



tip

The Independent Publisher

Buckley Newspapers Makes an Impact
page 4

Exceed Your Sales Goals
page 8

I'll See YOU In New York Because...

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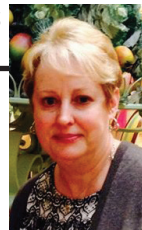
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

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

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IFPA goes to New York. Read all the articles in this issue of TIP and find out all the reasons you should attend this history making conference. I'll see YOU in New York because...



Buckley Newspapers Makes an "Impact"

by
Cindy Cruz



By Cindy Cruz

During the past 40 years IMPACT, an advertising publication distributed in the Pine Belt region of south Mississippi has withstood the test of time maintaining its competitive edge in today's marketplace.

Building and maintaining good relationships with customers equates to continued success for IMPACT. "Relationships with customers are crucial. "If you don't foster good relationships, it doesn't really matter about your 'weekly specials', states Kevin Williamson, general manager. "When the customer knows you and believes you have their best interest at heart, staying competitive becomes much easier."

Buckley Newspapers Inc., (BNI) the parent company of IMPACT, was launched in 1967 by Dr. Frank Buckley and his son, Ronnie, who is now president of BNI. For years the company focused on local weekly newspapers. In 1976 Ronnie Buckley proposed the creation of an advertising publication (IMPACT) that would be saturation mailed. Their first IMPACT was mailed in Laurel, Mississippi later that year. Since then the publication grew from 10,000 to the 110,000 homes it reaches today. It is now direct mailed to more than 110,000 homes in the Pine Belt region of Mississippi every Wednesday.

BNI continues to operate as a family business. Ronnie Buckley runs the company with his wife, Carolyn, and son Zach. That trio functions in a variety of roles within BNI and, of course, makes the critical business decisions for BNI.



Zach Buckley, vice president of operations; likes to say that "we connect buyers and sellers." That's a good way to put it," Williamson says. "IMPACT was connecting people long before social media was invented!"

The advent of social media resulting in the fragmentation of the media has divided advertising dollars among many camps. "This is something we didn't see years ago when traditional media dominated the marketplace. For example, we have over 90 advertising/marketing companies going after the same advertising dollars in the Hattiesburg market," Williamson explains. "Business owners are bombarded with advertising options now, which oftentimes leaves them confused of where and how to market their business and causes traditional media companies to change the way they do business, often with less profit as the reward. He acknowledges that print media is certainly not an easy business to manage successfully in

the current business climate. "We at BNI pray for direction and we trust that God will help us make sagacious decisions that will benefit us and our customers," Williamson says.

Despite the increased competition IMPACT continues to do business not only with hundreds of local advertisers but also with more than a dozen regional/national clients such as Lowe's, Wal-Mart, Fred's, drug store chains and grocery stores.

In their market, IMPACT reaches about 80 percent more homes than their nearest print competitor, so that's "advantage IMPACT," Williamson adds. "And, according to our latest Circulation Verification Council (CVC) reports, a very high percentage (76%) of residents in our market area still read our paper. With so many apps and websites dotting the media landscape today (that we didn't have just 10 years ago), we must be doing something right."

Continued on page 17



Buckley Newspaper Inc. owners, (front left to right) are Zach Buckley, Carolyn Buckley and Ronnie Buckley. Pictured with them (second from left) is Troy Stinson, a press operator who has worked for BNI for over 40 years.

Williamson says newspapers have a way of connecting you to your community.” The business requires that you interact with business owners, government and school leaders, and all citizens in between. That connection, that bond, is special.”

“At ribbon-cuttings you see new business owners excited about opening their doors and the possibilities for the future. In the sports arena, you see kids enjoying the accomplishment of winning a game or a championship in their sport. That’s what makes the business fun,” Williamson says.

Community involvement also helps foster those relationships. Some of BNI’s employees are involved with community civic groups like Rotary Club, Kiwanis and United Way. The company also commits itself to a significant amount of gratuitous advertising campaigns to help local charity-based efforts.

Last spring, BNI launched a new

website, Cars601.com that has connected the company in new ways to some of their auto dealerships. “We coordinate that digital experience for our customers with our publication to enhance our relationship with that market sector. So far, we’ve seen encouraging progress,” Williamson adds.

