without forgetting or dropping the ball on the other. When both can have a major impact on the bottom line it is difficult to split a publisher's attentions and give each the dedication they deserve. Also, putting more resources toward the one that needs it, may sacrifice the resources for the other.

How can IFPA help our members be successful over the next few years?

The IFPA Board cannot solve everyone's problems, but we CAN give each member the opportunity to get together with other publishers

who have probably face the same issues that they are facing. Together they can solve each others problems. We offer the conference, summit, vendors and other opportunities to meet the people who have your solutions. Our strengths are in our members.

What is something that is working well at your company right now that our members might find useful in their market?

We are taking the time to reconnect with our former customers. So much has changed in the past few years. There has been tremendous labor turnover, businesses closing and new ones opening. Even our business looks different than it did 3 years ago. We are reintroducing the community to our paper and our benefits.



**JOE MATHES -
DIRECTOR**

Joe Mathes is vice president of Delta Publications, Inc. in Kiel, WI. He has been in the industry since he was a

young lad. Now he's just an older lad. You can reach Joe via email at joe@deltapublications.com

What do you see as the biggest challenges facing our industry right now?

The perception we are not as effective an advertising medium as we use to be in our markets. This idea has even been adopted by major newspapers that "Print Is Dead" to their discredit. Nothing could be farther from the truth. We are relevant, reliable, and responsive.

How can IFPA help our members be successful over the next few years?

continued on page 8

Meet the 2016-2017 Candidates

Educating our members and their staff members on how to leverage print with online and other media will help everyone most. We can't buy into the myth that we aren't important or that we are no longer connected to our readers.

What is something that is working well at your company right now that our members might find useful in their market?

We have worked hard to position ourselves as the "go-to" source for all things print and digital. Our email newsletters to readers, subscribers, and the industry in general position us as the professionals in the market.



**RICK WAMRE -
DIRECTOR**

Rick Wamre is publisher of Advocate Media and has been publishing monthly magazines in Dallas,

TX for 25 years. His email address is rwamre@advocatemag.com

What do you see as the biggest challenges facing our industry right now?

Quickly identifying and implementing strategies to compensate for the changing way people are consuming our products and spending their money.

How can IFPA help our members be successful over the next few years?

There's virtually no way an individual publisher, salesperson or editor can keep up with industry changes these days. IFPA has been a valuable source of ideas, and the conventions provide a great opportunity to hear what is working — and what isn't working

— for other publications. I've saved a lot of money listening to how others have struggled, and I've made some money listening to and adapting good ideas from other IFPA publishers.

What is something that is working well at your company right now that our members might find useful in their market?

We are using an inexpensive software called Woobox, discovered by one of our designers (Emily Williams), that offers an affordable way to conduct online contests, which we promote in our publications and on our websites and social media sites. It has been an effective, cost-effective way to get readers engaged and solicit opt-in email addresses for the online products we sell.

How can IFPA help our members be successful over the next few years?

The sharing of ideas and having a great network of people has always worked for me. I know publishers are watching every penny they spend, but missing an IFPA conference is missing an opportunity to learn and share ideas with your peers.

What is something that is working well at your company right now that our members might find useful in their market?

Last year in my profile I said we were going to go from door-to-door delivery to newsstands only. It has been 8 months and I am happy to say that our readers have been adapting well to picking up the paper every week. My business partner had less confidence in this change than I did and ended up in the hospital from the stress. But I am happy to report he is feeling a lot better when he sees

15,000 papers picked up and read every week.



**DOUG FABIAN -
PAST PRESIDENT**

Doug Fabian is with Reminder Publications of East Longmeadow, MA, and has been in the business for 31

years. His email address is doug@thereminder.com

What do you see as the biggest challenges facing our industry right now?

Combating Print is dead and digital ad dollars.

How can IFPA help our members be successful over the next few years?

Communication and sharing. Back to basics.

What is something that is working well at your company right now that our members might find useful in their market?

