



# tip

The Independent Publisher

## Lessons Learned From A Cyber Attack

pages 6 & 15



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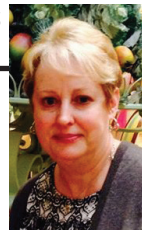
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Vol. XXXV, No. 8 • November 2016



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

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

### The Independent Publisher

Published monthly for the benefit of members by Independent Free Newspapers of America\*

**Publisher**  
Doug Fabian, President

Federal Collective Membership  
Registration No. 1,561,653

**Managing Editor**  
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**DEADLINES:** The next issue of The Independent Publisher will be published December 15, 2016. Deadline for all copy is November 15, 2016. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

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You can avoid the perils of a cyber attack if you follow the suggestions starting on pages 6 and 15 of this magazine.



# Jotted by Jane

by  
Jane  
Means



Many members reflect, "I try to never miss a conference," others shyly reveal, "I'm not going, I don't personally know anyone," while still others think, "In this tough economy, I don't know how publications can afford to go to a national conference." Adding to it, some publishers bring their spouse or take multiple staff members!

First, let's think about WHY publishers go to the conference. Sure, it's a get-away, a tax write-off, blah, blah, blah, but why is it a VALUE? Here's what your fellow members say, "It is great to network with other publishers," "I get huge value out of the hallway conversations!," "My sales manager needs fresh promo ideas," "I like learning more from the vendors who can save us time and money,"... the positive comments go on and on.

How can YOU make the next

conference happen for your publication?

Let's plan ahead. We've got about 48 weeks to make this happen. Plenty of time.

I'm old enough to remember Christmas Savings Clubs. I would deposit \$10 a week and when it came time for Christmas shopping, I had \$520! (Which in those years was plenty.) Set up a Conference Savings Club for yourself today.

Estimating the conference investment of \$2,000 per person (flight, hotel, transportation, conference registration, meals and miscellaneous entertainment). Your estimate may vary, but let's use \$2,000 for the sake of this example. Divide that by the remaining 48 weeks – less than \$42 each week needs to be saved. Now that's doable!

As you see, it doesn't take much to invest in the future of your publication. Rub elbows with the leaders in the free community newspaper industry. Find out how others are successfully increasing sales. Shy about asking opinions on topics where you need help? Go to one conference and you will readily see just how easy and genuine every member is with helping each other. I usually end up hearing flawless ideas and wondering, "Why didn't I think of that?!"

Personally, I hope to see YOU in NYC September 28 – 30, 2017. The conference is packed with valuable sessions to learn and an impressive city to explore. See you there.

*Jane*



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# I Was Hacked! How To Avoid My Failure

by  
Douglas  
Fry



I returned from the recent conference in Orlando. I had all kinds of great ideas that I wanted to put to use as soon as I got back to the office. Life was good until I started working on my computer early in the morning and noticed that the pointer on the screen started moving all by itself. Then I noticed that my “screen sharing” icon in the toolbar was lit up. I disconnected the user and looked up the web address the user came from. It was from the island of Malta.

Please understand, I don’t get around enough to have friends in Malta. This was not a friend. In fact, as soon as I could disconnect the interloper they connected right back on. So, I shut down the computer thinking that would stop the attack. When I started it back up 10 minutes later the hacker was right back on and I couldn’t disconnect them. I did what any panicked person would do, I disconnected the Ethernet cable from the back of the computer.

I believe the person gained access to my computer when I logged on to a wi-fi network while I was traveling to Orlando. I accessed my computer from the road through VNC (Virtual Network Computing). The nefarious ne’r do well had to see what I entered as my username and password and thus gained access to my computer and network. The fact that my American Express card was compromised a day after the conference should have been my wake up call. But I was too smug thinking that no one would be able to access my fortress of solitude. Wrong!

Having that person snooping around my computer was shocking and scary. It was like going into a room in one’s home to find an intruder. The worst

part is that I HAD (past tense) a folder on my computer cleverly named “Passwords” that contained all the different passwords to all the sites I frequent which require one. All the hacker needed to do was take that folder and they would have access to all my information.

