



INDEPENDENT FREE PAPERS OF AMERICA

February 2017

# tip

The Independent Publisher



**Creating Great Email Newsletters**

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**Managing Your Business**

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# AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

- ☑ **DISPLAY THE CVC LOGO** - After your printed audit report has been issued, you can run the CVC logo in your publication, rate card and media kit. Call CVC for more logo promotion ideas.
- ☑ **GET CONFERENCE CALL TRAINING** - Call (800) 262-6392 to schedule training on your CVC audit report and readership study. Training sessions take 30 minutes, and can be scheduled during regular weekly sales meetings.
- ☑ **LET US SEND A LOCAL AUDIT PROMOTION** - Send CVC 10 pre-addressed mailing labels for potential new advertisers in your area. CVC will personalize an audit promotion letter for your publication and send each advertiser a copy of your report. After completing conference call training your sales staff should follow up with the recipients of the letter.
- ☑ **NATIONAL AUDIT PROMOTION** - CVC automatically releases your audit to Standard Rate and Data Service, and hundreds of national media buyers. Make sure you review your SRDS listing regularly and contact national advertisers in your area regularly. Call CVC for more information on national & regional media contacts.
- ☑ **REGIONAL AUDIT PROMOTION** - CVC maintains a database of more than 5,000 advertising agencies nationwide. Use the advertising agency marketing plan in the CVC Sales Handbook to develop profitable relationships with local ad agencies.
- ☑ **CREATE IN-HOUSE AUDIT PROMOTION ADS** – [www.cvcaudit.com](http://www.cvcaudit.com) shows examples of hundreds of promotional ads run by other publishers. Make sure area businesses know why your readers are their potential customers.

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.

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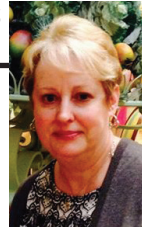
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*"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."*

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

### The Independent Publisher

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#### Publisher

Jane Means, President

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#### Managing Editor

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**DEADLINES:** The next issue of The Independent Publisher will be published March 15, 2017. Deadline for all copy is February 15, 2017. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

#### Advertising, Editorial & Production

The Independent Publisher (IFPA)  
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Columbia, TN 38401  
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Your readers are your most important asset. Without them you have nothing to sell, produce, account for, or deliver to. Keep them engaged with an email newsletter.



# Jotted by Jane

by  
Jane  
Means



Your IFPA board is focusing on how we can best serve you, our member. We have eleven committees concentrating on your member benefits while making sure we have a solid sustainable plan for the organization.

As you know, the board is made up of an impressive mix of industry leaders. We feel this gives us a fairly good pulse on the needs of our members. Did you catch the word “fairly”? Well, “fairly” is not good enough for this group. We are determined to pinpoint not only publication essentials but also member aspirations. In order to do that, we need your help.

We truly want to hear from you. What’s your next project? E-marketing? A new niche product? Change your distribution method? Bundle digital with print? Add another edition? Change paper size? Find a CRM? Need to hire a great sales rep? (duh, of course!) Redesign your front page? WHAT?

We are not kidding; we want to hear from you. What training does your staff need with which IFPA could help? New sales reps? Seasoned reps in a rut? What topics would you like covered with a 30 minute FITS video or what subject matter should be offered in a conference session?

IFPA’s sales rep training is being finalized for newer reps ... and with the updated technology and top-notch presentation material, if you have a newer sales rep, you’ll want to take advantage of this IFPA benefit!

Do your sales reps really know how to use CVC audit results? (Even which stats should be shared with Mom & Pop businesses?) Have you positioned yourself with strong marketing materials that clearly show why your community paper is a much better buy than your daily competitor? IFPA can help.

Is your sales manager participating in the Sales Manager S.H.A.R.E. group

and is it really worth his time? Want her to try it out before deciding?

What products and services do you plan to check out in the near future? We may be able to connect you with an IFPA associate member who can help. (Better yet, we may gain a new associate member because of YOUR interest!)