New and different projects. Monthly lifestyle magazine.

Tweet!

IFPA

INDEPENDENT FREE PAPERS OF AMERICA



**Learn about conferences,
webinars, and industry news.**

The Solution for Lost Classified Revenue

Like most of you, IFPA has seen a decline in classified advertising revenue the past several years.

The CADNET Classified Network is IFPA's largest source of revenue and also funds the bulk of member benefits our member publishers enjoy. The IFPA Board of Directors is always looking for alternative revenue sources to replace those lost classified dollars. IFPA has introduced a new program that will do just that.

You may recall receiving an email from IFPA talking about the roll out of a new Google AdSense Network. We are asking our member publications set aside one unsold display ad spot on their website and designate it for this program. Similar to the way you set aside space in your print publications to run the CADNET ads. Google will fill that spot with ads from their AdSense Network and IFPA will collect the revenue for that one spot on your site.

To date, 25 IFPA members have signed on to the program and placed the IFPA AdSense code on their websites. Our association is already experiencing the monetary benefit of this participation. The goal is 100% member participation for this new revenue generating program.

If you were one of the early adopters of IFPA AdSense, thank you! If you have not yet added the IFPA AdSense code to your website(s) your participation is Vital and Urgent! I urge you to do so as soon as possible.

The IFPA Google AdSense Network will help IFPA continue to provide member benefits like: CVC audits, Conferences, Publishers Summit, T.I.P. Magazine, 20/20 Webinars, S.H.A.R.E. Group, SRDS Listings and More!

Here is the IFPA Google AdSense Network code for your website. Please place this on your website as soon as possible. This code is for a responsive ad. Other ad sizes are available upon request.

Just add this code to your web page and the ad will work without any other effort on your part.

```
Responsive ad code:<script async src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"></script><!-- IFPA responsive --><ins class="adsbygoogle" style="display:block" data-ad-client="ca-pub-7344410484664728" data-ad-slot="7297074091" data-ad-format="auto"></ins><script>(adsbygoogle = window.adsbygoogle || []).push({});</script>
```

It's very easy. If you're technically challenged, grab your IT person and they can handle it for you. If you don't have an IT person, and you need help, IFPA will help you.

Thank you in advance for your participation!

Joe Mathes

Delta Publications-Kiel, WI

IFPA Board Member

Graphic Hooks

by
Ellen
Hanrahan



IT'S COUNTY FAIR TIME... and that always brought a flurry of activity at work. The week before we would publish a special section that included the events, activities, music and general information regarding the upcoming fair.

Because this was a major special section for us, we would try to streamline it as much as possible. To that extent we would create pages that had the fair information on top and the advertising on the bottom. We also chose to give it a "scrap book" or "photo album" look because we usually had a lot of photos from the previous year. This would allow us to create the section well before the publication date—and because it's a fair, we also had the ability to keep it fun!

LOTS AND LOTS OF PHOTOS

Each year we had to include a wide variety of information for the public—from tractor pulls to headliner concerts. This was a 4-H event, so we also had a lot of info regarding schedules, judging, rides, entertainment of all types and special events going on at the fair.

As I stated earlier, the use of photos helped to create more excitement and "say more" than we could in the articles. A picture is worth...

Because there are many activities going on at the fair we could group our photos. It's also a public place so photo releases are not always necessary. If we were doing an interview though, we did make sure to get a release. Most of the animals were very cooperative and pictures of what to do at the fair are easy to find—people on rides, eating, listening to bands, demonstrating products—too bad all our special sections weren't this easy.

UNIFYING ELEMENTS

Even though we used photos, I also chose to add a unifying element, in this case a circle graphic. It anchors the photos and adds a little more dimension to the page. You can even see its use in the "Wanted!" information at the bottom of the full page ad. These pages are about 30% of their normal size.

The type I chose for larger headings was **Candy Script**. It's playful, distinctive, adds a bit of whimsy... and I like it so I got to choose!