Although the future is likely to continue to present challenges BNI remains optimistic. “Our future plan for our publication is to

persevere through the unknown and unpredictable changes taking place in advertising. Fragmentation of the advertising dollar has never been more uncertain, but we as a family are certain that God is still in control,” Zach Buckley says. “We have been so blessed to have one of the most powerful advertising products in the history of Mississippi. We feel like there are some digital opportunities we can leverage with our print products to bring our buyers and sellers together.”

I'll See YOU In New York City Because

For several reasons, I'm very excited to attend the IFPA Fall conference in New York. It's always profitable to mingle with "my people" and share business ideas. There's a ballroom full of great vendors who are always eager to improve my newspaper. I'll definitely spend some time at Nat Sherman's in New York City (@Nat42nd) and smoke the world's finest handmade cigars!



Eric McRoy



Jotted by Jane

by
Jane
Means



BRAINSTORMING

Have I ever mentioned to you how much I love brainstorming sessions? I think it's one of the more brilliant strategies to help solve most any problem. I'm perfectly comfortable admitting that I do not have all the answers; yet understand it's ultimately my job to find the solutions.

Recently we had a challenging situation with one of our advertisers. Unfortunately the concern seemed to linger. We'd come up with a Band-Aid, apply it, ease the ow-ee, and temporarily comfort the advertiser. The condition would flare up again; we'd apply a different Band-Aid, etc. You see where this is going.

It was clear to us we needed new, fresh, drastically clever ideas for this situation. We needed someone's help who could think outside the box and hopefully help us come up with a cure. Brainstorming sessions were scheduled!

I gathered employees from several departments, making sure we included a real mix of skill sets, varied pay levels, wide-range of seniority, and gender mix is always an obvious benefit to cultivate ideas. Each session had about eight to ten people so it was an intimate environment for everyone to feel comfortable to speak and share ideas.

Here's how I started each session. "You may or may not have ever before been in a brainstorming session with me. Here are two guidelines we will follow.

"1. Every idea is a good one; this will not be the time to discuss how an idea will not be successful, and

"2. We will be discussing confidential company information that cannot be shared with anyone outside the company; you cannot mention it at home nor on social media. Some people find it difficult to keep information confidential; here is your opportunity to leave this meeting before we start... no questions asked." (So far, no one has gotten up to leave a meeting.)

32 Quarterfold

32 Magazine

37 Broadsheet or Tabloid

32 Digest

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I present the over-all challenge and what we've tried so far and then I let the ideas start to flow from the group. OMG I've got pages of notes. There are always a few giggles, a few "way out there" suggestions, but overall numerous inspiring ideas. Sure, there were some mentions of ideas that had zero chance of working, but remember, this was not the time to discourage anyone; I just kept writing down every idea that was proposed.

The added bonus was hours later when several employees stopped in my office one by one to thank me for including them in a brainstorming

session. They felt more a part of the varsity team and were honored they could help the company with challenges outside their own specific department.

For this particular challenge, we've had three separate brainstorming sessions, each with a different mix of employees. We are now sorting through all the great new ideas to decide which one(s) we will implement first. It's a comforting situation to have.

If you haven't put brainstorming into action at your publication, know that

your employees are filled with great ideas for you too. You just need to hear them. Yeah, my door is always open too; and occasionally someone will wonder in with a suggestion. But when you gather people together, confirm that each employee is truly a valued component of the company, encourage creative thoughts; one-person gets the ball rolling and the others feed off each other ... the ideas keep blooming and evolving. It's a very worthwhile hour. Every. Single. Time.




Will the Internet kill your free community paper? Did instant potatoes kill potatoes?

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 free community papers is now higher than paid daily papers and continues to grow. Rather than being replaced by "instant" media, your local free 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 free community paper does what the Internet doesn't. We promote connections at a local level. Free papers join readers and advertisers in ways digital media don't.

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

Including potatoes.



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Media Appraisers & Brokers

10 Proven Ways To Exceed Your Sales Goals

by
Ryan
Dohrn



What will you do to exceed your goals in 2017? In my ad sales training travels I see some media sales people drift aimlessly from day to day and year to year. There is no focus on a long-term plan for their life, let alone for their sales life. Other ad sales executives set detailed goals and conform strictly to daily to-do lists. The rest of us are somewhere in the middle. Now that you know you are “normal”, where do you grow from here and set goals for 2017 that will help you grow, go, and maybe even glow? Here are ten tips for goal setting success, and how each one applies to your media sales life.

AD SALES TRAINING GOAL SETTING IDEA #1: SET KEYSTONE HABITS FIRST.