Kindly call or email any one of the board members (listed on page 3) and please let us know how we can help you grow.

Speaking of benefits... be sure to share with merriment the college scholarship benefit (for your staff and their children) provided by Bob Wright Memorial Scholarship funds. Find out more in this issue of TIP and at ifpa.com!

## Thanks for making us number one.

Why is TownNews.com the **top CMS choice** among U.S. newspapers? Maybe it's because we give you more ways to **make money, create content and grow your audience** than anyone else. And all at an affordable price.

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**TN** TownNews.com

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



The Statue of Liberty is shown from the waist up, holding a tablet in her left hand. The tablet has the date "JULY 17 1776" written on it. She is holding a torch in her right hand. The background is a clear blue sky with some light clouds.

# 2017 New York City IFPA Fall Conference and Trade Show



## Sept. 28 - Sept. 30

*Great Location!  
Learn, Stay and Play!*



Download the app "Layar" from the Apple App Store or Google Play for an interactive experience. Open the app and hold over the video symbol.

# What Makes A Great E-Newsletter?

by  
Douglas  
Fry



We all get e-newsletters on a daily basis. Some are pretty good, others not so much. Since we all need to communicate better with our advertisers and readers let's look at what makes a good e-newsletter so that ours falls in the "pretty good" column.

## SPREAD BRAND AWARENESS

A "pretty good" newsletter builds your brand awareness with your subscribers. You help them recognize your brand and associate it in a positive way. However, you should avoid the temptation to simply duplicate what you've already published in your paper. If you don't have the personnel to make original content happen you should skip the newsletter as a poor one can hurt your brand more than it could help it.

## KEEP IT SPECIFIC

Poor email newsletters lack focus tending to be cluttered because they try to be all things to all readers. You can reduce the possibility of this happening by restricting each issue of your newsletter to a very specific topic. For example, you could do one on how to advertise or market a business intelligently, or how print and electronic media work together, or what businesses should advertise in a specific month. By being precise in your content you will find that your newsletters will be more focused and more worthwhile for your readers.

## REMEMBER 80/20

Most likely, your subscribers didn't sign up to hear about your publication each and every issue. Instead, try to have 80% of your content being educational and 20% or less about your products, specials, sections, etc.

I like riding my bicycle every day. As a result, I have subscribed to several email newsletters. If I get lots of emails from a company telling me to buy their bikes and never tell me how I can cycle better or what the latest innovations are I will quickly unsubscribe. Maybe we should change the rule from 80/20 to 90/10: 90% of your content educational and only 10% promotional.

## SEGMENT YOUR LIST

When your readers subscribe to your email newsletter you should have lots of different options as possible. They should be able to specify how often they receive information from you: daily, weekly, or every other week. Additionally, they need to be able to specify what topics interest them. For your readers you could segment their interests into Automotive, Dining, Real Estate, Home Improvement, Health & Beauty, Financial Topics, Boating, the list is only limited by your products.

With the frequency and content specified ahead of time your subscribers know exactly what they will receive, how often they will get it and they'll look forward to your next email.

Have separate newsletters for advertisers and readers. Specifically, you'll want to segregate the content you send to advertisers from your readers but not necessarily the other way around.

## CREATIVE SUBJECT LINES

Even if you've created the greatest email newsletter ever, filled with amazing information tailored just for the reader, you'll never see anyone open the email unless you have a subject line that draws them into

your newsletter. Think of the email subject line as the headline that draws the reader into your piece. Be creative, different, fun and engaging with your subject lines. "Boat Show" may bring in some readers but "How To Avoid Tan Lines" may attract even more.

## ONLY ONE BIG CALL TO ACTION

The 10% - 20% portion of a great newsletter is a call to action. You want the reader to click on a link to go to an advertiser's website or your own. You'll have multiple features with Calls To Action for each. But don't make them all the same size or have equal prominence. Instead, think of a great display ad. A good ad in your paper has a dominant headline (creative email subject line), engaging ad copy (80/20 Rule), and a prominent piece of artwork or photograph. The ads you run in your paper that get less results are those that contain everything but highlight nothing. It's the same with email newsletters.