With the computer disconnected I first changed the main computer password. Then, for the remainder of the day I reconnected to the internet and logged in to each site and changed the passwords to all my accounts. That meant resubmitting over 100 different passwords. It was tedious and time consuming but necessary in order to safeguard my information from future prying eyes.

With all my passwords changed I have been watching my computer screen to see if anyone is “peeking” at me. So far, so good. But that doesn’t mean I’m safe. More likely I’m not. What follows are some suggestions as to how you can avoid my failure to protect my virtual assets.

## **BEFORE A CYBER ATTACK:**

You can increase your chances of avoiding cyber risks by setting up the proper controls. The following are things you can do to protect yourself, your family, and your property before a cyber incident occurs.

Only connect to the Internet over secure, password-protected networks.

Do not click on links or pop-ups, open attachments, or respond to emails from strangers.

Always enter a URL by hand instead of following links if you are unsure of the sender.

Do not respond to online requests for Personally Identifiable Information (PII); most organizations – banks, universities, companies, etc. – do not ask for your personal information over the Internet.

Limit who you are sharing information with by reviewing the privacy settings on your social media accounts.

Trust your gut; if you think an offer is too good to be true, then it probably is.

Password protect all devices that connect to the Internet and user accounts.

Do not use the same password twice; choose a password that means something to you and you only; change your passwords on a regular basis. I had used the same password for my network for over 10 years!

The extent, nature, and timing of cyber incidents are impossible to predict. There may or may not be any warning. Some cyber incidents take a long time (weeks, months or years) to be discovered and identified. Familiarize yourself with the types of threats and protective measures you can take.

## **DURING AN ATTACK: IMMEDIATE ACTIONS**

Check to make sure the software on all of your systems is up-to-date.

Run a scan to make sure your system is not infected or acting suspiciously.

If you find a problem, disconnect your device from the Internet and perform a full system restore.

## **AT HOME**

Disconnect your device (computer, gaming system, tablet, etc.) from the Internet. By removing the Internet



connection, you prevent an attacker or virus from being able to access your computer and perform tasks such as locating personal data, manipulating or deleting files, or using your device to attack others.

If you have anti-virus software installed on your computer, update the virus definitions (if possible), and perform a manual scan of your entire system. Install all of the appropriate patches to fix known vulnerabilities.

### AT WORK

If you have access to an IT department, contact them immediately. The sooner they can investigate and clean your computer, the less damage to your computer and other computers on the network.

If you believe you might have revealed sensitive information about your organization, report it to the appropriate people within the organization, including network administrators. They

can be alert for any suspicious or unusual activity.

### AT A PUBLIC PLACE (LIBRARY, HOTEL, ETC.)

Immediately inform a librarian, teacher, or manager in charge. If they have access to an IT department, contact them immediately.

Immediate Actions if your Personally Identifiable Information (PII) is compromised:

PII is information that can be used to uniquely identify, contact, or locate a single person. PII includes but is not limited to: full name, social security number, address, date of birth, place of birth, driver's license number, vehicle registration plate number, Credit card numbers, physical appearance, gender or race.

If you believe your PII is compromised:

Immediately change all passwords; financial passwords first. If you used the same password for multiple resources, make sure to change it for each account, and do not use that password in the future.

If you believe the compromise was caused by malicious code, disconnect your computer from the Internet.

Restart your computer in safe mode and perform a full system restore.

Contact companies, including banks, where you have accounts as well as credit reporting companies.

Close any accounts that may have been compromised. Watch for any unexplainable or unauthorized charges to your accounts.

It's a scary world in which we live. Protect your digital assets just like you do your physical ones. And change your passwords from time to time.



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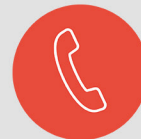
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# Graphic Hooks

by  
Ellen  
Hanrahan



**THIS IS IT...** The third time's the charm, right? Yea, or three strikes and you are out, but look what we started with! Anyway, I'm done with this and keeping my comments from last month, I will update on my thought process. So I did indeed "trash" the original and rethought the content, concept and design.

This flyer is way less congested and very simple, so here is my take on the theme, organization and unity.