“Keystone” is a term used to define the significance of one piece or component in a system of parts. It pre-dates to the Mesopotamians who used a single solitary stone – later termed a keystone – to lock other stones in an arch. When you set these keystone goals as a priority then the other goals begin to fall into place much more easily. For example, if you want to prospect with a passion in 2017, you cannot do this if you are tired by 2pm. So, your first goal needs

to be getting more rest. According to the Centers For Disease Control, nearly one in three adults in this country get an average of less than seven hours of sleep a night. Experts at the Mayo Clinic will tell you that most adults need 7-9 hours of sleep to achieve peak performance. If you overlook the keystone goals, you are overlooking the fundamental foundation of your goal setting success. If you are not sure of your keystone goals, this is a great topic to bring up with your sales coach as you set your agenda for the year.

AD SALES TRAINING GOAL SETTING IDEA #2: IDENTIFY THE WHY IN THE GOAL.

The “what” of a goal is pretty easy to define. For example, I want to grow my client base. The “how” is about creating mini-goals. The “why” is the critical and often missing piece of goal setting success. It is also the hard part. Do you have deep and profound reasons for wanting to achieve the business goals that you set for yourself? I’m not talking about superficial reasons. I’m talking about meaningful reasons. You need to attach a meaningful reason why to each goal. For example, I want to

earn 25% more this year to send my kid to private school. Without the why, the what will often fall flat.

MEDIA SALES TRAINING GOAL SETTING IDEA #3: PLAN FOR THE YEAR, NOT JANUARY.

Buy a big flat calendar for your wall. A calendar that shows all the months of the year. Then, break down your goals across the total year. Most failures happen in the first 60 days or less. By spreading out your goals you allow yourself time to actually achieve them. For example, you might set your prospecting goals for January and the creation of your new proposal templates for March. It is so helpful to see the entire year road map for your goal setting success.

AD SALES TRAINING GOAL SETTING IDEA #4: FIND AN ACCOUNTABILITY BUDDY.

Researchers at the University College London found that partners who adopted a new and positive behavior together were more successful than those who tried to change on their own. If you do not have the option of a buddy, then use your calendar to remind you. Even simple items need a place on your calendar or put these important items in the Reminders app that is built into your iPhone. Maybe you need a sales coach? Maybe your accountability buddy is a fellow sales person? For example, prospecting is a critical sales process. Maybe you set a time at 11am each day to prospect. You will have more success if you find a partner to do the exact same task at the exact same time. At the very least, your accountability buddy would follow-up with you on a certain date about a certain task.

I'll See YOU In New York City Because

I find IFPA conferences the best opportunity to truly connect with fellow members. It's priceless to get to know them especially when I face a crisis, I am totally comfortable asking any of them for help!

Jane Means



The Statue of Liberty is shown from the waist up, holding a tablet in her left arm. The tablet has the date "JULY 17" and the word "LIBERTY" written on it. The background is a clear blue sky with some light clouds.

2017 New York City IFPA Fall Conference and Trade Show



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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.

Graphic Hooks

by
Ellen
Hanrahan



A drop shadow is an effect that can be used to call attention to a specific area in an ad. It also adds depth and creates an illusion of dimension on a two-dimensional page. We used them all the time at work—maybe overuse, some would also say. With as many as six people in our production/design department, it's very possible that too many ads could have used this effect. So, at times, I attempted to “lay off the use of drop shadows.” At times, the art director threatened to call for a drop shadow free week! Good golly, I understand his thinking, but **no drop shadows** ... no way!

Part of the problem in using a drop shadow, especially on newsprint, is the fact that unless controlled, the area turns “muddy.” Because newsprint is so porous, the dot gain is greater thereby resulting in a drop shadow that spreads. Let's look at various ways to control our shadows.

Start with the type

Not all type is effective with a drop shadow. It certainly should not be used with text—best use would be headlines. Below I've used simple drop shadows with different typefaces and used at 28-point type. Larger is better, but I do have space limitations, so consider that also when deciding to use this effect. The mode is **Multiply at 50% Opacity with Offset of p2** on both X & Y coordinates and a **Blur of p3**. I used five typefaces from **House Industries, the ED BENGUIAT COLLECTION**—Ed Brush, Ed Gothic, Ed

SET 1

How is this headline?

How is this headline?

HOW IS THIS HEADLINE?

How is this headline?

How is this headline?

SET 2

How is this headline?

How is this headline?

HOW IS THIS HEADLINE?

How is this headline?

How is this headline?