## MAKE IT EASY TO UNSUBSCRIBE

It almost seems counter-intuitive to help a reader unsubscribe but it is especially important if you want to keep readers involved in your newsletter. Think of it this way, if a resident in your community calls and asks to no longer receive your publication you take them off your delivery or subscriber list. The reason for this is it saves you money and keeps your publication from getting a bad reputation as junk. It's the same with an email newsletter. Have a link at the bottom of your pieces that has a link to unsubscribe. But before they unsubscribe give them the option to change the frequency of delivery.

# EMPLOYEE BENEFIT

from



Your student can apply  
for one of four  
**SCHOLARSHIPS**



***Have your student apply today!***



## **Bob Wright Memorial Scholarship Requirements:**

- Parent must work for a community paper that is a current member of the Independent Free Papers of America (IFPA).
- Applicant must be a high school graduating senior or current college student.
- Applicant must be attending a 4 year college, vocational trade school or community college.
- Application must be received by 3/22/17

**To download application: Visit [www.ifpa.com](http://www.ifpa.com)  
Click on “Member Benefits” the “Bob Wright Memorial Scholarships”**

# Graphic Hooks

by  
Ellen  
Hanrahan



**Once again** life is far from boring! My dad, (Joe Hauser, almost 95) went into a Rehab Center at the beginning of January. He is doing well, but will no longer be able to return to his home once he leaves the center.

My time is now unsettled so I found an article from a few years ago that bears repeating. . .

## LOVE ...

Commercially, February is all about hearts and valentines... and President's Day sales, but let's start with the "Love."

This ad ran as a quarter page but is reduced to 45% of the original size. I think you still get the idea. I wanted to show attention to details and contrast can make a big difference in grabbing the reader's attention and creating emphasis.

Artwork is mostly the same and placement of the elements also remains similar. But this is a case where showing the difference can help a non-designer understand that a few minor alterations can change the power of an ad.

The most noticeable difference is the black border behind the hearts. Drop shadows also add dimension and pull the eye into the ad.

The type for "Treat yourself..." in the left ad has not been handled properly. Large "gaps" between the capital and lowercase letters impede readability. Plus, the coupon is good for fragrance or lace, so I gave that info more emphasis as well (larger and bolder typeface).

I used the word "One" instead of the number "1" because I felt it worked better at the beginning of the sentence and I also was working with

an awkward combination of "and/or" and wanted to keep the quantity consistent. This use of a word instead of a number will vary depending on content, usage and typeface.

## Plan the Artwork

It's OK to leave breathing room, or white space, around the logo to make it stand out even more. The hearts that are placed near the logo in the left

ad compete with the logo. You view the logo and then your eye goes to the two hearts—the last thing you should see is the client's logo.

Contrast can be a powerful element in an ad. Since newsprint is not a bright white, use the black/white contrast to your advantage. Ads look different in print than they do on your monitor. If the ad looks weak on the screen, it's not going to look better in print.

I checked out current art and found some "heart faces" at **GraphicStock.com** that also would work in this ad. . .

If your ad is striking in black and white, it will be effective in color (column 2). A color change in the border and a screen in the coupon area is all you need, because too much color can overwhelm the content.

## ... AND PRESIDENTS

It's not always easy to find graphics suitable for smaller ads. That's why I am such a big fan of vector (Illustrator) art. . . I can dismantle it! While I was searching for Valentine art I came across art appropriate for President's Day.

A suggestion of the patriotic can go a long way. In really small ads, the space is so limited that there isn't much of a choice.



The above vector artwork was grouped together which allows me to "pick apart" many suitable elements that will work in any number of President's Day Sale ads. The two circular "badges" were also in a set of four that can be used to group a number of sale ads or would easily fit a one-column ad.