No vertical type, one large graphic and more order throughout. Again, this is my version and there are still other possibilities that could be explored... but not by me! I also left the bottom part of the flyer with the contact information the same—just changed the background color

## WHERE I BEGAN

The whole idea behind this flyer is to get people for part-time delivery positions. So we start with the money, and I chose a money graphic to tie in with the idea of making "extra money." No two people will spend money the same way (just ask my husband!), so I wanted to lose the idea of vacations. As I said last month, sometimes it's just nice to order out, or go to a restaurant for a meal and drinks with family or friends.

I used a dark green color—the color of money—to "think green," as in "greenbacks", "green light," "green with envy." I did introduce a subtle dark blue for a little contrast (think "blue skies," "out of the blue" (as in opportunity), and "true blue." So color choices were based on ways to complement the message.

I like to limit the amount of gradients in my work, but because this was a simple

**LOOKING FOR A WAY  
TO MAKE EXTRA MONEY?**

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idea, I just used the one gradient in the background.

I kept the typeface, **Amplitude** because it's a sans serif type and offers Compressed, Ultra and Wide choices, although I did reduce the use of Extra Compressed. I did continue to use all caps in the headline, but used upper and lower case for the job benefits.

## NO WASTED EFFECTS

For this flyer, I could use outlines and/or drop shadows. Because the issue of readability has been pretty much eliminated, I felt some simple drop shadows and outlines would not add "visual clutter," or detract from the message. So how did we do on the design principles (at least, this is what I think)...

**CONTRAST** works with all the design elements—I used color to create visual interest and help organize information by providing a focal point.

**REPETITION** was used with the color to provide continuity and unity within the content areas.

**ALIGNMENT** is simple and visual connections are more obvious. Better yet, the readability and legibility of the content is greatly improved. Much easier to read, understand and remember.

**PROXIMITY** is also improved. Without the vertical type, we have an easier path to make connections within the content.

## IDEAS FROM GRAPHICSTOCK.COM

At the time I was looking for art for the flyer, I also searched for some holiday theme artwork from GraphicStock.com. It's reasonably priced and I can usually find a lot of vector art—and you know my penchant for vector-based artwork (love to dismantle and just use parts). Anyway, here are a few ideas for artwork that can be used in the fall and for Thanksgiving. Just think of how much fun I will have using parts of the artwork below. And I can't even show you the great leaf backgrounds I found (maybe they will show up in another demonstration).



## A FINAL NOTE

No matter what form your visual communication takes... ads, flyers, banners, posters, books, web, etc... take time to read through the information and plan a thoughtful concept to best convey that message!

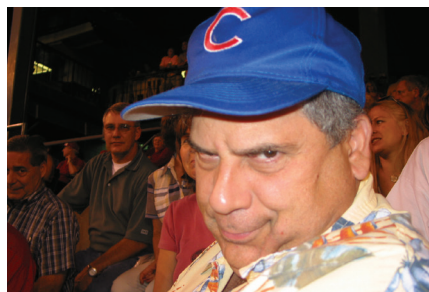
**Happy Thanksgiving to all!**

Ellen Hanrahan [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) ©2016





To keep you on your toes, TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry (douglas@ifpa.com)



# CIA not required to disclose torture report

By Jordan Crews  
jcrews@kingballow.com

A Congressional Committee's 6,000-plus page study on the detention and interrogation program formerly run by the CIA is a Congressional record not subject to disclosure under the Freedom of Information Act (FOIA), the federal court of appeals in D.C. ruled last month.

In 2009, the Senate Select Committee on Intelligence began conducting a comprehensive review of the CIA's former detention and interrogation program. In a June 2009 letter, the Senate Committee specified that the report and any notes, documents,

drafts, and final recommendations were Congressional records rather than agency records subject to disclosure under the FOIA.

In 2014, after completing its review, the Committee produced the report, titled "Committee Study of the CIA's Detention and Interrogation Program," which included a 6,000 page investigative report and a 500-plus page executive summary. The Committee transmitted copies of the Full Report and executive summary to the president and officials at the CIA, Department of Defense, Department of Justice, and Department of State (defendants). The executive summary, but not the Full Report,

from  
King & Ballow



was made available to the public. The Committee also made clear that it had full discretion to decide if and when it would release the full report to the public.