EVENT SCHEDULES

The main event schedule and a map of the fairground took up two full pages. However there were also entertainment schedules to consider. Most of that information came in with the bands (for the most part) and the photos of the band (ranging from extremely professional to not-so-great candids).

By listing the days with the music events, it was easier to get an idea of times and places. This was a simple format for people to read—rather than placing the days, time and place with the band photos. The band photos (with their names) could then be placed around the events, and I repeated the circle graphic to help unify the info. You can also see that not every bit of space was filled—it was designed, not decorated. Again lots of photos—with borders and without.

The entertainment half-page is 25% of the original size for spacing, plus you get the idea of how the grid works. Because of the informal structure on the page, there was flexibility in the placement of photos and the schedules.

With this set-up, we could make use of any space that we had available and still be consistent, unified and organized over a number of pages.

Entertainment

Time to face the music—
and what a great line-up we have!

TUESDAY, JULY 22		
CHERRY BLOSSOMS	7:00PM	THE KENTUCKY HORROR
COUNTRY BROTHERS	7:30PM	BLACKBARK
GOVERNOR BROTHERS BAND	8:00PM	WYOMING POLKA PRIDE
FRANK FRANKLIN FULL	8:30PM	WYOMING POLKA PRIDE

WEDNESDAY, JULY 23		
GARY CRIST	7:00PM	THE KENTUCKY HORROR
ROCKWELL COUNTRY	7:30PM	BLACKBARK
OLD SCHOOL BOYS	8:00PM	WYOMING POLKA PRIDE
JOHN & GARY CRIST BAND	8:30PM	WYOMING POLKA PRIDE
WYOMING POLKA PRIDE	9:00PM	WYOMING POLKA PRIDE
OL' CUB NIGHT	9:30PM	WYOMING POLKA PRIDE



TUESDAY, JULY 22
150th Anniversary
Fireworks Display at Dusk
Sponsored by Washington County 4-H and
Wilmington Fireworks

THURSDAY, JULY 24		
GARY CRIST	7:00PM	THE KENTUCKY HORROR
ROCKWELL COUNTRY	7:30PM	BLACKBARK
OLD SCHOOL BOYS	8:00PM	WYOMING POLKA PRIDE
JOHN & GARY CRIST BAND	8:30PM	WYOMING POLKA PRIDE
WYOMING POLKA PRIDE	9:00PM	WYOMING POLKA PRIDE
OL' CUB NIGHT	9:30PM	WYOMING POLKA PRIDE



Chad's Music



Phil Vance



Wanted!

Washington County Youth are looking for businesses and families who want a chance to purchase quality, home-grown meat.

Join us at the Washington County Junior Livestock Auction
Thursday, July 24.

5pm Presale Social & Registration.
6pm Sale Starts

Contact Jim at 262-626-4146

This was a full page, but, there were not enough advertisers to fill the lower portion of the page. As you can see, we were able to add another photo and add a special notice. This format gave us—and the advertisers, a lot more flexibility in creating ads for this section. It's a nice idea to sell quarter page ads, but it doesn't always work out. Photos offer visual interest, flexibility and are great when under a time crunch!

FINAL THOUGHTS

I have to say that I really miss doing the County Fair Special Section. If you are interested in seeing how other pages were handled, just email your request to me with County Fair as the subject. In this age of PDF documents, it's a breeze... until next month...

Ellen Hanrahan hanrahan.in@att.net ©2016

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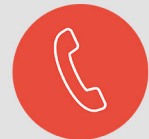
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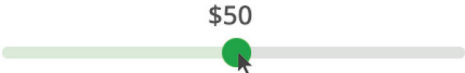
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American Sniper takes down Jesse Ventura

by Jordan Crews

jcrews@kingballow.com

The U.S. Court of Appeals in St. Louis has thrown out the jury's \$1.85 million judgment in Jesse Ventura's defamation case against Chris Kyle (the deceased "American Sniper"). The court ruled that Kyle must be given a new trial on the defamation claim and that the unjust enrichment award was improper. (Comment reported on the trial court ruling in February 2015).