There are a lot of choices, but sometimes you have to be a little "picky."

*Wish your Valentine a Happy President's Day*



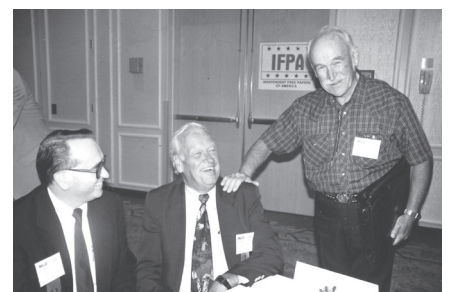
Ellen Hanrahan hanrahan.ln@att.net ©2017





# Gary's Gallery

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)



# New Overtime Law Blocked!

from  
King & Ballou



by David Goldman  
dgoldman@kingballou.com

A federal judge in Texas recently issued a preliminary injunction blocking the implementation of the U.S. Department of Labor's (DOL) new overtime rule. The court's ruling means, that for the time being, the new overtime rule will not go into effect this month as intended.

Following the DOL's announcement of the new rule, twenty-one states, joined by many business associations and chambers of commerce from around the country, sued in a Texas federal court to block implementation of the rule. They argued, among other things, that the rule went beyond the scope of the DOL's authority because it essentially replaced the duties test with a de facto salary test when it dramatically raised the executive, administrative, and professional (EAP) exemptions' salary thresholds.

They also challenged the authority of the DOL to automatically update the threshold every three years. The states then filed a motion seeking to temporarily block the rule while the lawsuit went forward.

On November 22, 2016, Judge Amos L. Mazzant, III of the United States District Court for the Eastern District of Texas, granted the states' motion, and temporarily blocked the rule from going into effect nationwide. The court held that the states were likely to succeed on their argument that the DOL overstepped its authority. After analyzing the statutory text of the EAP exemptions within the FLSA, the court concluded that Congress intended the EAP exemptions to be primarily based upon an examination of an employee's duties. In contrast, he noted, the DOL's new overtime rule functionally replaced any consideration of duties with a salary test, where an employee who

was previously exempt from the FLSA's overtime provisions would now be classified as non-exempt solely based upon the fact that the employee makes less than \$47,476.

According to the court, while the DOL certainly has broad authority to define what duties qualify an employee for the EAP exemptions, it does not have the authority to categorize an employee as exempt wholly without regard to that employee's duties. Thus, the court found that the states were likely to succeed on the merits of their argument, an essential factor in favor of granting a preliminary injunction. The court also found that the states would suffer irreparable harm if forced to comply with the rule in the form of non-recoverable expenditures of taxpayer money. Therefore, seeing no countervailing reason not to, the court granted the states' motion for an injunction.



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from  
King & Ballow

# Geographic isolation key to sexual harassment claim

## GEOGRAPHIC ISOLATION AND DEPENDENCY WERE KEY TO SURVIVAL OF SEXUAL HARASSMENT CLAIM

A female graduate college student was offered a unique and professionally advantageous opportunity to work as a graduate researcher collecting field data on peregrine falcons in Alaska. The project was a joint collaboration between the university she attended and both the Bureau of Land Management and the U.S. Geological Survey.

A male scientist from the United States Fish and Wildlife Services was the leading authority of peregrine falcons in Alaska. He was to mentor and guide the graduate college student in her research, as well as to teach her how to survive in the remote region.

The two embarked on extensive research trips to a remote location in arctic Alaska almost completely uninhabited by humans. The male began telling sexually explicit jokes, asking the female questions about her dating life, and telling her stories about his previous encounters and relationships with graduate students. He bathed in the river naked in front of her, and made sexual comments about her.

In a series of other encounters, the male made sexual advances towards her, and indicated that he was interested in a romantic relationship with her. The student informed him that she wished to keep their relationship professional. He

continued to pursue her and offered her alcohol, which she declined to take.