## WHY NOT RELEASE THE FULL REPORT

The American Civil Liberties Union (ACLU) filed FOIA requests with the government seeking disclosure of the Full Report. The requests were denied on the ground that the Full Report is a "congressionally generated and controlled document" that is not subject to disclosure under the FOIA. The ACLU filed suit against the government, asking a federal district court to compel disclosure

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# CIA not required to disclose torture report

of the report. The district court refused to do so and dismissed the case. ACLU appealed, arguing that the report was not a congressional record but an agency record subject to FOIA disclosure because the Senate Committee relinquished control over the Full Report when it sent the report to the president and agency officials.

Subject to certain exceptions, the FOIA requires federal agencies to make agency records available to the public upon reasonable request. The FOIA allows federal district courts “to order the production of any agency records improperly withheld from the complainant.” Congress is not an agency; thus, Congressional documents are not subject to the FOIA’s disclosure requirements. The term “agency records” means those documents that an agency both (1) creates or obtains and (2) controls at the time the FOIA request is made. When an agency possesses a document that it has obtained from Congress, the determination of whether that document is an agency record for purposes of the FOIA “turns on whether Congress manifested a clear intent to control the document.”

The court first took note of the language in the June 2009 letter, in which the Senate Committee made clear that any “notes, documents, draft and final recommendations, reports or other materials generated by Committee staff or Members . . . remain Congressional records in their entirety and disposition and control over these records, even after the completion of the Committee’s review, lies exclusively with the Committee.” The Full Report qualifies as a “final . . . report.” Thus, because the language of the letter clearly included the Full Report, the court found that the Senate Committee, in no uncertain terms, intended to control the Full Report.

Nevertheless, the ACLU argued that the transmittal of the final version of the report to the president and agency officials in December 2014 indicated Congress’s intent to abdicate control over the full report. In 2012, the Senate Committee sent a draft of the initial version of the Full Report to the president and agency officials for comments and possible edits. The Committee’s transmission made clear that it retained the discretion to

accept or reject any proposed changes and emphasized that the Committee alone would “consider how to handle any public release of the report.”

However, when the Committee transmitted the final version of the Full Report in December 2014, it did so without any similar limitations. According to the ACLU, this was proof that Congress intended to abdicate control of the Full Report. The court disagreed, noting that Congress, when transmitting documents to an agency, is not required to give “contemporaneous instructions preserving any previous expressions of intent to control the documents in order to retain control over the documents.”

The court found that the December 2014 letter (which did not contain explicit limitations) did not override the Senate Committee’s clear intent to maintain control of the Full Report expressed in the June 2009 letter. Accordingly, the court held that the Full Report was a Congressional document not subject to disclosure under the FOIA.

## FULL REPORT IS A CONGRESSIONAL DOCUMENT

The issue before the court of appeals was whether the Full Report became an “agency record” subject to disclosure under the FOIA when Congress transmitted it to the president and agency officials. In particular, the court had to determine whether the Senate Committee continued to “control” the Full Report once copies of the report were transmitted to the president and agency officials.



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# Thinking Beyond Advertising

by Darrell Davis

Long gone are the days when daily and weekly publications made money solely from single-copy sales. The rise of advertising not only made it possible to lower costs for consumers, but allowed publications to expand and flourish. As 2016 draws to a close, advertising revenue continues to be the largest source of support for most publications but, in the words of Bob Dylan, “The times they are a changin’.”

Over the past decade, the evolution of advertising has had to keep pace with technological innovation. While many community publications have continued to thrive despite a challenging business landscape, publishers are always on the hunt for new sources of revenue. Many have begun sponsoring and organizing community events; others are experimenting with sponsored content and offering a wider range of sponsorship opportunities. In other words, many publishers have shifted from relying on advertising revenue to mining sources of promotional revenue.

Merchandising is another avenue for developing several streams of promotional revenue. Publications, especially those with long histories, possess a treasure trove of content that can be easily framed, compiled or transferred to merchandise. Following in the footsteps of some of the large, urban dailies, smaller publications have made a splash by offering readers opportunities to purchase pieces of history—in the form of a book of hometown vintage photos, framed articles, front pages from a particular year and day, and hats, t-shirts or mugs customized with headlines, photos, articles or images.