Interlock, Ed Roman and Ed Script—to give you an idea of choosing the right face for this effect. The second set is the same with the addition of a 1-point stroke to each typeface.

The Roman and Script faces don't work well, legibility suffers... and any type that has very thin and thick serifs will not be a good choice. The thinner the type, the less effective the effect.

I've also used small offsets with a small amount of blur. The effect gets a little bit messier, or “smudgy,” with greater offsets. Adding the stroke helps to better define the edge and adds to the 3-D effect. But look what happens when I double the offset and the blur features below. The shadow is becoming “blotchy” and on newsprint, this will look even worse. Adding a 2-point stroke makes it a little better, but the shadow should follow the contours of the letter forms. The 2-point stroke gives more leeway, but don't get carried away by increasing the stroke size. You may lose readability as well as legibility. When in doubt, see what it looks like on the printed page.

1-point stroke

HEADLINE?

2-point stroke

HEADLINE?

There are some other techniques too. How about making the text white and leaving the **Opacity at 100% (Multiply)** but this time there is **No Offset** with a **Blur of p3** (Example #1). This is very effective with a very bold or black typeface and at large point sizes.

Example #2 is two parts. Text color is **20% black** with **100% black, 1-point rule**; duplicate; **change text color to white** and add a **2.5-point white stroke**. The drop shadow is the same as above except I also added a **Spread of 3%**. Then align the two text blocks.

Example #1

HEADLINE?

Example #2

HEADLINE?

If you choose to use drop shadows, make sure type is “strong” enough to handle it. Avoid smaller text point sizes at all costs. I'm sure you've all come across this, if not, I'll be more than happy to send you some of the PDFs that we get sent to us!

A MEMORIAM AND THANK YOU



Wednesday, March 1, 2017, my father, Joseph P. Hauser went to his eternal reward just 36 days shy of his 95th birthday. He led a good, happy life doing the things that were of interest to him—including as a member of IFPA.

Our first trip to St. Louis (back when St. Louis was the ultimate destination for both the spring and fall conferences) was spur-of-the-moment. I don't know how we heard about it, but the conference was at the end of the week... and somehow my dad and I (why me?) decided it was “a go.” St. Louis was about 8 hours away, so we took off and enjoyed our first (and certainly not our last) conference. I also remember the trip home after that conference—we talked almost non-stop (uh, we also missed a critical turn during our discussion).

That was the beginning of our involvement with IFPA... and many more conferences! My mom, Joyce, with her cheery early morning greetings, Joe as he finally showed up later—much later.

The Independent Free Papers of America was, and is, an organization that benefits others in the field. Since space is limited, I would just like to thank all the individuals for their willingness to share information, concerns, ideas, and friendships that allowed our family-held business to enjoy success over the years.

THANK YOU IFPA

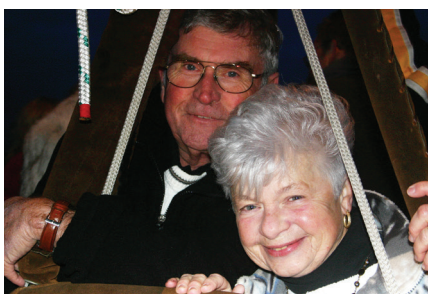
Until next month...

Ellen Hanrahan hanrahan.in@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)



5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



SiteSwan

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

How much does it cost: Plans start at \$99/mo
www.siteswan.com

Ideal Directories

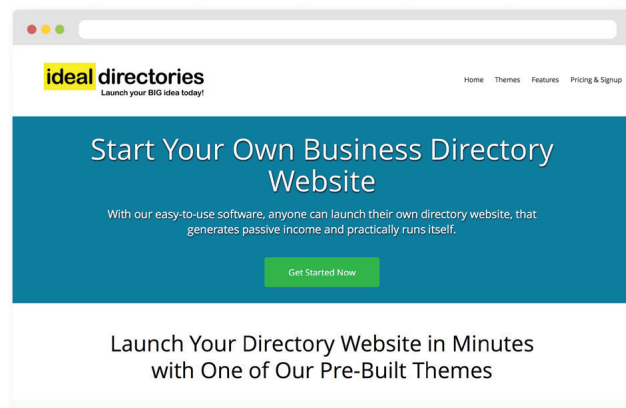
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How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is **always up-to-date** with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume).