Chris Kyle was a sniper for a U.S. Navy SEAL team. After leaving the Navy, he authored *American Sniper: The Autobiography of the Most Lethal Sniper in U.S. Military History*. In the book, Kyle discussed a scene at a bar located in Coronado, California, where Kyle and his friends were gathered after the funeral of a fellow Navy SEAL. According to Kyle, while at the bar, a "celebrity" (whom Kyle referred to as "Scruff Face") was making offensive remarks about the SEALs, President Bush, and the war in Iraq. Kyle then apparently approached Scruff Face and told him to "cool it." Scruff then took a swing at Kyle. Kyle "laid him out" and Scruff Face "ended up on the floor."

The day after the book was released, Kyle was interviewed on a radio program. During the program, Kyle identified "Scruff Face" as Jesse Ventura, the former governor of Minnesota and former professional wrestler. In the interview, Kyle described the bar incident similarly to the way he did in his book. After the interview, Ventura claimed that Kyle fabricated the entire interaction and sued Kyle for defamation, misappropriation, and unjust enrichment.

GOT INSURANCE?

During the trial, Ventura's counsel cross-examined two employees from Harper-Collins, American Sniper's publisher, regarding Kyle's insurance coverage provided in his contract with Harper-Collins in an attempt to discredit the two employees' testimonies. Ventura's counsel asked the first employee whether she was aware that Kyle's attorneys were "being paid by the insurance company for Harper-Collins" and that "Harper-Collins has a direct financial interest in the outcome of this litigation because they are providing the insurance."

The second employee was asked whether he was aware of any insurance provision in the contract and asked, "you obtain insurance coverage in the case when an author may get sued for libel or defamation, correct?" In his closing argument, Ventura's counsel also stated to the jury that Harper-Collins' "insurer is on the hook if you find that Jesse Ventura was defamed" and that "Kyle is an additional insured for defamation under the publisher's insurance policy." (By the time of trial Kyle was deceased and his estate was represented at trial by his widow.)

The jury awarded damages of \$500,000 for defamation and \$1.35 million for unjust enrichment. Kyle asked the court for a new trial on the ground that the jury's awards were "tainted" by the testimony and closing argument regarding Kyle's insurance coverage. In other words, Kyle argued that this testimony about insurance improperly influenced the jury to enhance damages by referencing an impersonal insurer with deep pockets. Kyle also argued that a new trial was appropriate

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because the unjust-enrichment award violated Minnesota law. The trial court denied the request, and Kyle appealed.

NEW TRIAL FOR DEFAMATION CLAIM

The court of appeals had to determine whether a new trial was warranted on the ground that the trial court allowed Ventura to ask questions regarding Kyle's insurance coverage and to reference the insurance coverage in his closing argument. The Federal Rules of Evidence prohibit the introduction of insurance evidence to show that a person acted wrongfully, but allow it for other purposes, such as proving a witness's bias.

This evidence can be used to show the witness's bias when there is "a sufficient degree of connection with the liability insurance carrier to justify allowing proof of this relationship as a means of attacking the credibility of the witness." A court should carefully consider the risk of prejudice the insurance evidence poses before allowing the admission of that evidence. As the court of appeals explained, it is "utterly repugnant to a fair trial or . . . a just verdict" for the jury to hear that the damages requested will be paid by an insurance company.

The court first considered the insurance testimony elicited from the two Harper-Collins' employees mentioned above. Here, there was no evidence whatsoever that the two employees had any economic tie to Harper-Collins' insurance carrier, and there was no risk that they would have to personally contribute to the payment of any judgment awarded to Ventura. Further, Ventura failed to show that the employees even knew



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American Sniper continues...

about the insurance coverage. Thus, the risk of bias that existed, if any, was far too remote to outweigh the risk of prejudicing Kyle's case.