But today’s merchandising goes beyond mugs and t-shirts. For example, The New York Times sells personalized jigsaw puzzles from reprints of front pages, aerial and topographic photos and crossword puzzles as well as keepsake books for birthdays and weddings. The keepsake books contain space for recipients to record information about the day as well as reprints of

from  
Metro Creative  
Graphics



the publication from the date of the event.

Technology also makes it possible for readers to create do-it-yourself merchandise based on a publication’s photos or content. Since staffers tend to take more photos than can be published, the “extras” can be put to great use. Making these photos—as well as archived photos and content—available online and enabling readers to order reprints, posters, DVDs and other items is a simple and straightforward way to generate additional promotional revenue.

Advertiser collaborations offer still other opportunities to generate revenue. By teaming up with local retailers to cross-promote, publications can advance their customers’ businesses as well as their own. Print, online and mobile ads can drive foot traffic to retailers’ places of business, where shoppers are met with captivating displays and copies of the publication for sale.

There are countless sources of promotional ideas, and many can be easily replicated and implemented without a huge upfront investment.

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## **STRENGTHEN YOUR DIGITAL SECURITY**

Choose good passwords and PINs. Choose words and numbers that no one would be able to guess even if they were privy to other parts of your personal information. Or, use words and numbers that are familiar to you, but disguise them in a hard-to-guess code, like the Vigènere Cipher. There are even randomly-generated password programs online that will provide virtually unbreakable, or uncrackable passwords. Other good habits to get into include:

Don't use the same password for all of your accounts. Vary the passwords from account to account.

Avoid easily guessed PINs like birth dates, common numerical sequences, phone number, the last four digits of your social security number, etc.

Good passwords will include capital and small letters, numbers and characters, and be at least 8 characters long.

Never store passwords or sensitive information on your computer. All computers are hackable. If you need to keep this information digitally, store it on a CD or in an external hard drive that is only attached to the computer for offline backups (turn off your internet connection when making backups).

## **PROTECT YOUR COMPUTER**

Many identity thieves now use complex software such as spyware and keyloggers to obtain sensitive information such as passwords and login details without the user's knowledge. Just because you can't see anything wrong with your computer doesn't mean that it is safe to use. Unlike viruses and adware, many spyware and keylogger programs are designed for stealth, so that they can gather as many passwords and sensitive data as possible. A strong and regularly updated firewall, anti-

virus program and anti-spyware program will provide most of the protection an individual needs.

If you're not sure what is best for your computer, contact your local computer retailer for advice.

## **BEWARE PHISHING SCAMS**

Phishing involves seemingly harmless emails being sent to you, asking you to verify certain things such as passwords, account numbers or credit/social security details. Any email seeking this sort of information should be an immediate red flag for you. The best response is to contact the service provider directly and ask what's up.

If you get an e-mail claiming to be from your bank that tells you to check or update your information such as a password (for any reason), do not use the link in the e-mail, even if the e-mail letterhead/background looks like it came from your bank. If you think the e-mail is real, log on directly to the company or bank's website and check your records there; if there are no changes, you just avoided being scammed. This type of scam is known as a phishing scam and there are several forms. (You can also call your bank to verify—use the bank's actual contact number, not any numbers provided in the email.)

Other phishing scams include false lottery wins, requests for money to "help" people who have lost money/tickets/house, etc. and claims from Nigerian princes on-the-run.

Check the website of your country's government department that is responsible for updating on regular scams (consumer affairs and security agencies usually); many even have regular emails with such updates to

# How To Avoid Identity Theft

keep you forewarned. Some non-profit consumer watchdog agencies and consumer-safety oriented TV shows will also have similar information available online.

## **DON'T ACCIDENTALLY ON-SELL OR GIVE AWAY YOUR IDENTITY DETAILS**

When you get rid of your computer, be sure to wipe out all of your information first. Ideally, restore it to the factory settings—this will usually be explained in the manual that came with your computer or can be found doing an online search. If you're not sure how, take it to a reputable retailer who specializes in computers and ask for help.