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

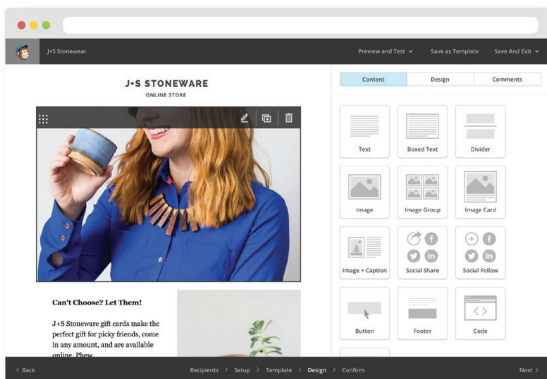
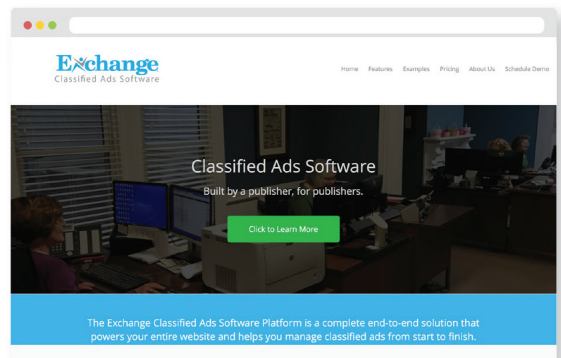
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your **staff all have separate logins** to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Plans starting at \$685/mo

www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

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Exceed Your Sales Goals *concludes from page 8*

GOAL SETTING IDEA #5: SET A REALISTIC TIME FRAME FOR SUCCESS.

The time frames required to develop a new habit or new routine, depending on the complexity of the habit and your level of commitment, is usually 3 to 6 weeks. In other words, if you do your 'habit' consistently for 3 to 6 weeks, it should become routine to you. Kicking an old habit theoretically takes the same amount of time. But, kicking some habits is a little harder. For example, you may want to work on your closing skills. This is not an overnight task. You might say I will practice with Bill this week in the office and try my new closing techniques on two sales calls this week.

AD SALES TRAINING GOAL SETTING IDEA #6: CREATE MINI-GOALS.

A big goal is great. But, there are normally steps that need to be accomplished to meet the goal. For example, if you want to grow your sales business 25%, you may need to adjust your prospecting process, your proposal process and your closing process. This means there are three mini-goals to your larger goal. Just like steps on a ladder, you also need to often take small steps to get to the goal. It is imperative that you set these mini-goals right away. Do not wait for failure to then go back and set the mini-goals.

MEDIA SALES TRAINING GOAL SETTING IDEA #7: USE TECHNOLOGY TO TRACK YOUR PROGRESS.

I use the Reminders app pre-installed in my iPhone every single day. There are many tools online that are more robust.

Nozbe is used for tracking goals, habits, and daily tasks. Set up each

goal as a project and then create milestones, tasks, and habits related to each of your goals. Coach.Me is a veteran of habit-tracking programs. It started with the premise that you have a better chance of reaching your stated goals and establishing new habits if you crowd source feedback and encouragement. The idea of accountability is core to its success. GoalsOnTrack is one of the most robust goal-setting programs. It allows you to record the goal, the purpose, the start date, end date, metrics, sub-goals, habits, and action plans.

GOAL SETTING IDEA #8: PLAN TO ADJUST YOUR PLAN.

Things happen. Or, as I like to say, "Sales Happen". Every day is not a good day in sales land. So, plan to adjust your goals as needed to keep on track. As a sales coach, I have new clients come to me for help on this point all the time. If you skip a day, get back to it the next day. You may even want to set up a discipline for yourself if you miss. For example, if I don't prospect for new clients today I will put \$10 in my charity jar. I know it sounds a bit silly, but just the fact that you think about consequences as it relates to missing your goal can help you hit your goal. You will fail at some point. So, what is the plan to get back on track quickly? For example, I use a specific date and time to get me back on track. If I miss my hour to prospect at 11am, I push all else aside at 4pm to complete the task.

MEDIA SALES TRAINING GOAL SETTING IDEA #9: SET GOALS THAT ARE WITHIN YOUR CONTROL.

This is critical to your goal setting success. As a sales coach, I am all to often guiding my clients down a path of doom that they have set

for themselves because they set goals that they can not control. For example, if you say that you are going to set more realistic revenue goals, yet you do not control the budget, you are doomed.

AD SALES TRAINING GOAL SETTING IDEA #10: CELEBRATE SUCCESS.