Next, the court considered Ventura's counsel's comments during closing argument that Harper-Collins' "insurer is on the hook if you find that Jesse Ventura was defamed" and that "Kyle is an additional insured for defamation under the publisher's insurance policy." The court found that these comments were nothing other than "a deliberate strategic choice" to try to influence the jury and enhance damages by referencing an impersonal deep-pocket insurer.

The court thus concluded that Ventura's counsel's comments during closing arguments and the improper cross-examination of the two Harper-Collins' employees regarding Kyle's insurance coverage "prevented

Kyle from receiving a fair trial." Accordingly, the court returned the defamation claim to the trial court for a new trial.

KYLE WAS NOT UNJUSTLY ENRICHED

The court next considered whether the unjust-enrichment judgment was consistent with Minnesota law. Under Minnesota law, for a claimant to prevail on an unjust-enrichment claim, he must "establish an implied-in-law or quasi-contract in which the defendant received a benefit of value that unjustly enriched the defendant in a manner that is illegal or unlawful." Here, because Ventura did not have a preexisting contractual or quasi-contractual relationship with Kyle, the court quickly concluded that Ventura could not maintain an unjust-enrichment claim.

Further, equitable remedies—such as unjust enrichment—are available only when legal remedies are not available. Therefore, even if Ventura could have proven the other elements of his unjust-enrichment claim, other legal remedies were available—namely, money damages for defamation. Thus, the court also reversed the unjust-enrichment judgment. Presumably, this claim will not be a part of any retrial in this case.

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



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Proposed By-Law Amendments At Orlando Conference

Proposed By-Law Amendment to
Allow Election of Associate Members
to IFPA Board of Directors

Submitted by Rena Reiser, IFPA Director

Associate members bring a wealth of knowledge, and valuable opinions, to our free paper industry. Their experiences outside our industry make their input into IFPA significantly helpful.

Currently, our By-Laws restrict service on the Board of Directors to Active members only. It's time now to expand that intelligence by allowing Associate members to participate on the Board of Directors.

The proposed amendment (details below) will be voted upon by the general membership present at the annual conference October 1, 2016, in Orlando, Florida, and must receive two-thirds approval of those in attendance to pass.

Please plan to attend the general membership meeting at the annual conference to help us make this important decision.

AMENDMENT TO ARTICLE IV - BOARD OF DIRECTORS

This page to be filed with the By-Laws as Page 6-J.

Article IV is amended by the addition of the following paragraph as adopted in the General Membership meeting of October 1, 2016:

Additional paragraph to Article IV as follows: This section is hereby amended to allow Associate members to serve on the IFPA Board of Directors. The rules for elections remain in effect regarding nominating committee selection, presentation of nominees during a general membership meeting, and voting by Active membership in attendance at the meeting.

Proposed By-Law Amendment to Allow Board and General Meeting Minutes to Be Distributed to Membership Via Print or Electronically

Submitted by Rena Reiser, IFPA Director

In an effort to embrace digital delivery of information through

the association, the IFPA Board of Directors submits the proposed amendment to allow for dissemination of meeting minutes via electronic means.

The proposed amendment (details below) will be voted upon by the general membership present at the annual conference October 1, 2016, in Orlando, Florida, and must receive two-thirds approval of those in attendance to pass.

Please plan to attend the general membership meeting at the annual conference to help us make this important decision.

AMENDMENT TO ARTICLE IV, SECTION 4.5

This page to be filed with the By-Laws as Page 6-I.

Article IV is amended by the addition of the following paragraph as adopted in the General Membership meeting of October 1, 2016:

Additional paragraph to Article IV as follows: After the conclusion of any board or general membership meeting, the secretary will provide minutes to the editor of The Independent Publisher, for distribution by print in the publication, by electronic mail (e-mail), or by any other means available.