When the student arrived back at her university campus, she learned that she would be sharing office space with the male so he could analyze the river data collected, he continued to invite the female out to dinner and to other events, such as hockey games. The female started to study away from the office space so she could avoid the male. After failing a statistics exam, the scientist appealed.

The Court of Appeals for the Eighth Circuit heard the case on interlocutory appeal. An interlocutory appeal is an appeal of a ruling by a trial court that is made prior to the trial court entering a final judgment in the case. The male scientist maintained he was protected by qualified immunity which protects government officials

from liability so long as their conduct does not violate statutory or constitutional rights of which a reasonable person would have known.

The court reasoned that sexual harassment by state actors violates the 14th Amendment. The Court considered the elements of sexual harassment and the totality of the circumstances such as geographic isolation, as well as her dependency for her own physical well-being upon the male scientist. Under these circumstances, the female provided evidence that the male's conduct was sufficiently frequent, severe and constituted an unreasonable interference with her work performance. She also established that she suffered psychological and economic injury. The court affirmed the lower court's decision in the female student's favor.



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

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

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

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

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

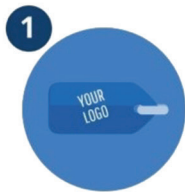
Including coffee.

## Community Papers

Working For You

# Launch Your Own

## How It Works



### Rebrand Our Platform -

Add your own company name and logo. Use your own domain.



### Sign up Local Businesses -

We'll show you how with proven sales techniques and marketing materials.



### Build Sites Fast -

Create small business websites in minutes. No coding or technical experience needed.



### Get Paid Every Month -

Set your own prices and keep 100% of sales.

## Includes:

- ✓ Branded Marketing Site
- ✓ Desktop & Mobile Site Builder
- ✓ Hosting for every site
- ✓ Reseller Dashboard
- ✓ Sales & Marketing Materials
- ✓ 100% White Label
- ✓ Training & Support
- ✓ No Contracts - Cancel anytime



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# Web Design Business

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Set your own prices and generate upfront and residual income on every site you sell. The recurring income you create will continue even if you no longer sign up new accounts. Use our potential profit calculator to see how much you can make.



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
400	\$159,600	\$20,000/mo.	\$240,000
1000	\$399,000	\$50,000/mo.	\$600,000

*\*Based on our recommended pricing structure of \$399 Setup followed by \$50/month.*

**Call now for a Free Demo: 1 (888) 958-6838**  
**Learn more at [www.siteswan.com](http://www.siteswan.com)**

# Supported vs. Native Content

by Jo-Ann Johnson

We see tremendous growth in the popularity of native advertising and sponsored content. While these formats have been making waves online for a several years, 2016 saw the growth of native advertising in all media, but most notably in print. In fact, both The New York Times and The Washington Post ran their first print native ads in 2016. At the same time, many media outlets, perhaps encouraged by recent data showing that readers spend about the same amount of time on advertiser-sponsored pieces as they do on news stories, are increasingly adding these strategies to their advertising toolkits. But to ensure optimal success with native advertising and sponsored content, an understanding of what each one is — and isn't — is essential.

The difference between the two terms varies widely and this fuzziness has caused considerable confusion — even inside the industry. Many advertising insiders use the terms interchangeably and, in doing so, blur important distinctions. In simplest terms, native advertising both mimics a publication's editorial style and enhances reader experience. Blogs and articles with a promotional tone that aim to convince a highly targeted audience and flow seamlessly with the regular content of the publication, site or app are examples of native advertising. Although native advertising is delivered in a way that doesn't disrupt a reader's experience, it may include content that links to advertisers' Web sites or advertiser-

generated content as well as videos and images with a brand bias. Sponsored blog posts are currently the most popular form of native advertising, followed closely by brand-oriented articles and Facebook sponsored updates.