No matter the size of the goal, you need to celebrate each and every win. My team used to HATE the small hotel style bell that I set on the counter at the front of our office. Whenever a sale was made the sales rep would ring the bell. The ring went from a small ding to a huge smashing of the poor bell after having it in place for 90 days. I keep several of these bells in my desk drawer. I actually encourage the breaking of the bell for huge deals. Celebration can come in small and big doses. From rewarding yourself with a massage to buying lunch for the team. The important part is to celebrate victories.

FINAL THOUGHTS...

Achieving your goals takes more than good intentions. You have to take action and then systematically measure your progress. You may need some help to stay on track beyond apps, your accountability buddy or your calendar. That is why a sales coach might be a big help to you. I would love to be your sales coach. If not me, look for a coach that is certified by a group like the International Coach Federation. Also, look for a coach that has lived in your world. A good sales coach can coach almost anyone. A great sales coach will often have been a former sales person. This gives them a unique perspective on your life as they guide you on your journey to sales success.

Best of luck exceeding your sales goals in 2017!



by
Donna
Hanbery

USPS Urged To Keep Increase Cap in Place

The Postal Regulatory Commission (PRC) is conducting a ten year review of the rate setting process established by the Postal Accountability and Enhancement Act (PAEA). On March 20, 2017, comments from all interested parties were due. The Saturation Mailers Coalition, the Small Business Legislative Council, and AFCP, IFPA, MFCP, SAPA, MACPA, CPNE, and the State Associations for Florida, New York, and Wisconsin, came together to ask the PRC to “keep the cap.”

The current rate setting process has limited the Postal Service to annual increases in rates, applied on a class basis, that do not exceed the CPI rate cap. The Postal Service has made it clear that it will be seeking relief from the cap in the rate review process. It is expected that postal labor will also urge the PRC to give the Postal Service authority to raise its rates and prices higher than the rate of inflation. It is anticipated that most mailers, mail associations, mail

service providers, and businesses that depend on the Postal Service, will seek to keep the cap.

The combined comments of SMC, free papers, and SBLC, argue that the cap is working. Before the cap, the Postal Service could simply announce its revenue requirement, and the PRC and stakeholders all were required to “duke it out” in a zero sum game fighting over the rates each type of mail would pay. The comments point out that the type of shared mail programs done by our members are very competitive and price elastic. When a price increase of “X” is passed on to customers, it often leads to a “2X” loss of business. The current rate setting system is achieving the objectives of the law. Our comments stated “If it ain’t broke, don’t fix it”.

The comments stress that the Postal Service is performing well, in terms of its controllable and operating expenses. The unreasonable cost burdens of PAEA, including the pie-

in-the-sky pre-funding healthcare requirement, are structural problems with the law that can not, and should not, be fixed by giving the Postal Service more latitude to raise prices. The comments show support for postal reform, and urge the Commission to not try to fix, with greater pricing flexibility or the right for the Postal Service to raise rates, structural problems with the law that are better addressed by Congress.

The Postal Service has announced it will argue that the current system does not give it pricing flexibility. However, the comments point out that the annual pricing calendar and CPI system has worked well. Mailers, and advertisers that depend on the mail, have come to expect modest annual adjustments. During the calendar year, the Postal Service and businesses can discuss, explore, and plan for promotions, operations, or classification changes. This gives the Postal Service flexibility in proposing

continued



WELCOME

IFPA's Newest Member

Mullins Publishing

Publisher: Gerard Mullin

Fallsington, Pennsylvania

continued

rule or rule changes, and making rate adjustments, on a faster track than prior law. It is a cycle that works for the Postal Service, its customers, and the many stakeholders that are part of the mailing industry.

SMC and the free papers pointed out that they are unique users of the mail. The rate cap system has helped them win and keep customers in the mail. The comments note that shared mailers and free papers that mail inevitably have postage as the highest fixed cost. These mailers spend anywhere from 20% to 50% of every dollar of gross income on postage. But selling the mail and print is not always easy. The comments state “Our members are constantly fighting the perception that “print is dead” and the “whiz-bang allure of digital”. Mailers and free paper publishers are often working against a market place bias that mail and print is “old school”, or is “too expensive”.

In creating and developing the comments, input from SMC members, and the members of various free paper associations were taken into account. Comments

from contributors stressed the price resistance of big and small advertisers to rate hikes. Large advertisers will simply announce that they have a fixed budget, and will not pay more. In the face of a rate increase, large advertisers will adjust their mail mix. The comments warn that any perception of a larger than “average” or market based price increase, can be a catalyst to drive larger advertisers to adjust their media buy to the disadvantage of print and mail.