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from
**Metro Creative
Graphics**

by Darrell Davis

Publications have a special role to play in promoting special events. By listing the events in their community calendars, publications simultaneously inform readers and enable them to incorporate special events into their schedules. By posting information about local happenings on their Facebook pages, websites or via Twitter, publications drive both interest in and attendance at the events. By producing print event guides, programs and maps, publications enhance attendees' experiences and create meaningful memories. And by creating contests that tie in with existing events, publications both boost their own visibility and the visibility of their event-related advertisers. But there are no greater opportunities to generate a combination of good will and great revenue than when publishers develop, implement and promote their own special events.

There are many reasons that publications opt to produce their own events. In some cases, they take over an event from its original producer in

Sponsoring Special Events Creates Special Opportunities

order to prevent an ongoing revenue stream from drying up. In others, publishers develop events—such as bridal fairs—to complement and build on existing special sections. The best inspiration for creating and producing a special event, however, is that a publication finds a need and fills it.

For example, one Iowa publication has held a salute to local women each fall for nearly two decades. The event brings area women together for a day of pampering that includes a fashion show, lunch, a motivational speaker and time to peruse the booths of more than 80 area women-oriented vendors. Attendees also have chances to win a range of prizes, from jewelry to gift bags and gift certificates, and raise money for the publication's Newspapers in Education program. In addition to generating revenue from the sale of event tickets and vendor fees, the publication sells event sponsorships, which help to

offset the cost of producing the event.

In 2010, a group of three Pennsylvania publications launched a series of indoor flea markets held at local high school gyms that attract about 100 vendors. Based on the success of the indoor markets, the publication launched an outdoor market in the summer and a small-business expo for home-based businesses. The impetus for the markets was the drop in yard sale advertising revenue that occurs each winter when the weather in the greater Philadelphia area turns cold. Not only do the indoor winter flea markets generate revenue from vendor fees and both print and online advertising, but the events encourage readers and area residents to consider the newspaper an effective vehicle for selling their goods all year long.

In the ongoing quest for new revenue, promoting and producing special events always deserve special consideration.

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Join A SHARE Group Today!

by Douglas Fry

I was fortunate enough to participate in the Sales Managers SHARE Group a few weeks ago. SHARE stands for Share Help And Resource Exchange. SHARE groups are composed of peers from similar functions at different publications. Even though I'm not a sales manager they let me join them and let me tell you it was time very well spent.

As the call progressed ideas flowed between all the attendees. For example: How do you handle testimonials? Do you use them at your publication? A testimonial from a happy advertiser can be one of the most effective tools you have to sell a new client or upsell an existing one.

How about email marketing? Do you have an E-Newsletter that goes out to your readers?

The topic then switched to the election season we are in. How do you get political ads?

More discussion resulted and answers to each of these topics came from each of the attendees. I was amazed at the professionalism found in the responses from each person.

After the call was over I received several emails with examples of great E-Newsletters, notes on how to obtain political advertising, top-notch testimonial templates, and other methods to implement other topics that were discussed.

If I had this kind of support when I was a sales rep I might still be in the sales business.

You can obtain this type of information monthly by joining a share group. It's pretty easy. Just go to ifpa.com, click on the

benefits drop down menu, and select the SHARE Peer Group. Fill out the registration form and you'll be contacted with the directions on when the next event will be held and how to access this treasure trove of information.

IFPA is forming new groups in addition to the sales managers peer group. We are looking for Publishers/General Managers to join together to share ideas and help each other. The fun doesn't stop with sales and management. We are also working on a graphics peer group. If you know the names of more than 20 typefaces and pick them out as you watch TV, a movie, or read your competition you are the type of person that we're looking for.

No matter what duties you have at your publication there is a SHARE Group just for you. Join today in order to gain valuable tips, tricks, and techniques from your peers in the business.



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peer groups



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.

Why It's Important To See And Be Seen

Each morning around 5:00 I go for a bicycle ride. At this time of year it is dark when I leave the house so I have headlights, taillights, and flashing beacons to let others know that an old fat man is on the road. It would be hard to miss me as I look something like a carnival ride as I roll down the road.