Sponsored content, on the other hand, is purely editorial. Its goal is not to convince or to sell, but to inform and educate readers and create/increase the value of a brand by demonstrating thought leadership. Examples of sponsored content include editorially-focused, unbiased content — articles that mesh with both the style and subject matter of a publication or site and engage readers by presenting useful and engaging topics — that generates exposure

from  
Metro Creative  
Graphics



for the sponsoring business. For example, a print publication's Home Improvement section may include a sponsored article on "How to build a disaster-resilient house," or "Recognizing safety hazards during yard work." Its Health & Wellness guide may feature an article on "What to do when beginning an exercise regimen" sponsored by a local fitness club. Examples and opportunities are endless. The only requirement is to ensure that these articles are prominently and clearly labeled as sponsored content — SPONSORED BY ABC FITNESS, for example — at the beginning of the article or above the headline.

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



You have choices in advertising.  
Let us help you choose wisely.

You probably have over 100 channels of video content to choose from when watching TV. Which one is the best to use when you want to advertise?

There simply isn't one station that reaches all your target audience. In order to insure you reach all your customers you would have to spend your money on dozens of stations. That adds up to a complex and immense gamble.

Gambling on audiences that increasingly take action to avoid commercials just doesn't make sense. Channel flipping, ad skipping, snack and bathroom breaks keep your ads away from the audience you are paying for.

Your free community paper changes all that. You can reach your customers with one ad. Our audited circulation guarantees that your ad will be seen by more people and get results. The fact remains that free community papers are

**Exchange** (931) 433-9787  
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**HOWARD BENTLEY PONTIAC GMC FAYETTEVILLE, TN**

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# USPS Announces Name Change

## USPS ANNOUNCES A PHASE TRANSITION FOR MARKETING MAIL

In response to industry concerns about the USPS announcement to re-brand standard mail to the name Marketing Mail, the Service has issued a number of advisories stating that it will implement this name change in a phased transition to allow both hardware and software changes to be successfully implemented. Some industry officials are still urging the Service to allow postal indicia

and names on postal pieces that do not include the name “marketing mail,” as some mailers are concerned that this name could cause consumer confusion or be inconsistent with the purposes of some types of pieces currently using the broad spectrum of products permitted as “standard mail.”

In December 2017 the Service announced “The new indicia and/or postage markings should not be used for letter or flat mail until January 2018 at the earliest.” It stated tray

label and pallet markings will be deferred until mid-2017 at the earliest.

In a subsequent announcement the USPA stated it was “working closely with the industry” and that it had heard concerns about “open rates.” The Service stated it was “exploring options that will not require the term “Marketing Mail” to be used. The Service thanked the industry for its feedback and stated it looked forward to an ongoing collaboration.

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# Managing Your Business



## ENGAGING YOUR EMPLOYEES TO MAKE YOUR BUSINESS MORE EFFECTIVE

*by Gregory Stewart, he is the President of NexGen Management LLC*

Today's focus is on helping you engage your employees to help drive the business forward. As you engage your team, you will realize they are keys to you developing a winning culture which can help drive successful results for the company.

### 1. WHAT'S GOING WELL IN YOUR ROLE?

Identify and List your wins (big or small) this week.

This is a great place to start. Employees get to celebrate and even brag a little about all the positive stuff that happened that week by simply answering that question. This includes the small things that often get overlooked because they aren't related to top priorities. As a bonus, you will glean what employees consider triumphs relative to the goals of the organization.

### 2. WHAT CHALLENGES ARE YOU FACING? WHERE ARE YOU STUCK?

The quickest way to overcome challenges and get unstuck is to say, "I'm stuck!" When we can identify where we're stuck and then bring someone else's attention to the challenge at hand, we are in a position to receive the coaching and guidance that helps us think about the issue in a fresh new way. Often just writing about where we're stuck begins the process of getting clear on how to resolve it ourselves.

### 3. WHAT IS THE BUSINESS DOING NOW, OR CAN BE DOING, TO MAKE YOU MORE SUCCESSFUL?

Employee success is a dynamic and always evolving process. Sometimes what your team needs is more training or a one on one meeting. Other times they require help with learning a specific skill set. This question gives permission to ask for the things that will move the needle forward and build more engaged and happy teams.