A compelling comment about small business came from a free paper publisher. The comments note “For small businesses, advertising expense is generally seen as a discretionary item. When there is a price increase, small business owners see the increase as coming out of their pocket or lifestyle. When choosing between paying more for advertising, or lifestyle, lifestyle wins. When price increases are passed on to the small business, the advertising response is predictable”. The comments warn that small business advertisers don’t pay more, they simply skip an ad, downsize on the size or frequency of advertising, or use this as an excuse to try other media.

The comments conclude that the rate cap mechanism is working

exceedingly well to help mailers and mail stakeholders plan their business, stay in business, and remain mail customers. The rate cap mechanism has spurred the Postal Service to make needed changes in its network and work force. It has contributed to efforts to focus on new products, promotions, and efforts to retain customers and volumes that were not seen under the prior “we can charge what we want” rate setting process.

The comments conclude by asking the PRC to find that the current rate making system is fulfilling the objectives of the law, and that no further rule making or proceedings are needed.

The Commission will be considering the comments of all parties after the March 20, 2017 deadline. If the Commission finds that changes in the rate setting process are desirable or warranted, it is expected that a separate, formal rule making proceeding, will be announced and that the Postal Service, and other stakeholders, will have a chance to comment, make suggestions, or oppose suggestions, at that time. Additional updates on the comments filed by others, and the status of the proceedings, will be covered in future articles.

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Eric McRoy, VP, AdvAntage News, Alton, IL



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IFPA Basic Sales Training Initiative

by
Douglas
Fry



By the time you read this, the first IFPA Basic Sales Training sessions will be in the history books. Well, that is if they keep history books about awesome, new member benefits.

IFPA has a history of offering member benefits that actually improve the members' bottom lines. That was especially true for what used to be called Boot Camp. New or not completely seasoned sales professionals received intense, top-notch training they could use immediately to improve their abilities, capabilities, and process.

As technologies improve so do the offerings of IFPA. The IFPA Basic Sales Training sessions takes advantage of the latest technologies to bring the trainer into your offices. The benefit to you, your sales staff, and your publication are plentiful. First of all, you don't have to interrupt work for a lengthy training session. Your people simply log in to the system and receive a focused 2 hour "shot in

the arm" for 4 straight days of sales knowledge from training professional Diane Ciotta.

Secondly, no one has to travel or bear the expense of flying, hoteling, or restauranting to attend the sessions. Again, it's all done from the convenience of your computer.

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gives the attendees the opportunity to apply what they learned during the session as they go out and work with clients.

I don't get excited without reason. The IFPA Basic Sales Training sessions give me that reason to be fired up. This is the future of training of which you and your staff can be a part. The first round of training is completed but you can make plans now for you or your people to attend the next one. Then you can be part of making history... the good kind.

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Joe Mathes

Joe Mathes
Delta Publications-Kiel, WI
IFPA Board Member



Witness Tampering Fatal to Defense

from
King & Ballow



by Kyle Watlington, kwatlington@kingballow.com

A former employee sued his past employer alleging that they subjected him to discriminatory working conditions, a hostile work environment based on his Hispanic national origin, and subsequently fired him in retaliation for reporting the harassment. The employer wholly denied that any discrimination or retaliation had ever occurred. This denial was supported by the fact that after almost three years into the litigation the employee and his counsel had been completely unable to locate any witness who could back up the employee's allegations. However, at the last minute, the former employee was suddenly able to locate three other former employees willing to testify and verify the employee's claims.

The three new witnesses appeared at depositions and presented fairly similar stories. Namely, the witnesses testified that they observed a difficult work

environment for the employee due to his national origin and witnessed on several occasions hearing a supervisor refer to the employee as a "burro" (Spanish for a small donkey). This testimony strongly supported the former employee's claims.

Three months after these new witnesses testified on the employee's behalf, the employee's attorney received a text message from one of the witnesses asking for a letter "saying what percent I will receive when the case is settled." The employee's attorney promptly informed opposing counsel of this inappropriate message. Additionally, it would later be revealed that on the same day that the witness texted the employee's attorney he also reached out to the employer and offered to testify on their behalf if he could get his former job back.

The employer's attorney quickly asked the court to hold an evidentiary hearing to determine whether any of the new witnesses

provided false testimony. The court agreed, and a hearing was held. At this hearing, the witness in question testified that the employee offered him money in exchange for favorable testimony. As he was financially struggling at the time, he agreed to present the false testimony.