Let's compare that to many motorists that I see. They are using the "automatic headlight" feature of their cars. It's dark on the highways and they can see their instrument panel so they don't even notice that their headlights are not turned on. I've found most of these motorists also drive black cars to make it even harder to see them. These folks aren't aware of their surroundings and assume that everyone can see them because they can see outside their vehicles.

My advice is to play it safe and always check to make sure you can see and are seen by others.

What does this have to do with publishing our publications? I thought you'd never ask.

Often, we assume that others can see what we are doing at our publications. We assume that the rich journalistic heritage we practice is read by all, that our ads are seen by all, and that everyone knows about us. Well guess what? They don't.

People move in to the area and may not know about our papers. Others might have gotten out of the habit of reading what we publish. A new generation of readers might have been ignored because it was assumed they got their information from the web. Well guess what? They don't.

My suggestion, which worked very well in my previous career, is to

initiate a trade-out arrangement with the local radio and television stations. Trade out both your rate card open rates to keep things fair. Don't trade

money, trade spots. Don't let the station you are trading with use your space for anything other than promoting their stations. You'll see more and more importantly you'll be seen more.

by
Douglas
Fry



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IFPA Board Meeting, Thursday, July 21, 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, Dan Buendo, Joe Mathes, Rick Wamre, Katie Thomas and Executive Director: Douglas Fry

Treasurer's Report - Mark Helmer June financials were emailed prior to the meeting. Following Mark's announcement at the June Board meeting that he will need to resign from his Board position as a result of the sale of his publications, Doug Fabian made a Presidential motion to appoint Deborah Phillips Treasurer as soon as all transitional items are completed. Rena made a motion to authorize In-Coming Treasurer Deborah Phillips, In-Coming President Jane Means and Administrative Director Danielle Burnett as signers on the IFPA Financial Accounts. Dan seconded the motion, all were in favor.

Nominating Committee Report - Deborah Phillips Deborah provided a revised nominating committee report as follows: 2016-2017 IFPA Officers - President Jane Means, term ends Sept 2018, Vice President Katie McNabb, term ends Sept 2018, Treasurer Deborah Phillips, term ends Sept 2017, Past President Doug Fabian, term ends Sept 2018. Directors: Eileen Curley, Rena Reiser, Rick Wamre and Joe Mathes, terms ending September 2018, Dan Buendo, term ending September 2017

2016 Fall Conference - Eileen Curley Things are coming together well and staying within the budget. Additional efforts are being made to encourage more members to register.

Webinar Restructuring - Jane Means A committee consisting of Eric McRoy, Karen Buckley, Jane Means, Doug Fabian and Douglas Fry have been meeting to work on new ideas to restructure the IFPA webinars. The new acronym for the webinars is FITS Free Information and Training Sessions. Many marketing ideas are being discussed on how to promote the new format. The webinars will now be pre-recorded and various formats will be utilized.


TIP Redesign - Dan Buendo Dan, Danielle and Douglas met to discuss new content to be added to TIP, specifically content about and/or from members. Dan is working to find freelance writers and is in the process of putting together a schedule for the new content. Dan made a motion to spend up to \$200 a month for freelance writers to produce additional TIP content and up to \$150 a month to write the monthly Publisher Profiles, Deborah seconded the motion.

AdSense Update - Joe Mathes Prior to the call Joe provided a screen shot showing the members who are currently participating. The participation has slightly increased and as a result the earnings have increased as well. Joe requested that additional promotions occur in order to continue to increase participation. An article will be in the next issue of TIP, there will be a presentation and communication with members at conference in Orlando and letters will be sent to Publishers and distributed with CADNET rebate checks.

SHARE Group Update - Rena Reiser Rena reported that the group had another successful call this month and they continue to draw great interest from participants. A few of the people from the group have provided input to the Board which has been very helpful to receive additional member perspectives on a few key topics.

Deborah made a motion to adjourn, Eileen seconded the motion, all were in favor. The meeting was adjourned at 9:59am EST.

Recording Secretary Danielle Burnett



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