### 4. HOW ARE YOU FEELING ABOUT THE BUSINESS? WHAT'S THE MORALE OF YOUR TEAM?

Asking an employee how they feel is critical. It increases drive and happiness because their individual and collective experiences feel validated and heard. Answering this question can not only bring self-awareness but also provide valuable qualitative insight for others. When a team member knows what's going on with others, the entire team is more cohesive. This creates more effective and satisfying team work.

The answers to this question can also allow you to properly time certain initiatives and changes within the company. Are they on the edge of burnout or feeling happy and energized? Are they stressed by the new product launch? Perhaps you should postpone hack day until things settle so that they have space to access their most creative ideas.

### 5. LIST A SCALE OF 1-10, HOW HAPPY ARE YOU? WHY?

The research of positive psychology is clear: happiness is a precursor to success and accomplishment, not the other way around. When your team is happy, they not only come up with better solutions, but their satisfaction also helps to build a culture of high performance and low turnover. This question simultaneously sends the message that your employee matters beyond mere performance and work-related issues. By quantifying happiness, you can get a quick snapshot of this metric team-wide.

### 6. SELF-ASSESSMENT - WHAT'S THE BEST THING THAT HAPPENED TO YOU THIS WEEK, EITHER AT WORK OR OUTSIDE OF IT?

There are strategic reasons to ask this question since learning about team members as whole people can help you develop a more committed and engaged team. Feeling that others know them and understand their personal desires and goals helps to maintain team cohesion and employee retention. This is also an opportunity to discover a common ground with which to enrich in-person communication.

### 7. CHALLENGE YOURSELF - IDENTIFY ONE IDEA TO IMPROVE THE PRODUCT OR SERVICE PROVIDED BY YOUR COMPANY

The best source of innovation is often found by people who already work for you. Since suggestion boxes have gone the way of the fax machine, this opens the door for team members to throw out ideas for improvement, no matter how big or how small. Imagine that the next UBER is humming in one of your employees' heads. You have now presented the opportunity to hear all about it. This not only elicits what

*Continued on page 17*



could be valuable responses, but also makes the respondent feel connected and appreciated.

**8. ENGAGE YOUR TEAM - ASK THEM: "IF YOU OWNED THE COMPANY, WHAT'S ONE THING YOU WOULD DO DIFFERENTLY?"**

If you hired well, then you have leaders and future executives among your ranks. Ask this question once a month to encourage leadership from everyone in the company. Placing them in the driver's seat can really open up some potent ideas on helping the company succeed. This question also offers a sense of empowerment and ownership of the company.

**9. IDENTIFY AND LIST SOME GREAT CONTRIBUTIONS MADE BY OTHER TEAM MEMBERS?**

This opens up the door for praise and can grow cohesion. You can also develop an internal conversation regarding the top traits to look for in a new hire. It is better to ask this question to elicit specific and positive information. Asking for general comments on the performance of other employees may be insightful and entertaining, but will probably open a competitive can of worms.

**10. PROVIDE FEEDBACK ON HOW I CAN BE A BETTER LEADER.**

This one will probably be the toughest on your team, but the responses will also be incredibly worthwhile. You will learn what your employees perceive are core leadership values, and determine if they are in sync with the values of management and the company as a whole. The insights offered here will also aid you to promote internally. You will separate the chaff from the wheat, as it takes a courageous and skillful employee to tell their manager where they have room to grow.



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INDEPENDENT FREE PAPERS OF AMERICA

# Do We Practice What We Preach?

by  
Eileen  
Curley



O.K. I get it. You are a newspaper guy/woman? But when was the last time you sat down and read a paper? Hopefully your answer was today! My point is, do you practice what you preach?