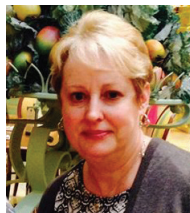
Based on the witness admitting to taking a bribe in exchange for testimony, the trial court dismissed the employee's lawsuit with prejudice. The employee appealed this decision arguing that the record did not show that witness tampering had happened beyond a reasonable doubt. As a result, the employee argued that the trial court abused its authority by dismissing the case.

On appeal, the appellate court upheld the trial court's ruling finding that both the rules of discovery and the court's own authority to manage judicial proceedings allowed the trial court to dismiss the case due to witness tampering. The employer's attorneys were not required to prove that witness tampering had occurred "beyond a reasonable doubt" but instead must only prove that it occurred based on the "preponderance" (i.e. weight) of the evidence provided. The appellate court found the admission of the tampered witness that he accepted a bribe in exchange for false testimony was sufficient to meet this burden. Therefore, the appellate court found that the trial court did not abuse its authority by dismissing the employee's lawsuit, and affirmed the lower court's ruling.

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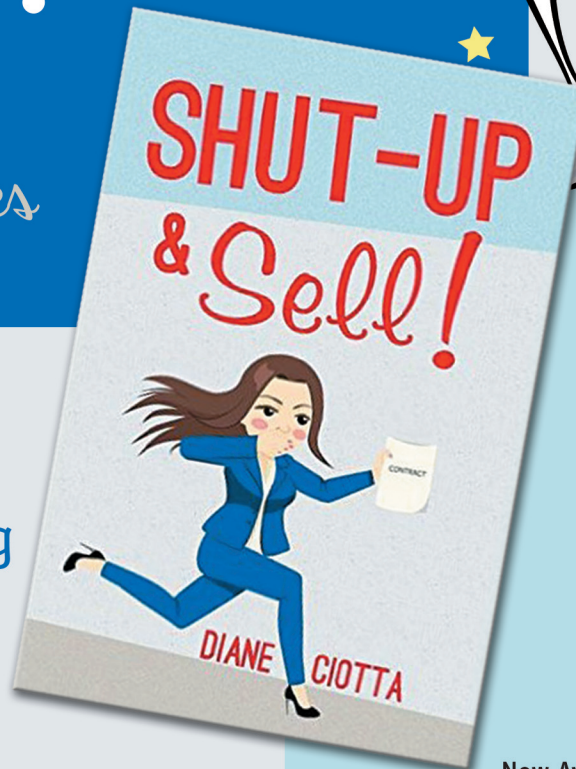
Deborah Phillips



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IFPA Board Meeting, Thursday, March 16, 2017

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

Finances– Deborah Phillips: The February financials were emailed prior to the call. Deborah reported that CADNET and membership revenues are down compared to budget. Letters will go out to all members who have unpaid 2017 membership dues.

Membership – Danielle Burnett: Serve Daily in Springville, UT was presented for membership. Deborah made a motion to accept their membership, Dan seconded the motion, all were in favor.

IFPA Virtual Sales Training – Rick Wamre: Rick reported that 19 people are registered for the sales training that will begin on Monday the 20th.

2018 Conference – Jane Means: There was discussion about locations for the 2018 conference and potential partnerships.

Vendor Packages/FITS – Eric McRoy: Eric asked the Board to send him contact information for potential 2017 conference vendors. Eric also reported that the FITS committee is working to get more videos submitted.

TIP – Eileen Curley: Eileen reported that they are working on an article/ad that each month will feature a member benefit and new members.

CADNET – Dan Buendo: Dan reported on some potential changes for the CADNET rebate program. The committee will work through more of the details on the next Board call.

SHARE – Jane Means on behalf of Doug Fabian: Jane reported that invitations were sent to members encouraging them to be a part of the SHARE calls. A few more people have joined the Sales Managers SHARE group and 14 participated in the most recent call.

Membership – Rena Reiser: Rena reported that she is in the process of gathering all of the materials for the new member and prospective member packets.

Adsense/Social Media – Joe Mathes: Joe is working with Douglas and Dan to set up Deliverit which will feed content to IFPA social media. Joe is also working to get more participation in the Google AdSense program. A letter will be sent to all members who are not yet participating

Deborah made a motion to adjourn, Dan seconded the motion, all were in favor. The meeting was adjourned at 9:50am EST.
Recording Secretary Danielle Burnett




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