A tech savvy person can even recover information that has been deleted from a hard drive. Free scrubbing programs can be downloaded online, or ask your trusted computer retailer or tech-savvy friend to help.

## **TAKE CARE WHEN SHOPPING ONLINE**

Always check the security symbols when using an online site for shopping. If the lock icon encryption is not there, do not give out credit details. Also, check that the site is legitimate—never go to a site from a random email and start purchasing. Go to the site through a known URL or by searching for it on a search engine first.

Keep a separate credit card just for online purchases. This will make it easier to cancel if something bad does happen and your other credit card for "in real life" can still be used unhindered.

Don't store information on any

*continued on page 16*

# Preventing Identity Theft continued...

store's website. It may be convenient but it's also a possible loss to you if the site is hacked.

## NEVER ANSWER UNSOLICITED OR UNWANTED EMAILS

Even if you're joking, the return email verifies your existence to the would-be scammer and it's just better off that they think their attempt to get to you disappeared into the ether.

Avoid opening emails that don't make sense to you or that come from people or organizations that you don't recognize. Viruses or worms can be hidden in emails. Be doubly suspicious if the email ends up in your spam folder. And always have your virus protection updated and turned on.

## WATCH OUT FOR "SHOULDER SURFERS."

That person behind you in line at the ATM or the supermarket may just be another shopper, or they could

be paying close attention to you in hopes of seeing your account balance or PIN. Shade the monitor area with your hand when typing in your PIN and try to block others' view of the screen. It's even a good idea to do this when no one is around; some thieves use binoculars or install cameras so they can watch you from far away.

More automatic cash dispensers are now adding shields to assist you. Use the shield as one defense, while still cupping your hand over the keypad as you key in the numbers.

You may feel silly shielding your numbers. But think of this—you'll feel even sillier if someone swipes your PIN.

## WATCH WHAT YOU CARRY

We often carry a lot of identifying information in our wallet or purse. And if that should get stolen, it is easy for someone to use that information to their advantage, and quickly. Here are some precautions to take:

Don't carry credit cards (or anything that can be used like a credit card, such as a debit card with a VISA logo). Not only will this severely limit the damage that a thief can do, but it is also a useful budgeting practice. If you must carry credit cards, try to carry only one, and write "SEE ID" next to your signature on the back.

Change all your credit cards to a PIN only option, if possible. That way, if anyone does steal your credit card, they'll need to know the PIN to operate it if purchasing anything in stores. To avoid online usage, never carry address identification in your wallet. You can use an email or cell phone number for "return to owner" requests.

Don't carry extra check (cheque) blanks, your passport, or any other ID that you are not planning to use that day. If you must carry such identification, consider placing it in a security bag worn on the body if there is any likelihood of someone swiping it.

If in the USA, never carry your Social Security card (or any cards that have your social security number on them) with you unless you are going somewhere where it will be absolutely necessary.

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





## SHRED ANY DOCUMENTS WITH IDENTIFYING INFORMATION ON THEM

Don't just throw your old billing statements and other documents containing important information into your garbage. There are "dumpster divers" who are willing to wade through old coffee grounds and rotten orange peels to get their hands on your data. Invest in a crosscut paper shredder and completely destroy any piece of paper that has your credit card number, your social security number, or your bank account number on it.

If you get a shredder, make sure it's one which doesn't just create strips of paper which can be pieced back together. If you don't get a shredder, at least tear the materials into small pieces. When using this strategy,

some believe in a two-bag approach. They will place half of the remains of a torn document in one rubbish bag and the other half in a different trash container in the home (or, if you have a compost bin, mix part of it in with your compost).

Be sure to shred pre-approved and other credit offers (like when they send you blank checks) - don't just toss in the trash. Many thieves will use offers to apply for credit in your name at a different address, and will try to use any checks. Better yet, call your credit card companies and request that they not send cash advance checks in the first place. Phone the opt-out number to stop receiving credit card offers.

## PROTECT YOUR SNAIL MAIL

The mail transports millions of

pieces of personal information every day and is one of the most common sites for identity theft activity. A study found that the most frequently used non-technological method for identity theft was the rerouting of mail through change of address cards! So pay attention to your mail.