Recently, I was working on a project for my son's kindergarten class. I pulled out my X-acto knife and started cutting the cardboard. You would have thought I had the coolest new Pokemon on my shoulder the way I had his attention. He immediately started in with the questions: "What is that?" "Is it a pen?" "What are you doing?" "Is it cutting?". I stopped and showed it to him explaining that yes it was cutting and no he couldn't have it.

Why is this significant? Because I am an artist. I went to college

and receive a degree in art that I use everyday at work, but my own kids are shocked to hear that. If you ask my children what mommy does they say "Newspapers." Yes, that's kind of right. I mostly use a computer for my art now, but I have other skills and my own family doesn't even know about them. Really, the only time they see me with my "work" is when I show them that their photo and birthday announcement were in the paper.

What talents do you have that you aren't passing on to your legacy? What do you do every day that the people who know you have no idea about? Today is the day. Share those talents. Practice them. Showcase them!

So, have your kids seen you

reading a newspaper lately? Do you only read in your office? Do you read online? Make sure they see you loving what you do. It is the only way for them to develop that interest for themselves.



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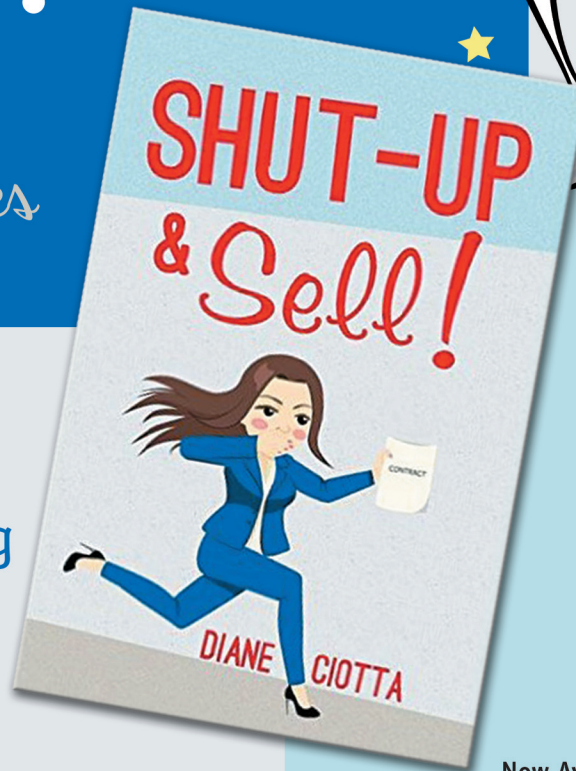
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# IFPA Board Meeting, Thursday, January 19, 2017

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, Eric McRoy, Dan Buendo and Executive Director: Douglas Fry Excused: Katie McNabb

Membership - Danielle Burnett The Hippo Press in Manchester, NH was presented for membership. Deborah made a motion to accept their membership, Rena seconded the motion, all were in favor. The Rare Reminder of Rocky Hill, CT was also presented for membership. Doug made a motion to accept their membership, Deborah seconded the motion, all were in favor.


New York Conference - Jane Means There was discussion about early registration incentives.

IFPA Virtual Sales Training - Rick Wamre Prior to the call Rick emailed an overview of the new IFPA Sales Training plan he and the committee are recommending. The kick off class will be "Basic Ad Sales" (formerly Bootcamp); intense training designed for the newer sales rep. The first class will be eight hours split between four days beginning on March 20. Doug made a motion to accept the committee's entire package proposal including registration prices of \$199 for the first attendee and \$99 for each additional person. Dan seconded the motion, all were in favor.

Finances/Budget - Deborah Phillips An overview of the budget and December/year end finances were emailed prior to the call. Deborah asked the Board to continue to spend time finding new revenue opportunities to help offset some of the losses. Dan Made a motion to accept the budget as prepared, Rick seconded the motion, all were in favor

Doug made a motion to adjourn, Eileen seconded the motion, all were in favor. The meeting was adjourned at 9:48am EST.

Recording Secretary Danielle Burnett



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