Make sure you get all of your billing statements on time. If you have a mailbox that others can access easily, consider getting a high security locking mailbox or consider getting a post office box instead. Also check your mail frequently so no one gets to it before you do.

Most banks offer "paper-less" statements via email or smartphone. If your bank offers this service, consider signing up to lessen your risk.

*concludes on page 18*

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# Preventing Identity Fraud concludes

If you are expecting a new credit card in the mail and it hasn't turned up within the time the bank has specified, contact the bank immediately. Better still, ask the bank to require you to collect the card in person instead of having it mailed out.

## IF YOU'RE A VICTIM ACT QUICKLY

Do what you can to minimize the damage to your reputation and funds. To this end:

Contact all credit providers immediately and have your cards and any lines of credit cancelled. Follow the credit agency's advice and be sure

to keep a record of the conversations, including names of people you speak to, their rank and the time and date.

Contact the police. File a police report. This is important as a record, and may also be required by your insurance company. It can also enable the police to start looking for potential suspects. Most of all, it helps you as it will be essential to show documented police activity to the credit agencies and others affected.

In the United States, contact one of the three credit agencies to explain what has happened and to ask for a fraud alert on all your credit accounts. Follow their advice for your particular

case. (Similar agencies may exist in your jurisdiction if you live outside of the USA.)

## GET A SECURITY FREEZE ON YOUR CREDIT

In the United States, you can contact each of the three major credit agencies (Transunion, Equifax and Experian) and have them freeze your credit. There is a small fee depending on your circumstances and/or location. This action will keep anyone (including you) from opening new lines of credit, or viewing your credit. This is probably best done when you know you won't be needing to open new lines of credit or getting credit reports anytime soon.

You can lift the credit freeze anytime using the Personal Identification Number given to you by each of the three credit agencies involved, and again, possibly having to pay a small fee.

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# 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



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## **IFPA Board Meeting, Thursday, October 20, 2016**

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

Treasurer's Report - Deborah Phillips September financials were emailed prior to the meeting. The 2017 budget also went out for the Board to review.

2017 Conference Update - Jane Means Douglas shared the survey results from the 2016 conference. Jane reported that there have been discussions about how to build in more opportunities and packages for the vendors. There was also discussion about how to promote the conference to both members and prospective members.

### Committee Reports:

TIP - Eileen/Dan will be working on new content for TIP.

CADNET - Dan is studying the rebate system.

Website - Dan/Douglas/Eileen will work on updating and making changes to the website

FITS - Doug/Eric are working to find more FITSBITS videos.

SHARE - Doug/Rena the last Sales Manager call had the highest attendance. Rick is working on a magazine group and a Publishers group is also coming together that will start up on December 7th. The committee would like to eventually have 5 groups which may include circulation and graphics.

Social Media - Joe has been periodically updating Facebook and Katie volunteered to update the cover photo to the Publishers Summit info. Joe said he will continue to make the updates and/or designate someone to handle it going forward. Douglas and Joe have talked about dlvr.it and will work through some of the details and will report back to the Board on the progress of that initiative.

AdSense - Joe reported that during the Fall Conference several additional publications committed to participating in AdSense but only a few of them have completed the process. A plan was put into place to follow-up with the rest of the commitments before continuing to pursue participation with the remaining members.

Publishers' Summit - Katie/Joe The promotional postcards went out last week as well as an eblast. With these promotions as well as the early registration at the Fall Conference, the Summit is close to being sold out and sponsorships are almost filled.

Vendor Packages - Eric, Katie and Danielle will be working on vendor packages for the 2017 conference.


Bootcamp/Training - Bootcamp/Training - Rick, Katie and Jane watched a demonstration from GenieCast, a potential podcast training tool to allow members the opportunity to enroll new sales reps in Bootcamp via a podcast. The committee is waiting on pricing but they feel this could be a great opportunity.

PaperChain Budget Item - Douglas There was discussion about whether or not/how to contribute to Paperchain going forward. Douglas will be in touch with more info for further discussion.

Deborah made a motion to adjourn, Rena seconded the motion, all were in favor. The meeting was adjourned at 10:08am EST.

*Recording Secretary Danielle Burnett*





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